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Contract

2023_Global - Think Customer

British Council

F03: Contract award notice

Notice identifier: 2023/S 000-019170

Procurement identifier (OCID): ocds-h6vhtk-03a527

Published 5 July 2023, 3:04pm

Section I: Contracting authority

I.1) Name and addresses

British Council

Bridgewater House

Manchester

M1 6BB

Email

caroline.doidge@britishcouncil.org

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://in-tendhost.co.uk/britishcouncil/asp/Home>

Buyer's address

<https://in-tendhost.co.uk/britishcouncil/asp/Home>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

10

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

2023_Global - Think Customer

Reference number

BC/02803

II.1.2) Main CPV code

- 79400000 - Business and management consultancy and related services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Council recognises the changes in customer behaviours and expectations which have accelerated further during the pandemic, with many customers now expecting more digital services, self-service options and hybrid learning incorporating online and classroom-based learning. Whilst the British Council was able to respond quickly by launching new digital learning services, there remain gaps in the overall customer journey.

The tender is divided into two lots. Potential suppliers may bid for one or both lots. LOT 1 - Realising business performance through customer centricity. The supplier will help British Council to define a future customer experience vision and implement the transformation required to achieve it. LOT 2 - Building a high performing sales and customer service function. The supplier will support British Council to evaluate the current sales and service model, co-design and then support the implementation of the future operating model.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £1,942,605

II.2) Description

II.2.1) Title

Realising business performance through customer centricity.

Lot No

1

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The British Council recognises the changes in customer behaviours and expectations which have accelerated further during the pandemic, with many customers now expecting more digital services, self-service options and hybrid learning incorporating online and classroom-based learning. Whilst the British Council was able to respond quickly by launching new digital learning services, there remain gaps in the overall customer journey. The British Council is looking for suppliers to support a customer experience transformation programme which will define our customer experience vision, and foster collaboration across multiple projects, initiatives, and teams, to deliver the transformation required to ensure the British Council;- can effectively compete in the market on customer

experience,- is the English language provider of choice for learning and exam services- is more effective at selling services and retaining customers- builds an efficient, agile organisation through simplification- has an engaged workforce delivering value to every customer Funding is secured to proceed with an Alpha phase of the programme to continue discovery and determine the full scope, costs and benefits of the transformation programme, after which investment will be secured to proceed with subsequent phases of the programme. The estimated value of Alpha is £2m for both lots, with subsequent phases to be costed. This tender process will identify successful suppliers to deliver Alpha requirements and beyond. The tender is divided into two lots. Potential suppliers may bid for one or both lots. LOT 1 - Realising business performance through customer centricity. The supplier will help British Council to define a future customer experience vision and implement the transformation required to achieve it. Interested suppliers should register on In-tend (<https://in-tendhost.co.uk/britishcouncil/asp/Home>) to complete and return the NDA, and for access to the full tender pack which will be released in due course

II.2.5) Award criteria

Price

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) Description

II.2.1) Title

Building a high performing sales and customer service function

Lot No

2

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The British Council recognises the changes in customer behaviours and expectations which have accelerated further during the pandemic, with many customers now expecting more digital services, self-service options and hybrid learning incorporating online and classroom-based learning. Whilst the British Council was able to respond quickly by launching new digital learning services, there remain gaps in the overall customer journey. The British Council is looking for suppliers to support a customer experience transformation programme which will define our customer experience vision, and foster collaboration across multiple projects, initiatives, and teams, to deliver the transformation required to ensure the British Council;- can effectively compete in the market on customer experience,- is the English language provider of choice for learning and exam services- is more effective at selling services and retaining customers- builds an efficient, agile organisation through simplification- has an engaged workforce delivering value to every customer. Funding is secured to proceed with an Alpha phase of the programme to continue discovery and determine the full scope, costs and benefits of the transformation programme, after which investment will be secured to proceed with subsequent phases of the programme. The estimated value of Alpha is £2m for both lots, with subsequent phases to be costed. This tender process will identify successful suppliers to deliver Alpha requirements and beyond. The tender is divided into two lots. Potential suppliers may bid for one or both lots. LOT 2 - Building a high performing sales and customer service function. The supplier will support British Council to evaluate the current sales & service model, co-design and then support the implementation of the future operating model. Interested suppliers should register on In-tend (<https://in-tendhost.co.uk/britishcouncil/asp/Home>) to complete and return the NDA, and for access to the full tender pack which will be released in due course

II.2.5) Award criteria

Price

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: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-004354](#)

Section V. Award of contract

Lot No

1

Title

Realising business performance through customer centricity.

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 June 2023

V.2.2) Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 11

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 11

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

V.2.3) Name and address of the contractor

Engine Partners UK LLP

London

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)

Initial estimated total value of the contract/lot: £961,700

Total value of the contract/lot: £961,700

Section V. Award of contract

Lot No

2

Title

Building a high performing sales and customer service function

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 July 2023

V.2.2) Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 4

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Clarasys Ltd

London

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)

Initial estimated total value of the contract/lot: £980,905

Total value of the contract/lot: £980,905

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

British Council - London

London

Country

United Kingdom