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Contract

Customer Sentiment Tracking

Ordnance Survey Limited

F03: Contract award notice

Notice identifier: 2025/S 000-043089

Procurement identifier (OCID): ocds-h6vhtk-04e4ff

Published 25 July 2025, 11:57am

Section I: Contracting authority

I.1) Name and addresses

Ordnance Survey Limited

Explorer House, Adanac Drive

Southampton

SO16 0AS

Contact

Caroline Eadie

Email

caroline.eadie@os.uk

Country

United Kingdom

NUTS code

UKJ32 - Southampton

Internet address(es)

Main address

www.os.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

10

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Customer Sentiment Tracking

Reference number

BS.0295

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

Ordnance Survey Ltd (OS) is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. OS is a private limited company (company

registration number 09121572), and the entire share capital is owned by the Department for Science, Innovation and Technology. To help drive customer experience improvements on the customer moments that matter most, OS is seeking an innovative and technologically advanced supplier capable of providing a platform that can generate actionable insights about important aspects of the customer journey/experience. OS currently have a programme of transactional and relational surveys designed to capture key customer contact points and to understand our performance against our customer commitments of Value, Ease, Reliability and Quality. OS are seeking a supplier

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: £585,000

II.2) Description

II.2.2) Additional CPV code(s)

- 73110000 - Research services

II.2.3) Place of performance

NUTS codes

- UKJ32 - Southampton

II.2.4) Description of the procurement

Ordnance Survey Ltd (OS) is Britain's mapping agency and is responsible for the surveying, production, maintenance and marketing of a wide range of geographic information, relied on by government, business and individuals. Further information on us can be found on our website <http://www.os.uk>. To help drive customer experience improvements on the customer moments that matter most, OS is seeking an innovative and technologically advanced supplier capable of providing a platform that can generate actionable insights about important aspects of the customer journey/experience. OS currently have a programme of transactional and relational surveys designed to capture key customer contact points and to understand our performance against our customer commitments of Value, Ease, Reliability and Quality. OS are seeking a supplier that can provide continuity of tracking for existing surveys whilst also providing 'thought leadership' to help progress and develop our programme of insight and reinvigorate interest internally about acting on customer feedback. Survey responses to website surveys and email surveys have been declining over time and so the chosen supplier should help advise on how to increase and improve customer engagement with the

programme. The full functionality of survey SaaS should be accessible to 4 members of the Customer team and approx. a further 26 OS employees will need some form of access the system to support contact list integration and to view dashboards and results. The survey software should be easy to use and allow for growth in the OS programme over time. Currently, over the course of a year OS will receive approx. 60,000 responses, and website/on-page surveys will create approx. 48 million page views. A new strategy was launched for Ordnance Survey's (OS) in 2024 focused on providing better data, growing to more destinations and operating with greater effectiveness. The term of the contract will be for an initial 3 years, with an optional 2 year extension. The OS Customer Insight Team are seeking a supplier who can work in partnership with them to help the business achieve its strategy. The partnership should seek to continuously improve the insight provided to the business, by measuring new customer journey touchpoints, deeper analysis or refining the techniques used to capture or report insights.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The term of the contract will be for 3 years, with an option to extend the contract annually for 2 years. Therefore if all extensions were taken the full term of the contract would be for 5 years.

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-006220](#)

Section V. Award of contract

Contract No

Customer Sentiment Tracking

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 July 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 2

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

Kantar UK Limited

W5 1UA

London

Country

United Kingdom

NUTS code

- UKI - London

National registration number

TNS House, Westgate

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: £625,850

Total value of the contract/lot: £625,850

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

High Courts of Justice

London

WC2A2LL

Country

United Kingdom