



**Crown  
Commercial  
Service**

**AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION  
AND MARKING SCHEME**

**CONTACT CENTRE SERVICES**

**REFERENCE NUMBER**

**RM3815**

**ATTACHMENT 3**

---

# **AWARD QUESTIONNAIRE RESPONSE GUIDANCE, EVALUATION AND MARKING SCHEME**

## **1 INTRODUCTION**

- 1.1 This document provides an overview of the methodology which will be adopted by the Authority to evaluate your response to each question set out within the Award Questionnaire. It also sets out the Marking Scheme which will apply. For the avoidance of doubt, references to “you” in this document shall be a reference to the Potential Provider.
- 1.2 The defined terms used in the Invitation To Tender document (Attachment 1) shall apply to this document.

## **2 OVERVIEW**

- 2.1 The Award Questionnaire is broken down into the following sections:

SECTION A – MANDATORY QUESTIONS

SECTION B – LOT 1 SPECIFIC QUESTIONS

SECTION C – LOT 2 SPECIFIC QUESTIONS

- 2.2 A summary of all the questions contained within the Award Questionnaire, along with the Marking Scheme and Maximum Score Available for each question is set out below:

		Marking Scheme
<b>SECTION A – LOT SPECIFIC MANDATORY REQUIREMENTS</b>		
AQA1	Compliance With Framework Schedule 2: Part A – Services Lot 1 only.	PASS / FAIL
AQA2	Compliance With Framework Schedule 2: Part A – Services Lot 2 only.	PASS / FAIL

		Marking Scheme	Weighting (%)
<b>SECTION B – LOT 1 SPECIFIC QUESTIONS</b>			
AQB1	Strategy Development, Designing and Building Projects	100/66/33/0	50
AQB2	Project Team	100/66/33/0	25
AQB3	Project Management	100/66/33/0	25

		Marking Scheme	Weighting (%)
<b>SECTION C – LOT 2 SPECIFIC QUESTIONS</b>			
AQC1	People	100/66/33/0	25
AQC2	Value for Money and Innovation	100/66/33/0	25
AQC3	Mobilisation	100/66/33/0	25
AQC4	Demand Management	100/66/33/0	25

SECTION A – MANDATORY REQUIREMENTS	
AQA1 Compliance With Framework Schedule 2: Part A - Services – LOT 1	
<p>Please indicate by selecting either option <b>YES</b> or <b>NO</b>, that in the event you are awarded a place on the Framework Agreement, whether you will or will not, unreservedly deliver in full, all the mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5).</p> <p><b>YES</b> - You will unreservedly deliver in full all the Lot 1 mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5).</p> <p><b>NO</b> - You will not, or cannot, deliver in full all the Lot 1 mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5).</p> <p><b>N/A</b> - You are applying for Lot 2 only.</p>	
<p><b>AQA1 Response Guidance</b></p> <p><b>This is a PASS/FAIL question. If you cannot or are unwilling to select YES to this question, you will be disqualified from further participation in this Procurement.</b></p> <p>You are required to select either option <b>YES</b>, <b>NO</b> or <b>N/A</b> from the drop down list associated with this question.</p> <p>Providing a <b>YES</b> response means the Potential Provider will unreservedly deliver in full all the Lot 1 mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5).</p> <p>If the Potential Provider selects <b>NO</b> (or does not answer the question) to indicate that they will not, or cannot, deliver in full all the Lot 1 mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5), then the Potential Provider will be excluded from further participation in this Procurement.</p>	
Marking Scheme	Evaluation Guidance
<b>PASS</b>	<p>You have selected option <b>YES</b> confirming that you will unreservedly deliver in full all the Lot 1 mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5).</p> <p>OR</p> <p>You have selected option <b>N/A</b> confirming that you are applying for Lot 2 only.</p>
<b>FAIL</b>	<p>You have selected <b>NO</b> confirming that you will not, or cannot, deliver in full all the Lot 1 mandatory Service requirements as set out in Annex 1 Framework Schedule 2: Part A - Services (Attachment 5).</p> <p>OR</p> <p>You have not selected either <b>YES</b>, <b>NO</b> or <b>N/A</b>.</p>

### AQA2 Compliance With Framework Schedule 2: Part A - Services - LOT 2

Please indicate by selecting either option **YES** or **NO**, that in the event you are awarded a place on the Framework Agreement, whether you will or will not, unreservedly deliver in full, all the Lot 2 mandatory Service requirements as set out in Annex 2 Framework Schedule 2: Part A - Services (Attachment 5).

