



Department for
International Trade

Contract Change Note ("CCN")

CCN Number	001
Contract Reference Number and Title	DN361244 English Regional Telemarketing
Variation Title	Extension of Call Off Contract Term
Number of Pages	5

WHEREAS the Supplier, Sitel UK Ltd, and the Customer, The Department for International Trade, entered into a Call Off Contract for the English Regional Telemarketing dated 3 November 2018 (the "Original Contract") and now wish to amend the Original Call Off Contract.

IT IS AGREED as follows

1. The Original Call Off Contract shall be amended as set out in this Change Control Notice (CCN):

Change Requestor / Originator	[REDACTED]	
Summary of Change	This CCN makes the following changes: <ul style="list-style-type: none"> • Extends the term of the original Call Off Contract to now expire on 31 March 2020 	
Reason for Change	The Customer wishes to extend the original Call Off Contract term to 31 March 2020. The Call Off Contract initial period is from 3 November 2018 – 2 November 2019. There is an option to extend the Call Off Contract by up to a further 6 months. The Customer is enabling this extension for 5 months.	
Revised Contract Price	Original Call Off Contract Value	£360,000 (excluding VAT)
	Previous Call Off Contract Changes	Not Applicable
	Contract Change Note 001	£30,000 (excluding VAT)
	New Call Off Contract Value	£390,000 (excluding VAT)
Revised Payment Schedule	Although DIT remains the Customer, the primary Customer of this Call-Off Contract during extension is now the Export Credits Guarantee Department (operating as UK Export Finance (UKEF)). Purchase Order(s) will be issued from UKEF and work relating to UKEF should be billed directly to them. UKEF's billing address is: UK Export Finance, 1 Horse Guards Road, London, SW1A 2HQ	

	Invoices should be submitted electronically, quoting a PO to: [REDACTED]
Revised Specification	See Appendix 1 for details
Revised Contract Period (if applicable)	The original contract is extended to 31 March 2020.
Change in Contract Representative(s)	Not Applicable
Other Changes	None

2. Save as amended all other terms of the Original Contract shall remain effective.
3. This CCN takes effect from the date on which both Parties sign for acceptance of its terms.

Parties:

Supplier: Sitel UK Ltd

Signed by: [REDACTED]

Title: GENERAL MANAGER UKI

Date: 15/10/19

Signature: [REDACTED]

Customer: For, and on behalf of the Secretary of State for International Trade

Signed by: [REDACTED]

Title: Head of Commercial – Marketing, Events & PPS

Date: 11 October 2019

Signature: [REDACTED]

Appendix 1

From the original Call Off Contract, the following sections from "Call Off Schedule 2: Goods and/or Services; Annex 1: The Services" have been updated: Key Deliverables; Marketing Activity; Triaging Process and Call Script. These are detailed below.

Key Deliverables

- To deliver 2000 to 2750 leads between 3 November 2019 to 31 March 2020. This will be done using two to three agents over the extension period.
- Triage data collected as per the calling script.
- Contacts to be called within 48 hours of UKEF providing data, outcomes (as per the calling script) provided back to UKEF within 24 hours.

Marketing Activity

Marketing will provide a mixture of leads generated from UK Export Finance activity - digital display, social (LinkedIn and Twitter) and search. We will aim to provide leads on a daily/weekly basis, pending volumes, delivering between 2000 to 2750 leads - 3 November 2019 to 31 March 2020. All leads provided will need to go through a prescribed triaging process.

Triaging Process and Call Script

Good morning/ afternoon, my name is and I'm calling on behalf of UK Export Finance. We're the UK's export credit agency. Could I speak with [named contact on database]? If they don't know who UK Export Finance is

We offer UK exporters:

- Buyer credit and direct lending to overseas buyers to help them win contracts
- Guarantees on contract bonds and working capital loans to fulfil orders
- Insurance to ensure they get paid

Can I just check that you are the right person to talk to regarding overseas trade and that you make decisions about sales / exporting for the organisation?

