



# Specification

## **UK Customer Satisfaction Index Report for DVLA Services**

Operations & Customer Service Directorate (OCSD)

**Contract Reference: PS/20/01**

**Date: 12 May 2021**  
**Version: Final**

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## 1. Introduction

The Department for Transport (DfT) invites proposals for the following Services, UK Customer Satisfaction Index Report. This contract will be subject to the DVLA Short Form Contract Terms and Conditions of Contract.

## 2. Background to the Requirement

The Driver and Vehicle Licensing Agency (DVLA) **[The Authority]** is an Executive Agency of DfT, based in Swansea. The Agency's primary aims are to facilitate road safety and general law enforcement by maintaining accurate registers of drivers and vehicle keepers and to collect Vehicle Excise Duty (VED).

The Institute of Customer Service (ICS) conduct research twice a year to produce the UK Customer Satisfaction Index (UKCSI) analysis, which is available from January and July annually. DVLA wishes to utilise this data for benchmarking purposes.

## 3. Procurement Timetable

The timetable for this Procurement is set out in the table below.

Description	Date
Request for Proposal Issued	26/05/2021
Bid Submission Date and Time	30/06/2021 12:00
Bid Evaluation	[14] days
Proposed Contract Award	21/07/2021
Proposed Commencement Date	02/08/2021
Proposed Contract Expiry Date	01/08/2022

This timetable may be changed at any time. Changes to any of the dates will be made in accordance with the Regulations (where applicable).

Potential tenderers will be informed if changes to this timetable are necessary.

## 4. Scope

The provision of bespoke analysis from the UKCSI research to cover DVLA service. We want the option to purchase both the July 2021 and January 2022 analysis, with an option to purchase the analysis for a further year, plus a further year in addition. This provision will be for DVLA only and we will reserve the right to refer to this data in any of our publications.

## 5. Implementation and Deliverables

Ideally, we require the analysis from the July 2021 report by 9th August 2021. We require the analysis from the January 2022 report on 1<sup>st</sup> February 2022. In the subsequent two years we reserve the option to purchase one or both versions and would like to have them sent to us on the next day after publication of the overall report.

## 6. Specifying Goods and / or Services

We will require the following outputs in Microsoft Excel:

- UKCSI analysis for DVLA online service
- UKCSI analysis for DVLA offline service
- UKCSI analysis for DVLA services overall

All of the above will need to show where DVLA sits compared to the top 30 performing organisations and also how DVLA sits compared to the top performing 'Public Service National' organisations.

The UKCSI analysis specifically should provide the following key measures:

- UKCSI
- Net Promoter Score (NPS)
- Customer Effort
- To what extent do you trust the organisation

Measures around the following criteria are also required (if available depending on channel):

Overall...

- Reputation of the organisation
- Product/service quality
- Product reliability
- Quality of information/advice
- Handling of enquiries
- Being kept informed
- Ease of doing business
- Billing
- Price/Cost
- Ability to interact with the organisation in the way you prefer
- Cares about their customers
- Open and transparent

In person...

- Speed of service
- Helpfulness of staff
- Competence of staff

Over the phone...

- Ease of getting through
- Helpfulness of staff
- Competence of staff
- On time delivery
- Condition of delivered goods

#### Online (Website/App)...

- Ease of finding what you want
- The check-out process
- Availability of support
- On time delivery
- Condition of delivered goods
- Speed of response by text/social media/web chat

#### In writing (Letter/email)...

- Speed of response
- On time delivery
- Condition of delivered goods

#### Complaint handling...

- The outcome of the complaint
- Handling of the complaint
- Staff understanding the issue
- Staff doing what they say they will do
- The attitude of staff
- Speed of resolving your complaint

#### Additional metrics:

- Percentage of customers experiencing a problem with the organisation in the previous three months
- Percentage of customers who have made a complaint/reported a problem in the previous three months
- Thinking about your most recent contact, was everything right first time? (Yes/No/Don't know/Not applicable)

#### Future customer behaviours...

- Likelihood to remain a customer
- Likelihood to recommend
- Likelihood to purchase

#### Percentage most recent contact...

- In person (e.g. visited a store/branch/office)
- In writing (letter)
- On their website
- Over the phone (e.g. called a contact centre)
- Email
- Text
- Web chat
- App
- Social media

We also require the response base sizes per channel (e.g. base responses for online, offline and overall).

Any additional findings that are available as standard at no extra charge to those provided above.

### **6.1 Social Value Considerations**

Not Applicable

### **6.2 Modern Slavery Considerations**

Not Applicable

## **7. Quality Assurance Requirements**

The supplier must have conducted analytical and quality assurance ahead of any provision of findings.

## **8. Other Requirement**

### **8.1 Information Assurance**

Not Applicable as no Personal Data will be processed as part of this contract.

### **8.2 Cyber Security**

Not applicable.

### **8.3 Data Sharing**

DVLA's Contract Owner will work with the successful tenderer to implement any information sharing or data sharing procedures and associated DVLA requirements that may be needed at any point during the lifecycle of the contract.

Information or data sharing procedures will need to be formally assessed and approved by DVLA through the Agency's Data Sharing Clearance Process, managed by DVLA's Data Sharing Strategy & Compliance team (DSSC).

The Contractor will submit any requirements for information / data sharing via the Contract Owner to the DVLA who will consider the changes through this Data Sharing Clearance process. Any proposals shall be considered and if approved an implementation plan will be formally offered to and accepted by both the DVLA and the Contractor before commencement.

This approvals process is designed to assess and identify additional measures and safeguards that may be required to protect data to those already stated in this Statement of Requirement document.

