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Tender

## **CUSTOMER EXPERIENCE MEASUREMENT SOLUTION**

CalMac Ferries Limited

F02: Contract notice

Notice identifier: 2021/S 000-017254

Procurement identifier (OCID): ocds-h6vhtk-02cad4

Published 21 July 2021, 3:45pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

CalMac Ferries Limited

Ferry Terminal

Gourock

PA19 1QP

#### **Contact**

Nicholas Donnelly

#### **Email**

[nicholas.donnelly@calmac.co.uk](mailto:nicholas.donnelly@calmac.co.uk)

#### **Telephone**

+44 1475650321

#### **Country**

United Kingdom

**NUTS code**

UKM - Scotland

**Internet address(es)**

Main address

<http://www.calmac.co.uk>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA10923](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10923)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

[www.publictendersscotland.publiccontractsscotland.gov.uk](http://www.publictendersscotland.publiccontractsscotland.gov.uk)

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

[www.publictendersscotland.publiccontractsscotland.gov.uk](http://www.publictendersscotland.publiccontractsscotland.gov.uk)

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Ferry Operator, Transport

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

CUSTOMER EXPERIENCE MEASUREMENT SOLUTION

#### **II.1.2) Main CPV code**

- 79342310 - Customer survey services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The provision of a Customer Experience Measurement Solution.

#### **II.1.5) Estimated total value**

Value excluding VAT: £200,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKM - Scotland

#### **II.2.4) Description of the procurement**

Company Info:

Caledonian MacBrayne is a trading name of CalMac Ferries Limited, which was incorporated in May 2006 (SC302282). CalMac Ferries Limited (hereinafter CalMac), incorporating Argyll Ferries Limited, is a wholly owned subsidiary of David MacBrayne Limited, the holding group of companies which is wholly owned by Scottish Ministers.

CalMac Ferries Ltd (CalMac) operates a fleet of 34 vessels across a network of 50 routes serving island and remote mainland communities. It is the UK's largest ferry operator. In 2019 CalMac carried more than 5.6 million passengers and around 1.4 million vehicles.

CalMac operates a high-quality service, which is safe, reliable and affordable, focusing on customers' needs and comfort. CalMac is committed to the highest management standards and aims to be acknowledged as the leading ferry company in the UK, providing value for money, supporting the economy and protecting the environment.

A strength of CFL service provision is our onboard food and drink offer. CFL prides itself on sourcing locally-produced provenance, and that all its food is prepared freshly onboard vessels. A key business objective is to maximise revenues through the onboard offer and encourage uptake as much as possible from passengers.

We serve a wide range of customers from islanders, commuters, stakeholder groups, leisure travellers from Scotland, UK and rest of the world and commercially B2B and B2B2C customers which includes Haulier and Travel Trade businesses.

Our customers can be broadly grouped under three main categories:

- Lifeline passengers
- Commercial
- Leisure travellers

Our vision:

Caledonian MacBrayne's purpose is to navigate the waters ensuring life thrives wherever we are. To sail Caledonian MacBrayne on the west coast of Scotland is to be connected so profoundly you'll never leave. Looked after and guided by our insider's love and understanding of the places and people we serve. We are the heart and soul of west coast life, smoothing this remote and rugged region, our home, into the warmest of welcomes.

Delivering our values People First, Locality and Bravery we will measure customer experience as defined by the 6 Pillars of Customer Experience Excellence across customer touchpoints throughout the customer journey. We want to inspire and motivate our people to be the best they can and to feel valued for making a significant contribution to our customers, communities and our business. In addition to this we want to encourage local teams to take more ownership of the customer experience that they can control and manage.

We will enable this by using robust analytics and research methodologies to deliver an

industry leading customer insight service into the business, making recommendations, driving strategies, and facilitating confident 'data led' decision making at all levels.

We will create a Customer Insight Hub and amongst others this will include live customer experience tracking, reports, dashboards and scorecards.

We currently run monthly single channel surveys the audience for which comes from our Customer Relationship Management system. As not all routes are bookable and there is no requirement for foot passengers to book on bookable routes there is only a partial customer view. In addition to the regular surveys adhoc/event driven research is also carried out.

With the CX Measurement project we intend to move to an 'always on' approach to capture customer sentiment at all customer touchpoints (Contact Centre, website, service communications, port, onboard and retail experience). This will use a range of channels to ensure a representative audience and in addition to this combine with operational data to give true context to results. We envisage the system will use sophisticated text analytics to 'deep dive' into free text comments uncovering the true reasons and themes within customer sentiment.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

This contract shall operate for a term of 2 years with the option to extend for an additional two 12 month periods.

#### **II.2.9) Information about the limits on the number of candidates to be invited**

Envisaged number of candidates: 3

Objective criteria for choosing the limited number of candidates:

The Procurement will be conducted through the use of the Competitive Procedure with Negotiation. All queries about this procurement must be made via the PCS-T messaging system.

The process we will apply is:

Statements including the specific requirements can be found within Section III.1.3 of the Contract Notice.

Bidders must pass the minimum standards sections of the SPD.

Part III and Section B and D of Part IV will be scored on a pass/fail basis, and section C of part IV of the SPD will be scored in the following way:

Part 4C of the SPD will be scored using the following methodology:

100- Excellent. Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates

thorough experience, knowledge or skills/capacity/capability relevant to providing similar services to similar clients.

