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Contract

Audience Services

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2025/S 000-019138

Procurement identifier (OCID): ocds-h6vhtk-04453f

Published 6 May 2025, 2:53pm

Section I: Contracting authority

I.1) Name and addresses

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

Email

jonathan.palfreeman@bbc.co.uk

Telephone

+44 1234567890

Fax

+44 1234567890

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.bbc.co.uk/supplying/>

Buyer's address

<https://bbc.bravosolution.co.uk/>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Broadcasting

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Audience Services

Reference number

PROC 2024 01 JP

II.1.2) Main CPV code

- 79342300 - Customer services

II.1.3) Type of contract

Services

II.1.4) Short description

The BBC has procured customer management services to support a broad range of services including:

- Handling editorial and non-editorial complaints
- Responding to enquiries
- Managing comments & appreciations
- Technical support for iPlayer, Sounds, BBC Account
- Reception Advice
- BBC Action Lines
- BBC Charitable Appeals & Donations collections (Lifeline & Radio 4)
- Artist mail
- Ticketing for BBC shows

- 'Take Part' in a show
- BBC Switchboard

The BBC has a mission to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which continue to inform, educate and entertain. Audience Services supports this by continuing to put our audiences at the heart of our operation, providing them exceptional service, irrespective of channel. We engage them with respect and understanding and work to build audience loyalty to the BBC and the Licence Fee.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £40,600,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The over-riding objective of the procurement was to enhance the service offering whilst maintaining the high quality of the services enjoyed by audiences today. Potential efficiency opportunities were assessed for all service lines, in particular how the introduction of new technologies such as AI can augment case handling making our skilled agents even more efficient and effective. We also want to make better use of the rich data we compile to help us drive audience insights across the BBC.

Examples of potential use cases already identified include:

- Sifting and grouping contacts which relate to the same issue, which can be handled via bulk responses
- Drawing from our Knowledge database to draft responses for agents to review

- Increasing audience self-service via dynamic FAQ surfaced using Chatbot

We made use of the negotiation phase of this procurement to work with bidders to really develop this thinking and ensure we deliver the best operating model possible for the next generation of Audience Services. The procurement has awarded the contract to a single supplier to provide a seamless end-to-end service to audiences in conjunction with the BBC team.

II.2.5) Award criteria

Quality criterion - Name: Merit Score / Weighting: 55

Cost criterion - Name: Whole Life Cost Score / Weighting: 45

II.2.11) Information about options

Options: Yes

Description of options

The BBC has entered into a contract to allow for a 12-month transition period, to Service Commencement on 16th April 2026. The service provision has an initial term of five years ending on 31st March 2031. The Contract may be extended, at the BBC's discretion, by up to 36 months. This means that the maximum length of the service provision could be 8 years. The total value includes all maximum, potential extensions to the contract.

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

Competitive procedure with negotiation

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: [2024/S 000-006873](#)

Section V. Award of contract

Title

Audience Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 April 2025

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Serco Limited

Hook

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Total value of the contract/lot: £40,600,000

Section VI. Complementary information

VI.3) Additional information

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

VI.4) Procedures for review

VI.4.1) Review body

Business and Property Courts of England and Wales – TCC

Rolls Building, 7 Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

VI.4.3) Review procedure

Precise information on deadline(s) for review procedures

As stated in the Public Contracts Regulations 2015. The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.