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Planning

MaPS - Customer Voice Survey (s)

Money and Pensions Service

F01: Prior information notice

Prior information only

Notice identifier: 2024/S 000-018388

Procurement identifier (OCID): ocds-h6vhtk-046fdb

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Section I: Contracting authority

I.1) Name and addresses

Money and Pensions Service

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Contact

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Country

United Kingdom

Region code

UKI7 - Outer London – West and North West

Justification for not providing organisation identifier

Not on any register

Internet address(es)

Main address

<https://maps.org.uk/en>

I.3) Communication

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

<https://maps.org.uk/en>

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Money and Pensions Guidance

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

MaPS - Customer Voice Survey (s)

II.1.2) Main CPV code

- 73000000 - Research and development services and related consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

MaPS wishes to appoint a supplier to assist them with their Customer Voice Survey (s). Please refer to section 11.2.4 of this notice for more details of our requirements).

MaPS are looking to run a procurement exercise via the Crown Commercial Service Framework named Research and Insights (framework reference RM6126). Please see the following link to the framework:

<https://www.crowncommercial.gov.uk/agreements/RM6126>

If you are interested in bidding for this contract and are NOT currently a registered supplier on this framework, then please request additional information via email:

commercial@maps.org.uk (placing 'Customer Voice Survey' in the header).

Suppliers who are not currently on Framework RM6126 may also wish to consider collaborating with the suppliers who are already on this framework.

MaPS are holding a supplier engagement event on the the 2nd July 2024 between 2 - 3pm (please refer to

section 11.2.14 of this notice for details on how to register).

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKC - North East (England)
- UKD - North West (England)

- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

II.2.4) Description of the procurement

Customer Voice Survey(s)

THE ORGANISATION

The Money and Pensions Service; MaPS is an arm's-length body, sponsored by the Department for Work and Pensions, with a joint commitment to ensuring that people throughout the UK have guidance and access to the information they need to make effective financial decisions over their lifetime.

DESCRIPTION OF REQUIREMENT

MaPS' customer voice surveys are the organisation's flagship insight mechanism for ensuring high quality service delivery across all our direct to customer services. They:

- Deliver insight for continuous improvement
- Form the basis of our KPIs on customer satisfaction and outcomes
- Are a core part of our Quality Assurance Framework
- Deliver insight for policy and proposition development, corporate planning, and strategy development
- Support adherence to our Public Sector Equality Duty.

Our current Customer Voice surveys are delivered by two providers and measure customer satisfaction and outcomes across four different services that are either directly delivered by, or commissioned by MaPS:

Survey 1 - Money Guidance

A multi-channel service offering guidance on a range of money issues from money management, to travel insurance, to scams and fraud. 262k guidance sessions delivered in 2022/23.

Survey 1 - Pensions Guidance

A multi-channel service offering guidance on a wide range of pensions issues. 227k guidance sessions delivered in 2022/23.

Survey 1 - Pension Wise

A service specifically designed to guide customers on their options for taking money from defined contribution pensions. 243k guidance sessions and digital self-serve delivered in 2022/23.

Survey 2 - Debt Advice

FCA regulated debt advice delivered by a range of providers either in person or across a range of remote channels. Also includes administration of Debt Relief Orders. 509k customers helped in 2022/23.

With our existing Customer Voice surveys we have built a solid foundation, measuring quality of the interaction (customer satisfaction, key drivers and advocacy), as well as longer term outcomes in three key areas: Understanding, Resolution and Wellbeing.

- For Money Guidance and Pensions Guidance, a single survey within two months of the interaction captures both satisfaction and outcomes. For Pension Wise and Debt Advice, these are measured in two separate surveys - Csat within two months of interaction with MaPS' services, and outcomes within six months of interaction, given that these more complex outcomes take longer to realise. This design enables us to track customers from entry into the service to longer term impact on their general and financial wellbeing.

- Surveying takes a modular approach, allowing us to measure some key metrics in a comparable way across all services, while other elements are bespoke to each service area (questions, timing of interviews and methodology)
- We have also moved beyond simply measuring satisfaction and outcomes and moved towards analysing the key drivers of our most important metrics. This gives us a deeper understanding of our quality of delivery and opportunities for improvement.
- The current surveys are delivered by CATI and CAWI, measuring satisfaction among c. 11.9k customers per year and outcomes among c. 9.4k customers per year in, four quarterly waves.
- Reporting is delivered at an overall level as well as at provider level (where MaPS services are commissioned rather than directly delivered).

Both our current Customer Voice survey contracts end in March 2025. MaPS intends to engage one or more survey providers to begin fieldwork in April 2025, enabling a seamless transition. This could involve a new single contract covering all service lines, or multiple contracts if required. MaPS also wants to take the opportunity to build on the foundations of our existing survey programmes and align delivery with our new corporate strategy and Customer Voice approach. We are particularly interested in:

- Enabling feedback closer to the interaction with MaPS services
- Enabling more regular and timely reporting

- Developing our survey mechanisms to enable us to close the feedback loop
- Building in flexibility to adjust our surveying to meet emerging business needs
- Exploring emerging methods and fieldwork techniques to maximise engagement and increase accessibility of the surveys
- Ensuring our surveys are suitable for understanding experience of omni-channel interactions and emerging digital tools.

We expect contracts to run over three years. The Budget will be informed by our market engagement sessions and further business planning.

TIMESCALES

MaPS expects to issue the invitation to quote in early November 2024, with a view to agreeing contracts in February 2025 in advance of go-live in April 2025. (These timelines may be subject to change).

II.2.14) Additional information

SUPPLIER ENGAGEMENT SESSION

MaPS is holding a supplier engagement webinar event on Tuesday 2nd July 2024 between 2-3pm via MS Teams.

To attend this event; please register using the following link:

<https://events.teams.microsoft.com/event/ea2b5215-3626-4c35-8ed8-92c49366f163@bbe41032-8fce-4d42-bab5-44e21510886d>

II.3) Estimated date of publication of contract notice

28 February 2025

Section IV. Procedure

IV.1) Description

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

The procurement is covered by the Government Procurement Agreement: No