**YES** - You will unreservedly deliver in full all the Lot 2 mandatory Service requirements as set out in Annex 2 Framework Schedule 2: Part A - Services (Attachment 5).

**NO** - You will not, or cannot, deliver in full all the Lot 2 mandatory Service requirements as set out in Annex 2 Framework Schedule 2: Part A - Services (Attachment 5).

**N/A** - You are applying for Lot 1 only.

#### AQA2 Response Guidance

**This is a PASS/FAIL question. If you cannot or are unwilling to select YES to this question, you will be disqualified from further participation in this Procurement.**

You are required to select either option **YES**, **NO** or **N/A** from the drop down list associated with /this question.

Providing a **YES** response means the Potential Provider will unreservedly deliver in full all the Lot 2 mandatory Service requirements as set out in Framework Schedule 2: Part A - Services (Attachment 5).

If the Potential Provider selects **NO** (or does not answer the question) to indicate that they will not, or cannot, deliver in full all the Lot 2 mandatory Service requirements as set out in Annex 2 Framework Schedule 2: Part A - Services (Attachment 5), then the Potential Provider will be excluded from further participation in this Procurement.

Marking Scheme	Evaluation Guidance
<b>PASS</b>	You have selected option <b>YES</b> confirming that you will unreservedly deliver in full all the Lot 2 mandatory Service requirements as set out in Annex 2 Framework Schedule 2: Part A - Services (Attachment 5). OR You have selected option <b>N/A</b> confirming that you are applying for Lot 1 only.
<b>FAIL</b>	You have selected <b>NO</b> confirming that you will not, or cannot, deliver in full all the Lot 2 mandatory Service requirements as set out in Annex 2 Framework Schedule 2: Part A - Services (Attachment 5). OR You have not selected either <b>YES</b> , <b>NO</b> or <b>N/A</b> .

## SECTION B – LOT 1 SPECIFIC QUESTIONS

### AQB1 – Strategy Development, Designing and Building Projects

#### **REQUIREMENT:**

The Authority requires Potential Providers to provide Specialist Contact Centre Consultancy Services which includes the development of strategies, designing and building projects and /or implementing a solution(s) for Contracting Authorities.

#### **QUESTION :**

Please demonstrate how you will provide Specialist Contact Centre Consultancy Services, including the development of strategies, designing and building projects and/or implementing a solution(s) for Contracting Authorities.

**Maximum character count – 8192 characters including spaces and punctuation.**

#### **AQB1 Response Guidance**

**All Potential Providers submitting a Tender for Lot 1 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- a. demonstrate the process you will have in place to identify and develop a strategy which will deliver the Contracting Authority(s) Contact Centre objectives;
- b. demonstrate how you will design a solution to ensure the Contracting Authority(s) objectives are met, specifically for Contact Centre Services; and
- c. demonstrate how you will implement and deliver the designed solution or how you would deliver and assist the Contracting Authority to implement the design of the Contact Centre solution.

Your response should be limited to, and focused on each of the component parts of the question posed (a to c). You should refrain from making generalised statements and providing information not relevant to the topic.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (a to c) you are responding to.

**Maximum character count – 8192 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**

Marking Scheme	Evaluation Criteria
100	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above.

66	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above.
33	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above.
0	The Potential Provider's response has not fully addressed any of the 3 component parts (a to c) of the response guidance above. OR A response has not been provided to this question.

## AQB2 – Project Team

### **REQUIREMENT:**

The Authority requires Potential Providers to ensure that project team members have suitable experience and skills to meet the requirements of the Contracting Authorities.

### **QUESTION :**

Please demonstrate how you will ensure that project team members have suitable experience and skills to meet the requirements of the Contracting Authorities.

**Maximum character count – 4096 characters including spaces and punctuation.**

### **AQB2 Response Guidance**

**All Potential Providers submitting a Tender for Lot 1 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- demonstrate how you will select and appoint your project team, to ensure your project team have the skills, experience, knowledge and qualifications commensurate with the roles to which they will be assigned, to ensure a successful project delivery;
- demonstrate the processes you will have in place to ensure continuity of project team members, including how you will ensure efficient transition between project team members to retain the knowledge gained during the project; and
- demonstrate how you will manage mixed project teams containing individuals from the Contracting Authorities and your own Personnel.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (a to c) you are responding to.

