

The Department for Work & Pensions Voice of the Customer Insights Project – Supplier Event

Date & Time: 10 June 2021 10:00 to 12:00 (Hosted via MS Teams)

The Department for Work and Pensions (DWP) is responsible for welfare, pensions and child maintenance policy. As the UK's biggest public service department we administer the State Pension and a range of working age, disability and ill health benefits to around 20 million claimants and customers.

We are responsible for understanding and dealing with the causes of poverty rather than its symptoms, encouraging people to work and making work pay, encouraging disabled people and those with ill health to work and be independent, providing a decent income for people of pension age and promoting saving for retirement, providing value for money and reducing levels of fraud and error, and reducing work-related death and serious injury in workplaces through the Health and Safety Executive.

Our priorities are to;

- Run an effective welfare system that enables people to achieve financial independence by providing assistance and guidance into employment
- Increase saving for, and security in, later life
- Create a fair and affordable welfare system which improves the life chances of children
- Deliver outstanding services to our customers and claimants
- Transform the way we deliver our services to reduce costs and increase efficiency

DWP's IT is managed by DWP Digital Group. The Group operates on a scale unrivalled almost anywhere. The services touch the lives of almost everyone in the UK at some point. Our IT systems manage 7.35 million benefit claims each year, paying £165 billion in benefits and pensions.

DWP has an ambition to better understand the experience and satisfaction levels of our customers at all key stages of their journeys across channels and in different service lines. Our need is to harness high volume and high frequency feedback that helps motivate our teams, identify broken processes and swiftly deal with specific issues.

As such, we would like to understand the technology available in the market for Voice of the Customer analytics software solutions.

The high level outcomes DWP would like to see as a result of improved insights are:

- Improved Customer Experience Levels
- Proactive and pre-emptive service delivery
- Root-cause detection to drive improved outcomes
- Rapid Response for customers with complex needs or vulnerabilities
- Empowered agents and teams with greater understanding of their personal impact
- De-centralised insights in a feedback loop directly back into agents / team leaders
- Richer granularity of insights to inform actionable tasks
- Significant cost-savings from earlier interventions (reduction in repeat calls/unnecessary agent/customer effort).

DWP would expect the technology to work in synergy with our operating model and customer experience strategy to support:

- Automatic identification of calls where customers indicate they tried and failed to complete a task on their own and route this information directly to a suitable agent
- Analytics on call disposition (triangulated with other operational M.I) to understand why customers repeatedly call us and pinpoint which issues are unable to be resolved on the first call and how can agents be coached to handle these queries more effectively.
- Our understanding of customer and agent behavior on calls that are too long or too short to resolve issues. On calls that results in transfers or escalations.
- Round the clock analytics in the form of “listening-posts” on our different channels (on-line, telephony and even mail) that can identify, prioritise, and alert agents of macro level issues. Dynamic identification would result in quicker resolution, proactive action, deflection of call volume, and cost savings.

Solutions should also be easy to integrate with our systems and conform to our security and data protection requirements.

DWP is hosting an Industry pre-market engagement event to give potential suppliers the opportunity to better understand our needs. In return we are looking for information on best practice and potential ways forward that better inform our emerging requirements.

This will be held on 10th June 2021 as part of an event held virtually over MS Teams.

There will be a Digital and Commercial presentation from 10:00 am where a high level overview of the requirement will be provided. Following the presentation there will be an opportunity for suppliers to ask any questions.

After the event, suppliers will be invited to complete a questionnaire to provide supporting information on a range of areas that will support DWP's strategy in respect of Customer Experience Software. The supplier responses will be reviewed and where appropriate, suppliers may be invited to a 1-2-1 to explore ideas and discuss further.

Suppliers interested in attending the event should book by 8th June 2021 via the email below:

peelparkcontrolcentre.dps-acommercialteam@dwp.gov.uk

Please note that due to technical capacity constraints suppliers will be limited to a maximum of 2 representatives.

Registration is for the Pre-Market Engagement Event only. Please note, this is NOT a Contract Notice or invitation to tender for a contract opportunity and any suppliers invited to the event will not have a privileged position in relation to any future contract opportunity. Any subsequent procurement(s) that DWP conducts will be based on the fair and objective outcome of a procurement process.

I look forward to your response.

Mark Cranshaw
Head of Platforms & Application Services
DWP Commercial Directorate