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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](mailto: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

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## **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.aspx/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.aspx/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

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## **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](#)

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## **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

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**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



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## **Section VI. Complementary information**

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

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

British Council - London

London

Country

United Kingdom