**Customer Rewards Solution - Request for information (RFI)**

This is a Request for Information (RFI) and does not constitute a commitment, implied or otherwise, that Stonewater will take procurement action for a Rewards solution at this time. Further Stonewater will not be responsible for any cost incurred in furnishing this information.

This RFI is being used to gather market research for Stonewater to make decisions regarding development and procurement of Stonewaters customer rewards solution.

Stonewater’s reward solution needs to embed into our customer portal - MyHome and provide tangible and immediate benefits for our customers, rewarding digital engagement and acceptable tenancy management.

**Introduction to Stonewater:**

Stonewater is a leading social housing provider, with a mission to deliver good quality, affordable homes to people who need them most. We manage around 33,600 homes in England for over 75,000 customers, including affordable properties for general rent, shared ownership and sale, alongside specialist accommodation such as retirement and supported living schemes for older and vulnerable people, domestic abuse refuges, a dedicated LGBTQ+ Safe Space, and young people’s foyers.

Our significant and progressive house-building programme aims to build a minimum of 1,500 new homes a year from 2022/23 and we have a good pipeline of development to achieve this, driven by our vision of everyone having the opportunity to have a place that they can call home. We plough our surplus into building new homes, improving our existing housing stock and investing in customer services.

We are also the largest management partner for Legal & General Affordable Homes, supporting the organisation in delivering its ambitious development plan of building 3,000 homes by 2022, by leading on Legal & General's housing operations across England.

We recognise that the way we work matters too. We are committed to providing homes that are energy efficient and are working towards Government's targets for carbon neutrality. Our Environment Strategy helps us minimise the resources we use as an organisation and manage our impact on the environment.

Our talented 800+ employees embody our values – being ambitious, passionate, agile, commercial and ethical. For the second consecutive year we achieved a ‘One Star’ rating in the 2020 Best Companies Top 100 best not-for-profit organisations to work for and made the list for the top 25 best housing sector organisations to work for in the UK.

With an annual turnover of around £191 million and £1.8 billion in assets, Stonewater is a strong, dynamic and well-managed social business, with a long-term rating of A+ by independent credit ratings agency, S&P Global Ratings and a top G1/V1 governance and viability ranking from the Regulator of Social Housing.

**Scope of the service:**

Stonewater are looking for a solution which can provide tangible benefits to reward our customers for behaving in a way that supports our aim to provide a digital first service while upholding their tenancy and maintaining their rent payments.

The solution should use metrics supplied by Stonewater to translate into rewards. The provider should manage the relationship with customers ‘claiming’ their rewards outside of the relationship they may have with Stonewater.

A key objective is to reward digital behaviour and encourage timely payments in line with the tenancy agreements. To encourage our customers to act in line with our expected behaviours we are interested in hearing from providers who have demonstrable experience in providing and managing a solution which Stonewaters customers can engage with via our portal, can hold multiple tiers of rewards and manages the distribution of tangible benefits.

Examples of rewards we may be looking for are – products, discount vouchers, special offers, cashable awards but we are open to alternative rewards provided they provide genuine, tangible benefits for our customers.

Stonewaters customers expect excellent customer service that is not only timely, tangible and professional but also flexible and understanding of the customer’s journey. Stonewater support a wide range of the community with different Housing options from Retirement Living, Supported Housing, Shared Ownership and General Needs rented homes. Stonewater are proud to support a diverse range of customers and require a Service Provider who appreciates this diversity within their delivery.

We will measure the success of the rewards programme through specific metrics within our Stonewater customer management system with the intention to increase digital engagement and reduce debt. We will consider the contract to be a success when we can evidence increased digital engagement across our customer base.

Stonewater are interested in hearing from providers who can meet the objectives and provide a best value for money solution.

**Responding to this RFI:**

Organisations responding to this RFI must be able to:

* Provide a digital rewards solution that can be embedded into the existing Stonewater customer portal known as MyHome.
* Provide a rewards solution that focuses on digital engagement
* They must be able to provide tangible and immediate benefits for customers
* Customers should have a choice of benefits although the range of these choices can be discussed
* The solution should be auditable and able to report on usage as well as demonstrating Return on Investment
* The solution should be able support and evidence increased digital engagement

RFI responses must include:

* Name of the primary point of contact for the response
* Company Name
* Email
* Phone

Please send all queries and completed responses to the Request for Information to [Procurement@stonewater.org](mailto:Procurement@stonewater.org) by the 16th June 2021.

