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Not applicable

## **YWS Customer Relationship Management (Software Tool and Systems Integrator)**

YORKSHIRE WATER SERVICES LIMITED

F14: Notice for changes or additional information

Notice identifier: 2021/S 000-031108

Procurement identifier (OCID): ocds-h6vhtk-02fba2

Published 14 December 2021, 2:51pm

### **Section I: Contracting authority/entity**

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

YORKSHIRE WATER SERVICES LIMITED

Western House, Western Way, Buttershaw

BRADFORD

BD62SZ

#### **Contact**

Dharmesh Depala

#### **Email**

[Dharmesh.Depala@yorkshirewater.co.uk](mailto:Dharmesh.Depala@yorkshirewater.co.uk)

#### **Telephone**

+44 7890034478

#### **Country**

United Kingdom

**NUTS code**

UKE41 - Bradford

**Internet address(es)**

Main address

<http://www.yorkshirewater.com>

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## **Section II: Object**

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

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

YWS Customer Relationship Management (Software Tool and Systems Integrator)

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

- 72000000 - IT services: consulting, software development, Internet and support
  - JA02 - For computer software
  - JA04 - For design
  - JA06 - For development
  - JA08 - Upgrade
  - JA21 - For developing

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

Services

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

General: YWS have an ambition to excel in the experience we offer to our customers. Our CX Tech Strategy sets out a pathway by which we can accelerate elements of our CX ambition. We will be procuring a new 'Best of Suite CRM platform for digital self-service enablement across all aspects of customer journey management and the effective management of customer cases. This tender process is to select suppliers who can work

with Yorkshire Water to transform our customer experience technology area through two main services:

- Customer Relationship Management Software. Which may include provision of software, hosting, maintenance, support, training and a range of other related services.
- Customer Relationship Management Implementation which may include provision of a range of implementation, configuration, integration, testing and arrange of other services

For avoidance of doubt, bidders must be capable of delivering both the CRM Software Tool, either directly or acting as a reseller, and the Systems Integration service. YW will work with successful bidders to deliver a step change in the experience offered to YW customers. The project will deliver a best of suite CRM platform for digital self-service enablement across all aspects of customer journey management and the effective management of customer cases. The internal users of the solution will be from across Yorkshire Water (and its suppliers) including customer, developer services, operations, water/waste business areas and other related teams which are not mentioned here.. The solution will replace a legacy suite of products several of which were developed 10-20 years ago and have technical constraints meaning YWS cannot readily develop them. YWS are proposing investment in new core CRM systems to achieve the CX ambition. The key investment areas proposed are as follows:

- Best of Suite CRM Solution: Customer identity; channel-agnostic so customers do not have to repeat themselves; workflow and correspondence
- Digital Channels: Delivering parity of capability with traditional channels, personalisation

The capabilities the solution will implement are as follows : Digital Engagement, Case Management, Knowledge Management, Automation of Engagements, Workflow and BPM Support, Real-time Continuous Intelligence, Workforce Engagement Management, Intelligent Voice System, Platform Ecosystem & Integration, Usability, Agility & COVID-19 Response. The capabilities sought from a System Integrator are: Business Acumen, Business Process Transformation, Customer Service/Support Experience, Marketing CRM Experience, Sale CRM Experience, Commerce Experience, Customer Experience Architecture, Customer Data & Analytics, Technology Architecture/Integration, Digital Design and User Experience (UX), Organisational Change Management (OCM) Systems Integrator Professional Services: Yorkshire Water require the services of an experienced CRM 'Systems Integrator' to identify an appropriate CRM solution and operate within the Customer Interactions Management programme to deliver an appropriately configured, developed, tested and implemented solution. The SI will be required to support the YW journey to defining and shaping change, implementing business process, establishing suitable User Experiences and configuring business rules an integration within Yorkshire Water's Integrated Customer and Operational Management (ICOM) process. The ICOM process will manage all available customer channels, customer interactions, case and subcase management. CRM Software Tool: The CRM Tool targeted will be the 'front door' of the ICOM process and be responsible for the effective management of all customer channels, customer interactions, case and subcase management. The CRM Tool will be targeted as Yorkshire Water's Customer 'system of record' and will manage and capture all customer interactions (inbound and outbound)

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2021/S 000-029745](#)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

II.1.4

Instead of

Text

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Management, Automation of Engagements, Workflow and BPM Support, Real-time Continuous Intelligence, Workforce Engagement Management, Intelligent Voice System, Platform Ecosystem & Integration, Usability, Agility & COVID-19 Response. The capabilities sought from a System Integrator are: Business Acumen, Business Process Transformation, Customer Service/Support Experience, Marketing CRM Experience, Sale CRM Experience, Commerce Experience, Customer Experience Architecture, Customer Data & Analytics, Technology Architecture/Integration, Digital Design and User Experience (UX), Organisational Change Management (OCM) Systems Integrator Professional Services: Yorkshire Water require the services of an experienced CRM 'Systems Integrator' to identify an appropriate CRM solution and operate within the Customer Interactions Management programme to deliver an appropriately configured, developed, tested and implemented solution. The SI will be required to support the YW journey to defining and shaping change, implementing business process, establishing suitable User Experiences and configuring business rules an integration within Yorkshire Water's Integrated Customer and Operational Management (ICOM) process. The ICOM process will manage all available customer channels, customer interactions, case and subcase management. CRM Software Tool: The CRM Tool targeted will be the 'front door' of the ICOM process and be responsible for the effective management of all customer channels, customer interactions, case and subcase management. The CRM Tool will be targeted as Yorkshire Water's Customer 'system of record' and will manage and capture all customer interactions (inbound and outbound)

Read

Text

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