

# 50%+ Increase in Public Sector Bid Rate via Process Improvements

## CHALLENGE

Our client was a well established security services company who engaged Apsiz to identify specific areas of focus for public sector tenders to help increase their chances of winning major contracts and framework agreements.

The client responded to bids without internally qualifying opportunities and preparing a bidding strategy. They also did not take full advantage of the tender clarification process, which led to a low success rate and major issues for the business.

## SOLUTION

Apsiz identified the following required workstreams:

- Root and branch review of previous bids / proposals completed by the client over a 2-year period
- Assessment of the clients supply chain management processes and procedures
- Assessment of the clients SME supply chain to enable compliance with government policy
- Assessment of the clients innovation and value adding service propositions
- Preparation for a major public sector framework agreement opportunity

A report was produced outlining areas of weaknesses with previous bids submitted and existing bid management procedures.

We then worked with the client to create a new bid library containing standard response documents for public sector bids with enhanced key bidding messages to highlight the client's added value.

## RESULTS THAT SPEAK FOR THEMSELVES

- ⇒ Client secured over 90% on quality in its first bid response for a major public sector framework agreement.
- ⇒ Defined and implemented a process for pre bid clarification and qualification.
- ⇒ Increased the client's win rate from under 25% to over 75% in a 2-year period from the introduction of new processes.
- ⇒ Increased knowledge and understanding of public sector bidding opportunities through workshops which focused on the development of specific bid strategies.