**Maximum character count – 4096 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional**

**documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**

<b>Marking Scheme</b>	<b>Evaluation Criteria</b>
<b>100</b>	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above.
<b>66</b>	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above.
<b>33</b>	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above.
<b>0</b>	The Potential Provider's response has not fully addressed any of the 3 component parts (a to c) of the response guidance above. OR A response has not been provided to this question.

### **AQB3 – Project Management**

#### **REQUIREMENT**

The Authority requires Potential Providers to provide project management methodology, tools and techniques to effectively manage the project.

#### **QUESTION :**

Please demonstrate the project management methodology, tools and techniques you will use to effectively manage the project requirements, including the Project Plan, managing risks and keeping Contracting Authorities informed should projects be off track, including mitigating actions you will take to get the project back on track.

**Maximum character count – 4096 characters including spaces and punctuation.**

#### **AQB3 Response Guidance**

**All Potential Providers submitting a Tender for Lot 1 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- demonstrate the procedure you will follow to measure and report project deliverables and control costs, measured against outputs and milestones, in the Project Plan;
- demonstrate how you will ensure risks to the project are recorded, tracked, mitigated and escalated; and
- demonstrate the process you will have in place to keep Contracting Authorities informed should projects be off track, including mitigating actions you will take to get the project back on track.



Your response should be limited to, and focused on each of the component parts of the question posed (a to c). You should refrain from making generalised statements and providing information not relevant to the topic.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (a to c) you are responding to.

**Maximum character count – 4096 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**

Marking Scheme	Evaluation Criteria
100	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above
66	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above
33	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above
0	The Potential Provider's response has not fully addressed any of the 3 component parts (a to c) of the response guidance above. OR A response has not been provided to this question.

## SECTION C – LOT 2 SPECIFIC QUESTIONS

### AQC1 – People

#### **REQUIREMENT:**

The Authority requires Potential Providers to ensure all Contact Centre Personnel have the skills, experience, knowledge and qualifications commensurate with the roles, to deliver the Service and improve Contact Centre Personnel retention.

#### **QUESTION :**

Please demonstrate how you will attract and recruit, train, multi-skill and retain Contact Centre Personnel to ensure the appropriate skills, experience, knowledge and qualifications are commensurate with the roles, to deliver the Service.

**Maximum character count – 8192 characters including spaces and punctuation.**

#### **AQC1 Response Guidance**

**All Potential Providers submitting a Tender for Lot 2 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- a. demonstrate how you will attract, and the process you will have in place to recruit, the appropriate Contact Centre Personnel for the roles required;
- b. demonstrate how you will ensure the correct training is delivered to Contact Centre Personnel to improve their skills and knowledge, and to ensure Contact Centre Personnel are multi-skilled; and
- c. demonstrate the processes you will have in place to improve Contact Centre Personnel retention and minimise turnover.

Your response should be limited to, and focused on each of the component parts of the question posed (a to c). You should refrain from making generalised statements and providing information not relevant to the topic.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (of a to c) you are responding to.

**Maximum character count – 8192 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**

Marking Scheme	Evaluation Criteria
100	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above.

<b>66</b>	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above.
<b>33</b>	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above.
<b>0</b>	The Potential Provider's response does not fully address any of the 3 component parts (a to c) of the response guidance above. OR A response has not been provided to this question.

## AQC2 – Value for Money and Innovation

### **REQUIREMENT:**

The Authority requires Potential Providers to deliver innovation and value for money by driving efficiencies in delivering the Services.

### **QUESTION :**

Please demonstrate how you will effectively deliver value for money and innovation, through the Services delivered.

**Maximum character count – 8192 characters including spaces and punctuation.**

### **AQC2 Response Guidance**

**All Potential Providers submitting a Tender for Lot 2 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- a. demonstrate the process you will have in place to proactively identify and prioritise opportunities, to effectively reduce costs for Contracting Authorities whilst ensuring Service delivery performance;
- b. demonstrate how you will ensure that any added value and savings delivery performance benefits identified will be subsequently embedded into the Service delivery for Contracting Authorities; and
- c. demonstrate how you will share more efficient and innovative ways of working with Contracting Authorities, and describe how you will cascade this information, so that Contracting Authorities will benefit from best practice becoming working practice.

Your response should be limited to, and focused on each of the component parts of the question posed (a to c). You should refrain from making generalised statements and providing information not relevant to the topic.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (of a to c) you are responding to.

**Maximum character count – 8192 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**

Marking Scheme	Evaluation Criteria
100	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above.

