

Tender Specification: Provision of Telemarketing & Lead Generation Services

Date: 9th August 2017



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1. INVITATION TO TENDER

The Contracting Authority for the purpose of this Invitation to Tender is RTC North Ltd. Their address is Loftus House, Colima Avenue, Sunderland Enterprise Park, Sunderland SR5 3XB.

RTC North are looking to engage a company to provide ongoing and effective Lead Generation campaign generating appointments with eligible companies for business support programmes delivered by RTC North. Programmes promoted through the campaign will include Designing Better Business, Innovate2succeed in the North East, Liverpool and Leeds City Region and Enterprise Europe Network

The individual or organisation must with demonstrable experience of delivering this type of support and be available to contract with RTC North Ltd over the timescales outlined within this Invitation to Tender.

2. BACKGROUND

Innovate2Succeed is a fully funded programme designed to help SMEs improve their capacity to innovate and capability to commercially exploit new ideas. Specialist Innovation advisers with backgrounds in business strategy, product design, sales, process improvement, marketing, new product development and international trade will develop a programme of activity to make innovation happen.

Designing Better Business - Building on the success of Design Network North (DNN), this programme offers access to one of the North East region's most active business networks bringing manufacturers, designers and service providers together to focus on design topics relevant to modern business.

Activities to include:

- Monthly Rise and Design meetings based on innovation and design themes
- Joint events with sector based clusters
- Expanded Boomerang troubleshooting and B2B matchmaking service
- Specialist design and innovation workshops hosted off-site or at your business
- New product design evaluation service for non-members and other clusters

This programme also offers provides packages of support (grants) to assist companies bringing forward projects that will improve the design of a new product or service offering. The principle mechanism will be the allocation of grants for new product design and innovation projects

Enterprise Europe Network

RTC is home to Enterprise Europe Network in the North of England and helps local companies make the most of business opportunities in the EU and beyond. EEN consists of 600 member organisations, including chambers of commerce and industry, technology centres, universities and development agencies. These organisations are all tasked with helping connect companies for commercial, research or technology partnerships.

3.1 SPECIFICATION OF REQUIREMENTS

Provide a telemarketing and lead generation service for the projects outlined above.

Work will include:

- Provision of a service using a Data Protection compliant system for handling records
- Data sourcing and cleansing
- Calls to target businesses of plus 50 employees
- Using bespoke fields to record information gathered during telephone conversations.
- Creation of a document template to provide all the information needed when attending a meeting.
- Bi-weekly telephone updates
- Monthly face to face / skype meetings at RTC north

It is anticipated that there will be approximately 10 campaigns throughout the duration of the contract.

3.2 TIMESCALES

Tender advertised on website – 9/8/17

Tender deadline - 29/8/17 (noon)

Review bids – 29/8/17

Appoint preferred suppliers 1/9/17

The delivery should commence from week commencing September 2017 and end of September 2018. The tender document should confirm the tenderer has sufficient resources to deliver for the whole of the delivery period and should highlight if there will be any gaps in service

4. PROJECT TEAM

The Project Manager responsible for this work is Emma Overton, Business Support Manager.

5. QUALITY ASSURANCE

Tenderers should describe their procedures for quality assuring their work stating whether they hold a recognised quality management certification.

6. CONTRACT VALUE

Bids should be submitted showing both a day and hourly rate.

7. TENDER SUBMISSIONS

As a minimum tenderers should provide the following details within their proposals:

- A brief description of the company, and any relevant experience
- Experience and qualifications of the individual(s) who will be assigned to the tender.
- Examples of successful delivery of similar consultative services.
- Availability of resources required to deliver the service for the delivery period.

Tenders will be evaluated against the award criteria as set out within Section 8 and tenderers should also demonstrate within their tender proposal the following assurance that they have:-

- Capability to meet the contract requirements;
- Quality and experience of the individual(s) delivering the contract; including evidence of a proven track record;
- Value for money and added value

8. AWARD CRITERIA

The contract will be awarded to the most economically advantageous tender evaluated against the following criteria.

Criteria	Weighting %
Price	50
Understanding the brief	25
Relevant experience and track record	25

9. QUERIES

To ensure a fair and transparent tender process no approach of any kind in connection with this tender should be made to any other person within, or associated with RTC North Ltd. Failure to comply may result in disqualification from the process.

10. TENDER RETURN

The completed Tender and associated documents must be submitted to Karen Moody, RTC North Ltd, Loftus House, Colima Avenue, Sunderland Enterprise Park, Sunderland SR5 3XB.

Submissions can also be made by email to karen.moody@rtcnorth.co.uk

Closing date for all tenders is noon on 29th August 2017.

This project is supported by the European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020.