

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/020005-2021>

Contract

## **Swan Housing Customer Segmentation and Journey Mapping 2021**

SWAN HOUSING ASSOCIATION LIMITED

F03: Contract award notice

Notice identifier: 2021/S 000-020005

Procurement identifier (OCID): ocids-h6vhtk-02d593

Published 16 August 2021, 9:27pm

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

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

SWAN HOUSING ASSOCIATION LIMITED

Pilgrim House, High Street

BILLERICAY

CM129XY

#### **Contact**

Hannah Marsh

#### **Email**

[hmarsh@swan.org.uk](mailto:hmarsh@swan.org.uk)

#### **Telephone**

+44 7809666021

#### **Country**

United Kingdom

**NUTS code**

UKH3 - Essex

**Internet address(es)**

Main address

[www.swan.org.uk](http://www.swan.org.uk)

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

Other type

Housing Association

**I.5) Main activity**

Housing and community amenities

---

## **Section II: Object**

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

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

Swan Housing Customer Segmentation and Journey Mapping 2021

Reference number

ITT 5778 RM6018

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

- 79342310 - Customer survey services

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

Services

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

We are seeking an external partner who can help us with the first phase of our development, to enable us to better understand who our customers are and how they interact with us currently. Only by speaking with our customers and our people can we start to understand how we can better deliver our services. We are looking for a consultant that has the vision and skills to help create customer personas through segmentation and then map a select number of customer journeys. When we refer to our customer this encompasses not just our general needs residents but our supported housing residents, care and support customers, private sector renters, leaseholders, keyworkers and sales customers.

#### **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: £57,878.84

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

#### **II.2.2) Additional CPV code(s)**

- 79342310 - Customer survey services

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

NUTS codes

- UKH3 - Essex

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

Specifically, we want to achieve the following by partnering with an external consultant:

- Create customer segmentation and persona models representative of our business; understanding who they are and what their goals and expectations are. These personas will become an integral part of how we understand our customers and review our services going forward. They will need to be visually appealing, succinct and accessible to all people across the business to enable us to have a common language when talking about our customers;
- Map the customer journey across key services to understand our own, and our customers' actions, thoughts and emotional experience, highlighting highs, lows and key touchpoints. This is likely to include 2-3 main services such as repairs and complaints. We expect this to be agreed with the consultant following the customer segmentation which may highlight other areas that would benefit from customer journey mapping. We want our people to be heavily involved in the mapping process and to be left with the skills to conduct mapping in the future on other projects.

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

Quality criterion - Name: MEAT / Weighting: 80

Cost criterion - Name: MEAT / Weighting: 20

### **II.2.11) Information about options**

Options: Yes

Description of options

Potential to extend a further 3 months

---

## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Crown Commercial Services Dynamic Purchasing System

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: No

---

## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 April 2021

#### **V.2.2) Information about tenders**

Number of tenders received: 4

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**

MEL RESEARCH LIMITED

BIRMINGHAM

B2 5DP

Email

[hmarsh@swan.org.uk](mailto:hmarsh@swan.org.uk)

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £57,878.84

Total value of the contract/lot: £57,878.84

---

## **Section VI. Complementary information**

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

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

Cabinet Office

London

Country

United Kingdom