

Apsiz's Customer Scores 100% in Government Tender with Bid Management Support, Ranking 1st Overall

CHALLENGE

Our client wanted to further expand their business, however they had been unsuccessful in being appointed onto a number of high profile public sector frameworks critical to their business growth strategy.

Failure to win a place on these frameworks meant that they were losing out on public sector market share and falling behind their main competitors who had been successful in being appointed onto these frameworks.

By not being present on these frameworks, our client's reputation across its industry was being adversely affected. Internally our client was unable to provide a ROI for the time and effort spent on preparing bids.

SOLUTION

Apsiz initially acted as a critical friend to our client assessing their past tender submissions and providing a review and critique of their bid responses to highlight areas of improvement, using members of the Apsiz team who have previous experience of evaluating tenders from within government and the public sector.

Apsiz was then able to:

- Quality assure the client's qualitative responses prior to submitting future bids
- Provide a confidence rating of the likely success for the client and flag areas for further improvement
- Assist the client on understanding how to best position their bid in order to achieve maximum scores in terms of technical responses and pricing strategy

Together with our client we developed a bid response that demonstrated the client's ability to fully understand the awarding body's requirements and deliver VFM.

RESULTS THAT SPEAK FOR THEMSELVES

Apsiz helped ensure the client answered ALL of the bid questions appropriately and correctly with the aim of them achieving maximum scores on their Quality submission.

⇒ Result - 100% Score on Quality Submission, client ranked 1st

Apsiz completed market commercial analysis and advised the client on an appropriate commercial pricing strategy to adopt within its submission.

⇒ Result - 100% Score on Price Submission, client ranked 1st

The Apsiz client wanted to increase its market share and realise forecast business growth.

⇒ A place on the framework worth an advertised £100 million