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Planning

## **Customer Experience Technology and Platforms - Soft Market Testing**

Reading Borough Council

F01: Prior information notice

Prior information only

Notice identifier: 2021/S 000-020474

Procurement identifier (OCID): ocids-h6vhtk-02d769

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

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

Reading Borough Council

Civic Offices, Bridge Street

Reading

RG1 2LU

#### **Contact**

Caroline Lloyd

#### **Email**

[caroline.lloyd@reading.gov.uk](mailto:caroline.lloyd@reading.gov.uk)

#### **Country**

United Kingdom

**NUTS code**

UKJ11 - Berkshire

**Internet address(es)**

Main address

[www.reading.gov.uk](http://www.reading.gov.uk)

Buyer's address

<https://in-tendhost.co.uk/readingbc/asp/Tenders/Current>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Customer Experience Technology and Platforms - Soft Market Testing

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

- 48000000 - Software package and information systems

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

Supplies

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

Reading Borough Council are seeking to improve their market knowledge of customer experience technology and platforms in advance of a potential procurement. We would like to take the opportunity to do some soft market testing as outlined below, to determine current interest levels in the market. We are especially keen to learn more about best practice and innovation in the sector from interested suppliers and provide a meaningful opportunity to showcase your products and perhaps draw our attention to challenges or opportunities we may have overlooked in our key aims. We are also interested in systems and approaches that provide flexibility and integration approaches to work with our multiple service platforms. We are also interested in suppliers who may fulfil some or all of our needs, from specific support for customer channels to broad customer experience platforms.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

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

- 72000000 - IT services: consulting, software development, Internet and support

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

NUTS codes

- UKJ11 - Berkshire

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

We are undertaking Market Testing for Customer Experience Technology and Platforms. The outputs will be used to inform our requirements and future specifications, so that they are based on what can realistically be delivered. We would like to invite suppliers to respond to how they could meet some or all of the needs identified here. We would also like to give any interested suppliers the opportunity to demonstrate their approach to us. We have a broad range of requirements. We are interested in systems that cover some or all of the aims outlined below, so don't consider this an exhaustive checklist at this stage, more an outline of what we hope to achieve. Our Customer Experience Strategy sets out an ambition to deliver a joined-up customer experience across all channels (email, social, online, telephony). One of the key elements to achieving this ambition is to invest in a consistent set of digital tools that can be used across the council to realise these ambitions. The components that could form the Customer Experience Platform include:

- Form / UI builder for publishing applications / forms online
- Low/no-code application and/or integration platforms
- Workflow/Process automation
- 'Single view' of Customer data aggregated from multiple platforms, both for service staff and to provide transparency to the customer
- Multichannel customer service
- Enabling customers to get a consistent experience across channels
- Case management
- Joined-up communications, supported by customer segmentation
- Reporting & Analytics
- Read and write integrations with local government line of business systems (for example Capita One Revs and Bens, Northgate (NES) Housing)

The above list could be delivered by one provider (for example through a CRM platform) or a combination. Selecting modern, flexible and fit for purpose digital tools is challenging. The core objective of this engagement is to identify the most effective and best value digital tools that could meet our requirements and are able to offer easy integration into multiple platforms. We are particularly interested in suppliers with experience in working with local government.

### **II.2.14) Additional information**

This process does not constitute a formal tender or other competitive bidding process and will not result in the letting of a Contract. The Council is using this process solely to test the market to gather information and ascertain the level of interest in this type of service.

## **II.3) Estimated date of publication of contract notice**

1 December 2021

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## **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: Yes

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## **Section VI. Complementary information**

### **VI.3) Additional information**

Soft market testing questionnaire available on the In-Tend portal: <https://in-tendhost.co.uk/readingbc.aspx/Tenders/Current>