

**United Kingdom-London: Market research services**  
**OJ S 166/2017 31/08/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: National Savings and Investments

Postal address: 1 Drummond Gate

Town: London

NUTS code: UK United Kingdom

Postal code: SW1V 2QX

Country: United Kingdom

Contact person: Kaya Rajan

E-mail: [kaya.rajan@nsandi.com](mailto:kaya.rajan@nsandi.com)

Telephone: +44 9326657

**Internet address(es):**

Main address: <https://uk.eu-supply.com/insidemain.asp>

Address of the buyer profile: <https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/5255>

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: financial services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

NS&I UK Retail Saving Market and NS&I Customers Segmentation.

Reference number: 1522

**II.1.2. Main CPV code**

79310000 Market research services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

At a high level, it was established that there is a wide need for a common currency in understanding our customers and consumers within the savings market to feed into various streams of work across the business.

The areas of the work that the segmentation will support include market and customer strategy, proposition development, product management, service design, service delivery, business and customer intelligence, customer insight, research and media buying as well as other areas.

Through analysis of the requirements of the different areas it was concluded that NS&I requires two segmentation solutions:

1. The UK retail savings market
2. NS&I customers

The solutions must be functionally autonomous but also synergistic and complementary to one another. The solutions must be simple whilst also providing the insight NS&I and third party stakeholders require.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 230 000,00 GBP

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79310000 Market research services

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

Main site or place of performance: London.

#### **II.2.4. Description of the procurement**

The aim of this ITT is to provide sufficient detail to enable you to put forward a proposal to NS&I to deliver the requirements. Your response should allow NS&I to obtain a clear understanding of how well you will be able to provide the required services, together with the costs associated with the provision of these services NS&I is looking to select a service provider that has a proven track record coupled with a flexible approach to delivering high quality, cost effective services..

#### **II.2.5. Award criteria**

Quality criterion - Name: Capability / Weighting: 35

Quality criterion - Name: Technical / Weighting: 40

Price - Weighting: 25

#### **II.2.11. Information about options**

Options: yes

Description of options:

Options to extend for 2 further years.

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

## Section IV: Procedure

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### IV.1. Description

#### IV.1.1. Type of procedure

Open procedure

#### IV.1.3. Information about a framework agreement or a dynamic purchasing system

#### IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

### IV.2. Administrative information

#### IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 096-189221](#)

#### IV.2.8. Information about termination of dynamic purchasing system

#### IV.2.9. Information about termination of call for competition in the form of a prior information notice

## Section V: Award of contract

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**Contract No:** 1

**Title:**

NS&I UK Retail Saving Market and NS&I Customers Segmentation

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

16/08/2017

#### V.2.2. Information about tenders

Number of tenders received: 12

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 12

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 12

The contract has been awarded to a group of economic operators: no

#### V.2.3. Name and address of the contractor

Official name: CACI Limited

National registration number: 1649776

Postal address: Kensington Village, Avonmore Road

Town: London

NUTS code: UK United Kingdom

Postal code: W14 8TS

Country: United Kingdom

E-mail: [hthompson@caci.co.uk](mailto:hthompson@caci.co.uk)

Fax: +44 2076035862

Internet address: [www.caci.co.uk](http://www.caci.co.uk)

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 230 000,00 GBP

Total value of the contract/lot: 177 000,00 GBP

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: National Savings and Investments

Postal address: 1 Drummond Gate

Town: London

Postal code: SW1V 2QX

Country: United Kingdom

**VI.5. Date of dispatch of this notice**

30/08/2017