Agent takes them through the triaging process to determine next steps: either call with an ITA; call with UKEF Business Support Team or directed to great.gov.uk

1. Are you currently reacting to an export/overseas opportunity to lead to at least £25k of revenue over the next 5 years?
 - Yes
 - No
2. Are you a limited company?
 - How many years have been you been trading?
3. Do you have an export plan/strategy?
 - No
 - Yes
 - How long have you been exported for?
 - What countries are you exporting to?
4. Annual Turnover
5. Number of employees

You can get finance and insurance support from the UK government. UK Export Finance (UKEF) is the UK's export credit agency. UKEF works with the private sector to help companies win contracts, fulfil orders and get paid.

6. Do you think you might face a challenge to:
- offer competitive payment terms to an overseas client to secure an order
 - secure upfront funding to fulfil an overseas order (for example getting a working capital loan, or funds for a bond)
 - protect yourself from non-payment of an overseas order (for example export credit insurance)

Yes/ No responses to each of the above bullets

7. Have you spoken to your banks with regards to financial support? (details)
- No
 - Yes
8. Do you know of overseas buyers who struggle to access capital to buy your goods/services? (details)
- No
 - Yes
9. Have you considered the challenges associated with exporting?
- No
 - Yes
10. Are you ready and able to fulfil an export/International order (with the support of DIT)?
- No
 - Yes
 - what is the value of the order?
 - Can you provide more details about the type of order i.e. what are the goods/services you are exporting?
11. Are your business leaders well-connected/networked? e.g. members of trade or business associations? Yes, No (capture details)

The triaging process will segment the prospects into either of the following streams:

1. Arrange for ITA call (data provided to DIT)
 - More than £500k in annual turnover
 - More than 10 Employees
 - And answers YES to at least Q2, Q3 and Q7 in the triaging process/or YES to Q1
2. Arrange for a call with UKEF business support group (data provided to UKEF)
 - More than £1million in turnover
 - More than 10 employees
 - And answers YES to Q2, Q3 and Q6 (note Q6 has three parts, a yes to any part is a customer we would like to engage with).
 - OR Yes to Q1 and YES to Q2, Q3 and Q6 (note Q6 has three parts, a yes to any part is a customer we would like to engage with)
3. Directed to great.gov.uk
 - Less than £500k in annual turnover
 - Less than 10 Employees
 - And answers NO to Q2, Q3 and Q7 in the triaging process

Option 1 – Arrange for ITA call

We would like to arrange time for you to discuss your exporting requirements with one of our International Trade Advisors. They have experience in exporting to a range of markets and come from a wide variety of sectors – many have either owned their own business or worked in large multinational companies selling overseas. They can work with you to create a tailored export plan and advise you on which markets are best for your business.

Option 2 – Arrange for call – UKEF Business Support Team, depending on the qualification

We would like to arrange time for you to discuss your requirements with UKEF's Business Support Team to discuss the export finance options that might be available to you.

Option 3 – Directed to great.gov.uk

Based on your current exporting experience you'll find information on how to start exporting, country guides, live export opportunities from around the world, training sessions, webinars and details of events - <https://www.great.gov.uk>

Thank you very much for your time. CLOSE.

Voicemail

Good morning/afternoon my name is (name) calling on behalf of UK Export Finance to discuss how we can help you to increase your sales revenue and profits by accessing the free advice and support available to you from the Government on selling overseas. For further information please contact me on (number tbc).

Brexit

If customer asks any Brexit-related questions they will be directed to www.gov.uk.

Service Level Requirements

Sitel will provide the services as below during the extension period in order to achieve the key deliverables:

1. Monday to Friday 0900hrs – 1700hrs service
2. Provision of sftp server so respective parties can upload and download leads
3. The provision of an automated telephone dialling system.
4. The ability to provide DIT with call files e.g. the recorded conversation and prospect
5. Processing of data on a daily and weekly basis.
6. Any additional preparation of data before outbound call commence.
7. Daily and weekly reporting as per current provision