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Contract

## **Software as a service solution for capturing data on customer interactions**

The Mayor and Commonalty and Citizens of the City of London

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-063021

Procurement identifier (OCID): ocds-h6vhtk-05a9e8

Published 7 October 2025, 4:36pm

### **Scope**

### **Description**

A software as a service solution for capturing data on customer interactions such as ticket purchases.

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### **Contract 1**

### **Supplier**

- Open Loyalty

### **Contract value**

- £46,585.20 including VAT

Below the relevant threshold

### **Date signed**

31 July 2025

### **Contract dates**

- 1 August 2025 to 31 July 2026
- 1 year

### **Main procurement category**

Services

### **CPV classifications**

- 48481000 - Sales or marketing software package
- 72212445 - Customer Relation Management software development services

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## **Procedure**

## Procedure type

Below threshold - limited competition

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## Supplier

### Open Loyalty

Legnicka 16

Wroclaw

50-203

Poland

Email: [hubert@openloyalty.io](mailto:hubert@openloyalty.io)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## Contracting authority

### The Mayor and Commonalty and Citizens of the City of London

- Public Procurement Organisation Number: PYQD-1693-MYXR

PO Box 270

City of London

EC2P 2EJ

United Kingdom

Telephone: 020 7606 3030

Email: [CityProc.Operations@cityoflondon.gov.uk](mailto:CityProc.Operations@cityoflondon.gov.uk)

Website: <https://www.cityoflondon.gov.uk>

Region: UKI43 - Haringey and Islington

Organisation type: Public authority - sub-central government