<b>66</b>	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above.
<b>33</b>	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above.
<b>0</b>	The Potential Provider's response does not fully address any of the 3 component parts (a to c) of the response guidance above. OR A response has not been provided to this question.

---

## **AQC3 – Mobilisation**

### **REQUIREMENT:**

The Authority requires Potential Providers to mobilise and resource plan effectively, to mitigate transition risks during the implementation of the Contracting Authorities Contact Centre Service.

### **QUESTION :**

Please demonstrate how you will mobilise and resource plan effectively, to mitigate transition risks during the implementation of the Contracting Authorities Contact Centre Service.

**Maximum character count – 8192 characters including spaces and punctuation.**

### **AQC3 Response Guidance**

**All Potential Providers submitting a Tender for Lot 2 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- a. demonstrate the process that you will have in place to communicate with the Contracting Authority during the implementation process, to ensure that the commencement of the delivery of Services meets the Contracting Authorities requirements, including how you will test processes and systems in advance of 'Go Live';
- b. demonstrate how you will ensure that appropriate upscaling of resource will be made, to achieve the go live dates of the Contracting Authorities, and how you will ensure that service levels of other Contracting Authorities already accessing the Framework Agreement are not impacted; and
- c. demonstrate the process that you will follow in identifying any key risks, including mitigating actions associated with the transition and implementation of Contact Centre Services.

Your response should be limited to, and focused on each of the component parts of the question posed (a to c). You should refrain from making generalised statements and providing information not relevant to the topic.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (of a to c) you are responding to.

**Maximum character count – 8192 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional**

**documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**

<b>Marking Scheme</b>	<b>Evaluation Criteria</b>
<b>100</b>	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above.
<b>66</b>	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above.
<b>33</b>	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above.
<b>0</b>	<p>The Potential Provider's response does not fully address any of the 3 component parts (a to c) of the response guidance above.</p> <p>OR</p> <p>A response has not been provided to this question.</p>

## AQC4 – Demand Management

### **REQUIREMENT:**

The Authority requires Potential Providers to ensure they will be able to provide sufficient flexibility to meet fluctuations in demand from Contracting Authorities.

### **QUESTION :**

Please demonstrate how you will ensure you be able to provide sufficient flexibility to meet fluctuations in demand from Contracting Authorities.

**Maximum character count – 8192 characters including spaces and punctuation.**

### **AQC4 Response Guidance**

**All Potential Providers submitting a Tender for Lot 2 must answer this question.**

**You must insert your response into the text fields in the e-Sourcing Suite.**

In order to satisfy the requirement, and the question associated with the requirement, the Potential Provider must:

- a. demonstrate how you will provide a capacity management Service and how you will utilise your technical and market knowledge to understand and accurately forecast how much activity will be required to manage the Service, including what the resource implication will be to manage anticipated activities, and outline processes for managing unforeseen changes in demand;
- b. demonstrate how you will ensure that, during periods of high demand, you will deliver a scalable operation which includes resource and infrastructure requirements capable of managing changes in the Contracting Authorities demand over the short-term and long-term; and
- c. demonstrate how you will ensure continuity of supply, and maintain agreed service levels against existing Call Off Agreements, whilst business requirements for new and additional Contracting Authorities are on boarded.

Your response should be limited to, and focused on each of the component parts of the question posed (a to c). You should refrain from making generalised statements and providing information not relevant to the topic.

Whilst there will be no marks given to layout, spelling, punctuation and grammar, it will assist evaluators if attention is paid to these areas and you address each of the component parts in this response guidance in the order they are listed above and highlight which part (of a to c) you are responding to.

**Maximum character count – 8192 characters including spaces and punctuation.**

**This character count cannot be exceeded within the e-Sourcing Suite. Responses must include spaces between words. No attachments are permitted; any additional documents submitted will not be taken into consideration for the purposes of the evaluation of this question.**



<b>Marking Scheme</b>	<b>Evaluation Criteria</b>
<b>100</b>	The Potential Provider's response fully addresses all 3 of the component parts (a to c) of the response guidance above.
<b>66</b>	The Potential Provider's response fully addresses 2 of the 3 component parts (a to c) of the response guidance above.
<b>33</b>	The Potential Provider's response fully addresses 1 of the 3 component parts (a to c) of the response guidance above.
<b>0</b>	The Potential Provider's response does not fully address any of the 3 component parts (a to c) of the response guidance above. OR A response has not been provided to this question.