75 - Good. Response is relevant and good. The response is sufficiently detailed to demonstrate a good amount of experience, knowledge or skills/capacity/capability relevant to providing similar services to similar clients.

50 - Acceptable. Response is relevant and acceptable. The response demonstrates broad previous experience, knowledge and skills/capacity/capability but may lack in some aspects of similarity e.g. previous experience, knowledge or skills may not be of a similar

nature.

25 - Poor. Response is partially relevant but generally poor. The response shows some elements of relevance to the criterion but contains insufficient/limited detail or explanation to demonstrate

previous relevant experience/ capacity/capability.

0 - Unacceptable. Nil or inadequate response. Fails to demonstrate previous experience/capacity/capability relevant to this criterion.

The responses to the questions at Section III.1.3 of the Contract Notice will be weighted in the following way. Please see SPD Question 4C: 100%. A full breakdown of the sub-criteria is provided at III.1.3.

CFL will take a minimum of three highest scoring bidders through and they will be invited to submit a tender.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **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

### **II.2.14) Additional information**

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Please refer to these statements when completing section 4B of the SPD (Scotland)

Statement for 4B- Economic operators shall be required to satisfy minimum standards of economic and financial standing. These are described below:

NB. Ratios shall be based upon the latest available published accounts

1- Return on Capital Employed: must be at a ratio greater than "0"

2- Acid Test (Current Ratio): Current Ratio must be greater than "1"

3- Gearing: Gearing must be a figure of less than 100%

4- Interest Coverage: Interest Coverage must be a figure of 2 or above

Bidders must provide their ("general") yearly turnover for the last 3 financial years.

Minimum level(s) of standards required:

Economic Operators must confirm they already have or can commit to obtain,

prior to the commencement the following levels of insurance:

Employer's Liability Insurance = 5 Million GBP

Professional Indemnity Insurance = 5 Million GBP

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

This SPD is designed to allow CFL to review evidence of prior experience and should not make forward-looking statements or predict where products or features may have utility for CFL.

Q4C of the SPD (Weighting 100%) - Bidders will be required to provide examples that demonstrate that they have the relevant experience to deliver the Customer Experience Measurement Solution as described in part II.2.4 of the Contract Notice. The question is split into four weighted sections and should be from the last 3 years as follows:

- Please demonstrate your experience where you have delivered a Customer Experience Measurement solution in a similar industry as ours? Please provide generic evidence of improvements in revenue and customer experience that your clients have been able to make as a result of adopting your solution? (Weighting 40%)
- Please provide examples where you have effectively summarised insight, sentiment and data from multiple channels and sources to convey results, provide context and succinctly present actionable insight and meaningful results. (Weighting 25%)
- Please evidence how you have managed to obtain representative samples from a hard to reach audience. For example, customers who travel but have not entered the booking system and contact details are not available. In addition to this please also provide evidence of mining insights from large volumes of free text responses.(Weighting 25%)
- Please provide evidence and structure of flexibility within the proposed solution. Presenting details of a tiered offering which includes the option of a fully managed solution.(Weighting 10%)

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Competitive procedure with negotiation

#### **IV.1.4) Information about reduction of the number of solutions or tenders during**

## **negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

### **IV.1.5) Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 August 2021

Local time

12:00pm

### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

3 September 2021

### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 6 months before contract end date

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

Questions in the ITT will be scored using the following methodology:

100- Excellent. Response is completely relevant and excellent overall. The response is comprehensive, unambiguous and demonstrates thorough experience, knowledge or skills/capacity/capability relevant to providing similar services to similar clients.

75 - Good. Response is relevant and good. The response is sufficiently detailed to demonstrate a good amount of experience, knowledge or skills/capacity/capability relevant to providing similar services to similar clients.

50 - Acceptable. Response is relevant and acceptable. The response demonstrates broad previous experience, knowledge and skills/capacity/capability but may lack in some aspects of similarity e.g. previous experience, knowledge or skills may not be of a similar nature.

25 - Poor. Response is partially relevant but generally poor. The response shows some elements of relevance to the criterion but contains insufficient/limited detail or explanation to demonstrate previous relevant experience/ capacity/capability.

0 - Unacceptable. Nil or inadequate response. Fails to demonstrate previous experience/capacity/capability relevant to this criterion.

Award Criteria questions can be found in the ITT together with the weightings.

COMPETITIVE PROCEDURE WITH NEGOTIATION EXPLANATION -Competitive

Procedure with Negotiation (CPN) this is a two-stage procedure run along the same lines as a Restricted procedure. This requires interested parties to complete a pre-qualification stage by submitting a Single Procurement Document (SPD) before being invited to submit a tender. This down selection process allows us to limit the number of parties receiving the full tender and moving forward to the negotiation phase(s).

Under CPN tenders are submitted from down selected suppliers and are then subject to evaluation and negotiation and then re-submitted to finalise positions and allow selection of a preferred bidder.

The buyer is using PCS-Tender to conduct this PQQ exercise. The Project code is 17945. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

(SC Ref:640934)

## **VI.4) Procedures for review**

### **VI.4.1) Review body**

Sheriff Court House

1 Nelson Street

Greenock

PA15 1TR

Email

[greenock@scotcourts.gov.uk](mailto:greenock@scotcourts.gov.uk)

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+44 1475787073

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