

**Bid Pack**

**Attachment 3 – Statement of Requirements**

Contract Reference: CCHR19A76 – The Provision of Customer Experience (CX) Training for GCS

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# PURPOSE

## The Government Communication Service (GCS), “the Authority”, has a requirement for a supplier to deliver one-day, face-to-face Customer Experience training to GCS members working within and outside London.

## In order to address the changes in public perceptions and habits, the Government Communication Service, the professional body for people working in Government communication, needs to radically redesign its approach to marketing. The focus should be on the customer journey and put the customer at the heart of marketing. It should also incorporate the latest digital trends and behavioural science. Training is needed to upskill marketing practitioners and ensure they are equipped with the right skills for the future. 2019 is the GCS Year of Marketing; a renewal of the communication profession to ensure it meets the challenges of the 2020s.

## A one-day face-to-face training course is required for marketing practitioners to ensure they gain the skills required to support the changes in marketing.

# BACKGROUND TO THE CONTRACTING AUTHORITY

## GCS is the professional body for people working in communication roles across Government. To date, the membership is c.5000 across all Civil Service grades and includes Arm’s Length Bodies (ALBs) and Government agencies. The Professional Standards (PS) Team within GCS is responsible for identifying, developing and delivering training and learning interventions to support the growth of the profession.

# BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

## To address the changes in the approach to marketing, senior marketing professionals working with the PS Team, agreed training was needed to upskill marketing practitioners.

## GCS, through the PS Team, are responsible for building capability across the profession and therefore marketing training is required. As Government communicators work in all departments, ALBs and agencies, a consistent and current approach to marketing is needed.

# DEFINITIONS

|  |  |
| --- | --- |
| Expression or Acronym | Definition |
| GCS | means Government Communication Service |
| PS Team | means Professional Standards Team |
| CX | Customer Experience |

# SCOPE OF REQUIREMENT

## A one day training course to upskill marketing professionals. The Supplier will be a marketing expert with customer experience expertise.

## The training course shall be blended learning, which combines opportunities for interaction with traditional place-based classroom methods, and should include group work, discussions and current case studies relevant to Government communication.

## The Supplier will amend module content, when advised by GCS, to reflect any changes in GCS’ governance/standards/offer. GCS currently has access to a training room in Great George Street, SW1P but there may be occasions where the supplier is asked to provide a venue either in or outside London.

## The Supplier will request feedback (from the trainer and audience) on the day of delivery using a hard copy questionnaire or via an online polling system, for the audience and verbal feedback from the trainer. All feedback to be shared with the PS Team after each delivery.

## The Supplier will raise any concerns with GCS on the day of delivery about any attendee behaviour or attendance that causes concern.

# THE REQUIREMENT

## A one day training module (to commence 9.30am/10.00am – concluding 16.00pm/16.30pm) delivering to an anticipated 15 – 18 GCS attendees per session. Delivery to be monthly on a date to be arranged and agreed between supplier and GCS. The training shall cover:

### Understanding the customer journey within Marketing

### Effectively measuring and delivering a high quality citizen experience

### Supporting the raising awareness of policies, influencing attitude and behaviours and aiding the operation of services

## At the end of the module, participants will understand:

### How to harness the power of data and insight to deliver high quality, more personalised services to citizens, delivering relevant services and information at the right time, in real time.

### How paid media can play a vital part in allowing government to deal with the variety of future challenges.

### How to ensure our campaigns appear in what is a continually evolving environment, so they remain effective.

### Work with digital transformation and customer engagement functions to design and communicate more effectively.

# KEY MILESTONES AND DELIVERABLES

## The following Contract milestones/deliverables shall apply:

|  |  |  |
| --- | --- | --- |
| Milestone/Deliverable | Description | Timeframe or Delivery Date |
| 1 | Supplier & GCS to agree module learning outcomes | Within week 1 of Contract Award |
| 2 | Supplier to provide content to GCS for approval | Within week 2 of Contract Award |
| 3 | GCS to sign off module content | Within week 3 of Contract Award |
| 4 | First delivery (pilot) | Within week 4 of Contract Award |

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# MANAGEMENT INFORMATION/REPORTING

## GCS shall supply attendee details and supplier to confirm attendance of individuals.

## The Supplier shall provide feedback after each delivery. GCS and the Supplier to agree the feedback questions and method at the initial Supplier start-up meeting following commencement of the Contract.

# VOLUMES

## Delivery of the requirement shall be to approximately 400 GCS communicators over a 24 month period.

# CONTINUOUS IMPROVEMENT

## The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration. Any improvements to be agreed with GCS.

## The Supplier should present new ways of working to the Authority during monthly Contract review meetings.

## Changes to the way in which the Services are to be delivered must be brought to the Authority’s attention and agreed prior to any changes being implemented.

# SUSTAINABILITY

## The Supplier acknowledges that the Authority must at all times be seen to be actively promoting Sustainable Development through its environmental, social and economic responsibilities.

# QUALITY

## It is anticipated the Supplier will be a Chartered Institution. The Supplier will possess the relevant subject expertise and accreditation to deliver the courses effectively.

## The Supplier is required to implement a robust quality management system that ensures the services are being delivered consistently and in compliance with all relevant professional standards.

# PRICE

## Prices shall be submitted on a per module basis, accompanied by a total overall cost to be submitted by Supplier. Module prices are inclusive of all travel and subsistence costs.

## A separate price for Supplier venue-sourcing should also be included, to be incurred when Great George Street, SW1P is unavailable as a training venue. This price shall be inclusive of the sourcing, administration and hire-costs of the venue by the Supplier.

## Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.

## Prices shall remain firm for the duration of the Contract, including the extension option.

# STAFF AND CUSTOMER SERVICE

## The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.

## The Supplier’s staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.

## The Supplier shall ensure that staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

# SERVICE LEVELS AND PERFORMANCE

## The Authority will measure the quality of the Supplier’s delivery by:

|  |  |  |  |
| --- | --- | --- | --- |
| KPI/SLA | Service Area | KPI/SLA description | Target |
| 1 | Course feedback | Supplier to provide feedback from audience feedback after each delivery | Within 5 working days |
| 2 | Course feedback | Supplier to inform GCS of any audience issues or concerns | On day of delivery |
| 3 | Enquiries | Supplier to respond to queries from GCS | Within 2 working days |
| 4 | Course satisfaction | On a scale of 1 – 10, an average of 7.5 for audience satisfaction |  |

# SECURITY AND CONFIDENTIALITY REQUIREMENTS

## There are no specific security or confidentiality requirements associated with this requirement, however the Supplier shall comply with all current GDPR regulations in its delivery of the services.

# PAYMENT AND INVOICING

## Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.

## Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

## Invoices should be submitted to: [accounts-payable.cab@sscl.gse.gov.uk](mailto:accounts-payable.cab@sscl.gse.gov.uk) Shared Services Connected Limited, CAB Procure to Pay, PO Box 405, Newport, NP10 8FZ.

## **CONTRACT MANAGEMENT**

## Attendance at Contract Review meetings shall be at the Supplier’s own expense and at a venue specified by GCS. GCS require 2 supplier meetings per year with ad hoc meetings as necessary.

## **LOCATION**

## The location of the Services will be carried out at GCS, 8 – 10 Great Smith Street, SW1P 3AE. There may be occasions where the supplier is asked to provide a venue either in or outside London.