Stonewater are interested in meeting briefly with providers to review available services as well as understand the potential to deliver the scope further. Unfortunately due to time constraints Stonewater will not be able to commit to meeting with all respondents to the Request for information.

Stonewater will review the responses to questions to determine which responses best align with supporting the meeting the objectives. Where there are more responders than availability for Stonewater to meet with a score will be determine for each area asked this score will only be used to determine which providers are invited to present to Stonewater.

Please note scores from this RFI will have no impact or weighting on any subsequent tender and are only used where responses outnumber the available time slots. Details of scoring principles can be found at the end of this document under Appendix 1.

Minutes and details of questions asked at such meetings will be kept and any non-confidential or non-commercially sensitive information will be shared at any subsequent tender. This will ensure all considerations taken into any future specification are shared with no organisation being given an advantage.

**RFI Questions**

Stonewater are requesting responses to the following questions:

1. Please detail the type of benefits available to customers with examples of solutions you have provided previously (15%)

Some key considerations for us are:

* Tangible benefits for customers.
* Rewards customers find desirable to support objectives.

1. How do you maximise spend through increased buying power and supply chain resulting in greater tangible benefits for our customers? (25%)

*Please be aware this is not a request for pricing or quotes to the service but an understanding of your organisations capability to support the service requirements..*

Some key considerations for us are:

* Leverage of spend
* How you are able to maximise each pound
* Ease of service for both Stonewater and Stonewater customers
* Tangible benefits (see above)
* Supply chain
* Experience of buying power

1. Please advise if your organisations service is able to integrate with clients systems and detail the methodology and process to achieve this. Would your organisation be able to integrate with Stonewaters MyHome customer portal? (25%)

Some key considerations for us are:

* Ability to plug and play technical capability into external systems
* Ability to communicate with our CRM system
* Able to see rent and digital transaction information in order to score customers and reward appropriately
* Ease of use for Stonewater
* Possibility that scoring is managed by provider

1. How does your service communicate with customers and facilitate communication directly with customers? (25%)

Detail required:

* Customer communication skills
* Knowledge of the Social Housing market
* Accessibility of systems
* Presentation of information to customers (preferably digitally)

1. Does the service offer the availability of KPI’s and SLA’s and how are these managed and reported on? (10%)

Please detail:

* Examples of reports
* Capability to own performance and measures resulting in self-management of contract

1. Please share any other comments regarding your service in relation to the scope and requirements of Stonewater.

Although all comments received will be carefully reviewed with feedback and key information used to support later action, the initiators of this request make no commitment to include any particular recommendations.

There is no active tender currently for these services, with this RFI seeking to understand the market conditions. Where a tender is run it will be advised through Contracts Finder and Find a Tender and will be ran through Stonewater’s E-tendering software Delta. It is the responsibility of potential offers/bidders to monitor these sites for the advertisement of any tendering of this service.

**Response Submission Deadline:**

Responses to this RFI must be submitted no later than 18th June 2021. Please manage word counts to approximately 3200 words to support the team to assess all responses.

**RFI Responses**

Please return responses to the Request for Information to [Procurement@stonewater.org](mailto:Procurement@stonewater.org)

|  |  |
| --- | --- |
| Company details |  |
| Responders Name |  |
| Company Name |  |
| Email |  |
| Phone |  |
|  | |
| 1. Please detail the type of benefits available to customers with examples of solutions you have provided previously (15%) | |
|  | |
| 1. How do you maximise spend through increased buying power and supply chain resulting in greater tangible benefits for our customers? (25%) | |
|  | |
| 1. Please advise if your organisations service is able to integrate with clients systems and detail the methodology and process to achieve this. Would your organisation be able to integrate with Stonewaters MyHome customer portal? (25%) | |
|  | |
| 1. How does your service communicate with customers and facilitate communication directly with customers? (25%) | |
|  | |
| 1. Does the service offer the availability of KPI’s and SLA’s and how are these managed and reported on? (10%) | |
|  | |
| 1. Please share any other comments regarding your service in relation to the scope and requirements of Stonewater. | |
|  | |

**Appendix 1 – Scoring principles for Supplier interview selection.**

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| --- | --- |
| **Scoring Range** | **Basis of Score** |
| 0-1 | The detail provided within the response is not in line with the scope or requirements of the service needed. |
| 2 | There is limited detail addressing the key requirements of the service or scope. |
| 3 | While the information within the response was informative the detail only meets part and not all of the objectives and scope of the service. |
| 4 | A Good response that informs of key considerations for meeting the service objectives and scope. |
| 5 | The response provides real insights and excellent considerations for meeting the service objectives and scope. |