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Contract

Customer Journey Mapping

Natural Resources Wales

F03: Contract award notice

Notice identifier: 2023/S 000-012445

Procurement identifier (OCID): ocids-h6vhtk-02fedf

Published 2 May 2023, 9:25am

Section I: Contracting authority

I.1) Name and addresses

Natural Resources Wales

Ty Cambria House, 29 Newport Road

Bangor

LL57 2DW

Contact

Peter Lees

Email

peter.lees@cyfoethnaturiolcymru.gov.uk

Telephone

+44 300654916

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://naturalresourceswales.gov.uk>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0110

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Environment

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Journey Mapping

Reference number

91294

II.1.2) Main CPV code

- 79212110 - Corporate governance rating services

II.1.3) Type of contract

Services

II.1.4) Short description

With the recent creation of a new Customer Experience Team, we seek detailed insight to support delivery of a customer-centric approach to our products and services through detailed Customer Journey Mapping; to be led by an independent and external organisation. Customer Journey Mapping activity will underpin a new Customer Experience & Stakeholder Management strategy and will inform strategic activity and delivery of the strategy in Years 2 and 3. T

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Lowest offer: £140,570 / Highest offer: £149,650 taken into consideration

II.2) Description

II.2.2) Additional CPV code(s)

- 79342310 - Customer survey services
- 79212110 - Corporate governance rating services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

Main site or place of performance

Across Wales

II.2.4) Description of the procurement

Since its creation in 2013, NRW has never measured the holistic customer experience. Historically, any mapping activity has been conducted with an internal view and by internal staff. With the recent creation of a new Customer Experience Team, we seek detailed insight to support delivery of a customer-centric approach to our products and services through detailed Customer Journey Mapping; to be led by an independent and external organisation. Customer Journey Mapping activity will underpin a new Customer Experience & Stakeholder Management strategy and will inform strategic activity and delivery of the strategy in Years 2 and 3. The successful provider will be able to deliver the service in both Welsh and English. Full details in specification.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-030568](#)

Section V. Award of contract

Contract No

91826

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 February 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Mima Group Limited

68-80 Hanbury Street

London

E15JL

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Lowest offer: £140,570 / Highest offer: £149,650 taken into consideration

Section VI. Complementary information

VI.3) Additional information

(WA Ref:131175)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom