

**Dundee  
& Angus**  
CHAMBER OF  
COMMERCE



# Request for Tender

Digital Transformation  
Dundee & Angus Chamber of Commerce  
PROPOSALS DUE BY: 28<sup>th</sup> January 2022

*Helping members to connect, communicate and develop*

## Company Background

We are the leading business membership organisation in Dundee & Angus and part of the worldwide long-established Chamber of Commerce brand. We have over 700 members who between them employ over 67,000 people. We work hard to help provide members with the business connections and opportunities they need to flourish.

We represent our members' views and use our collective voice to influence opinion makers. We are passionate about Dundee and Angus and promote it as a world class destination, helping the local business community to thrive.

## Project Overview

Our aim is to implement a further phase of a Digital Transformation project that was kicked off in summer of 2020. We developed a new website (published in July 2021) & significantly invested in digital capability internally and now want to push this out into additional innovation in our customer facing systems. We want to add in a mobile app to complement our website, which will place greater control into the hands of our customers. We will use gamification to encourage deeper customer engagement with our services, meaning stronger customer retention and make it easier to upsell new services to customers & prospects.

We have been awarded a DigitalBoost Development Grant to proceed with the next phase of work and the scope includes:

- A mobile app to extend our current services & innovate our services & systems that integrates with our existing digital platforms
- Applying data/machine learning algorithms to our data sets to identify & support business growth, to help us quickly recognise customers behaviour patterns
- Implement a new programme of data driven decision-making and gamification to encourage deeper customer engagement
- A new free-to-access online community to appeal to a new customer segment, allowing them a 'lite' access to our services which will give them a taster of our paid for services

- support/guidance with creation of digital marketing & content marketing plans using our digital platforms and new mobile app to upsell and cross-sell to this new customer segment and widen our audience reach

We're looking for a creative developer with experience of the non-traditional business services sector who can help us bring new ways of thinking, deliver innovative solutions and ideas to help us extend our digital services that our members will love.

### Our indicators of success will be:

1. Increase in the number of members using the digital services/web app.
2. Increase in member/customer engagement through digital channels.
3. Increase in new member leads from web app and new online community.
4. Enhanced online visibility of Chamber Services.

To reach these goals, Dundee and Angus Chamber is now accepting bids in response to this Request for Tender.

## Target Deliverable Schedule

**Anticipated Start Date:** February/March 2022

**Anticipated Completion Date:** October 2022

The grant timelines require confirmation of the approved project including supplier spend by early March. The early scoping & discovery work of the project should commence very quickly after that and we will work with the chosen supplier to create a mutually agreeable timeline.

## Budget Constraints

The budget set for this project is £40,000 excluding VAT.

The project must not run over budget and your projected costs should include set-up fees, first year maintenance/hosting costs, data migrations and training/support on any aspects of the delivery.

## Evaluation Metrics

Dundee & Angus Chamber of Commerce will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Samples and/or case studies from previous projects.
- Projected costs.
- Experience and technical expertise.

## Submission Requirements

The selection process will follow the Dundee & Angus Chamber of Commerce Procurement Guidelines. Expenditure over £500 is subject to minimum of three quotations. Subject to the overriding requirement of good quality and value for money, potential suppliers will normally be identified in the following order:

- From Chamber Members
- From Dundee and Angus
- From Scotland
- From within the UK

### **Bidders must adhere to the following guidelines to be considered:**

- Proposals must be sent in by **28<sup>th</sup> January 2022**.
- Include samples and references with your proposal.
- A proposed schedule must also be included and clearly expressed.

## Contact Information

For questions, concerns, and to submit your proposal please contact:

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