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Contract

CITB Voice of the Customer Platform and Support Services

Construction Industry Training Board

F03: Contract award notice

Notice identifier: 2024/S 000-036997

Procurement identifier (OCID): ocids-h6vhtk-049727

Published 15 November 2024, 12:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

Sand Martin House, Bittern Way, Fletton Quays

King's Lynn

PE31 6RH

Contact

David Norfolk

Email

citb-procurement@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.citb.co.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

CITB Voice of the Customer Platform and Support Services

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

CITB have a requirement for a 'Voice of the Customer' (VoC) platform and support services to enable 360 view of customer feedback, pain points and friction of CITB services to increase lifetime value. A VoC platform will deliver a single platform end to end solution with no 3rd party applications to meet the strategic goals of CITB.

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: £348,650

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

CITB have a requirement for a Voice of the customer platform and support services to

enable 360 view of customer feedback, pain points and friction of CITB services to increase lifetime value. CITB require the platform to provide employee engagement and Customer research through data collection and subsequent analysis to support CITB decision making. CITB's goal is to become a customer centric organisation, and this solution will enable to monitor, collate, and act upon customer feedback across all segments. Currently CITB have no capacity to do this and often collate information through word of mouth and field engagement. This insight will inform how to improve all areas of CITB from customer service, product develop, strategy etc. CITB requires a contract to be awarded for a period of 4 years with the option to extend for a further 2 years.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 85

Quality criterion - Name: Cost / Weighting: 15

Price - Weighting: 15

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

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.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-027895](#)

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

22 October 2024

V.2.2) Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Qualtrics Ireland Limited

Costello House, 1 Clarendon Row

Dublin

D02 TA43

Country

Ireland

NUTS code

- IE - Ireland

National registration number

N/A

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £348,650

Total value of the contract/lot: £348,650

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=903079599>

GO Reference: GO-20241115-PRO-28539657

VI.4) Procedures for review

VI.4.1) Review body

Construction Industry Training Board

Bircham Newton

King's Lynn

PE31 6RH

Country

United Kingdom