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Tender

Customer Insights Programme: Market Research Tender

FAIR4ALL FINANCE LIMITED

F02: Contract notice

Notice identifier: 2021/S 000-023131

Procurement identifier (OCID): ocds-h6vhtk-02e1ce

Published 17 September 2021, 7:44am

Section I: Contracting authority

I.1) Name and addresses

FAIR4ALL FINANCE LIMITED

2nd Floor 28 Commercial Street

London

E16LS

Contact

Gary Stephens

Email

procurement@fair4allfinance.org.uk

Telephone

+44 7940519544

Country

United Kingdom

NUTS code

UKI - London

Internet address(es)

Main address

<https://fair4allfinance.org.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://fair4allfinance.org.uk/invitations-to-tender/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Financial Services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Insights Programme: Market Research Tender

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

Fair4All Finance is seeking a provider, or multiple providers, to support our broad customer insights programme.

This programme is split into three sections (lots), two of which will take place in 2021 and a third which may take

place in 2022 depending on priorities and annual planning.

Full information is available on the Fair4All Finance website.

II.1.5) Estimated total value

Value excluding VAT: £165,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 73300000 - Design and execution of research and development

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

This programme is split into three sections (lots).

Lot 1: Customer segmentation: Developing understanding of customers in the bottom four income deciles with the outcome of a clearly defined segmentation model. This will help providers better understand low-income customers and those excluded from financial services. This segmentation must focus on customers and their broad range of financial needs including credit usage, savings, banking and insurance.

Lot 2: Marketing, brand and purchase decision pathways: we want a deep understanding of how these customers interact with financial services providers when making purchase decisions. This must include the channels used to research and access financial services, brand strength and sentiment, how customers respond to marketing activity and practical recommendations of how providers can effectively reach these customers.

Lot 3 (to be confirmed): Ethnographic research and persona development to improve understanding of customer segments and embed learnings.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £165,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

12

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: 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.2.2) Time limit for receipt of tenders or requests to participate

Date

30 September 2021

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

11 October 2021

Local time

5:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Fair4All Finance Limited

London

Country

United Kingdom