#### **8.4 Sustainability**

The DVLA is committed to reducing any negative impacts produced by our activities, products and services. This aligns to the Government's Greening Commitment which states we must: "Continue to buy more sustainable and efficient products and services with the aim of achieving the best long-term, overall value for money for society."

DVLA is certified to ISO 14001:2015 and more information is available in our Environmental Policy at:

<https://www.gov.uk/government/publications/dvlas-environmental-policy>

The DVLA requires the Supplier to:

- Comply with the DVLA's Environmental Policy
- Where appropriate, assist the DVLA in achieving its Greening Government Commitments as detailed on <https://www.gov.uk/government/publications/greening-government-commitments-2016-to-2020> i.e. Reduce CO<sub>2</sub> emissions through energy consumption and travel, reduce water consumption and waste produced;
- Be able to evidence continual environmental improvements in their own organisation (ideally through an accredited EMS, i.e. ISO 14001, Green Dragon etc);
- Ensure its own supply chain does not have negative environmental or social impact and;
- Where required, be able to provide data on carbon emissions related to the products / services being supplied to aid with scope 3 emission calculations.
- Provide their sustainability or environmental policy

#### **8.5 Health and Safety**

DVLA has an Occupational Health and Safety Management System that is certificated to ISO45001. Further information on our Health & Safety Policy, is available on request from the Commercial Advisor. (See Section 14 for Points of Contact).

#### **8.6 Estates**

Not applicable.

## **8.7 Diversity and Inclusion**

Not applicable.

## **8.8 Business Continuity**

Suppliers shall provide a statement regarding the scope of their Business Continuity and Disaster Recovery Plans to protect the Agency from the consequences of business interruptions.

## **8.9 Procurement Fraud**

DVLA's full Fraud Policy is available on the Intranet at the following page:

<http://dvlnet:81/procurement%20fraud%20statement>

## **8.10 Use of DVLA Brands, Logos and Trademarks**

The Authority does not grant the successful supplier licence to use any of the Authority's brands, logos or trademarks except for use in communications or official contract documentation, which is exchanged between the Authority and the successful supplier as part of their fulfilment of the Contract.

Approval for any further specific use of the Authority's brands, logos or trademarks must be requested and obtained in writing from the Authority.

## **9. Management and Contract Administration**

DVLA will provide a named contract owner and will require the supplier to also provide a named contact. The contract will be managed in line with the requirements in section 6.

DVLA will pay the supplier via purchase order in arrears in receipt of each report.

DfT is committed to removing barriers to SME participation in its contracts, and would like to also actively encourage its larger suppliers to make their sub-contacts accessible to smaller companies and implement SME-friendly policies in their supply-chains (see our [website](#) for further information).

To help us measure the volume of business we do with SMEs, our Form of Tender document asks about the size of your own organisation and those in your supply chain.

If you tell us you are likely to sub-contract to SMEs, and are awarded this contract, we will send you a short questionnaire asking for further information. This data will help us contribute towards Government targets on the use of SMEs. We may also publish success stories and examples of good practice on our website.

### **Sub-contracting to Small and Medium Enterprises (SMEs):**

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smaller companies and implement SME-friendly policies in their supply-chains (see the Gov.Uk [website](#) for further information).

To help us measure the volume of business we do with SMEs, our Form of Tender document asks about the size of your own organisation and those in your supply chain.

If you tell us you are likely to sub-contract to SMEs, and are awarded this contract, we will send you a short questionnaire asking for further information. This data will help us contribute towards Government targets on the use of SMEs. We may also publish success stories and examples of good practice.

## **10. Training / Skills / Knowledge Transfer**

Not applicable.

## **11. Documentation**

See section 6.

## **12. Arrangement for End of Contract**

Not applicable.

## 13. Evaluation Criteria

### Overview of the Evaluation Process

The evaluation procedure is divided into two key stages;

#### Selection Stage

DVLA will assess responses to the Mandatory and Discretionary Grounds for Exclusion – see Part 2 of the Standard Selection Questionnaire.

#### Award Stage

DVLA will assess responses to the requirement in accordance with the Pricing Schedule (Annex 1).

Tenders that do not meet the criteria at the Selection Stage may be disqualified from further consideration in this procurement and will not be evaluated at the Award Stage.

### The Award will be evaluated on price solely.

#### Financial / Price Factors Scoring Methodology:

##### Percentage Scoring Methodology

Please see the Pricing Schedule (Annex 1).

## 14. Points of Contact

<b>Commercial Advisor</b>	Name	XXXXXX “redacted under FOIA section [40 Personal Information]”
	Tel	
	e-mail	XXXXXX “redacted under FOIA section [40 Personal Information]”
	Address	Commercial Directorate, DVLA, Swansea
<b>Project Lead/Business Area Contact [SMO, OCSD]</b>	Name	XXXXXX “redacted under FOIA section [40 Personal Information]”
	Tel	
	e-mail	XXXXXX “redacted under FOIA section [40 Personal Information]”

*All queries/questions should be sent to the Commercial Advisor*

**15. Annexes:**

**Annex 1 – Evaluation Criteria:**

**Financial/Pricing Criteria**

<b>Primary Financial/Pricing Criteria</b>	<b>Financial/Pricing Weighting (%)</b>	<b>Description</b>
<b>Pricing Requirements</b>	<b>100%</b>	<b>Please See Pricing Schedule for full details and further instructions</b>
	<b>Total = 100%</b>	

**Pricing Schedule**



Pricing Schedule  
(Final).xlsx