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Tender

## **Customer Journey Mapping**

Natural Resources Wales

F02: Contract notice

Notice identifier: 2021/S 000-030568

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

Published 8 December 2021, 4:15pm

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

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

Natural Resources Wales

Ty Cambria House, 29 Newport Road

Bangor

LL57 2DW

#### **Contact**

Peter Lees

#### **Email**

[peter.lees@cyfoethnaturiolcymru.gov.uk](mailto:peter.lees@cyfoethnaturiolcymru.gov.uk)

#### **Telephone**

+44 300654916

## **Country**

United Kingdom

## **NUTS code**

UKL - Wales

## **Internet address(es)**

Main address

<http://naturalresourceswales.gov.uk>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0110](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0110)

## **I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

## **I.3) Communication**

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

<https://etenderwales.bravosolution.co.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://etenderwales.bravosolution.co.uk>

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

Body governed by public law

## **I.5) Main activity**

Environment

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## **Section II: Object**

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

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

Customer Journey Mapping

Reference number

91294

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

- 79212110 - Corporate governance rating services

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

Services

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

With the recent creation of a new Customer Experience Team, we seek detailed insight to support delivery of a customer-centric approach to our products and services through detailed Customer Journey Mapping; to be led by an independent and external organisation. Customer Journey Mapping activity will underpin a new Customer Experience & Stakeholder Management strategy and will inform strategic activity and delivery of the strategy in Years 2 and 3. T

#### **II.1.5) Estimated total value**

Value excluding VAT: £150,000

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

This contract is divided into lots: No

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

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

- 79342310 - Customer survey services
- 79212110 - Corporate governance rating services

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

NUTS codes

- UKL - Wales

Main site or place of performance

Across Wales

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

Since its creation in 2013, NRW has never measured the holistic customer experience. Historically, any mapping activity has been conducted with an internal view and by internal staff. With the recent creation of a new Customer Experience Team, we seek detailed insight to support delivery of a customer-centric approach to our products and services through detailed Customer Journey Mapping; to be led by an independent and external organisation. Customer Journey Mapping activity will underpin a new Customer Experience & Stakeholder Management strategy and will inform strategic activity and delivery of the strategy in Years 2 and 3. The successful provider will be able to deliver the service in both Welsh and English. Full details in specification.

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

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

### **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

### **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 III. Legal, economic, financial and technical information**

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As detailed in specification

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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: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

20 January 2022

Local time

2:00pm

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

English

#### **IV.2.7) Conditions for opening of tenders**

Date

20 January 2022

Local time

2:30pm

Place

EtenderWales

Information about authorised persons and opening procedure

Procurement Lead will open tenders on Etender after the deadline

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

NOTE: The authority is using eTenderwales to carry out this procurement process. To obtain further information record your interest on Sell2Wales at

[https://www.sell2wales.gov.wales/search/search\\_switch.aspx?ID=116607](https://www.sell2wales.gov.wales/search/search_switch.aspx?ID=116607)

(WA Ref:116607)

The buyer considers that this contract is suitable for consortia.

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom