

tussell

NCFE

Describe the challenges your company faced in the public sector before you became Tussell users. What problems, issues and challenges were you facing?

We struggled to achieve full visibility across the education and training market. The various portals and aggregators available were sporadic in their coverage and inconsistent in the way the information was recorded and presented. We needed a single, integrated solution which we could go to for end-to-end coverage, updates, insight and analysis tools.

How is your team using Tussell on a day to day basis? How has this changed the way you do business with the public sector?

We have used Tussell to build a robust, accurate framework of daily and weekly reports that cuts across sectors and helps us maintain an ongoing picture of our total opportunity value.

We export the data regularly to build our own insight into key buyers, competitors, and opportunities to break into new markets.

Whenever we are investigating a potential opportunity we are able to assess the buyer's previous activity and determine which criteria they prefer in a supplier.

The Tussell data also supports us to search for potential partners and identify where there are opportunities to crossover into new markets.

Sam Baker

Senior Bid Manager, NCFE

Industry: Education

Founded: 1848

Employees: ~700

Tussell customers since: 2021

What returns have you seen since using Tussell?

- Helped us break into new markets.
- Found more tenders, deals & contracts for our pipeline.
- Grown our number of accounts in the public sector.
- Saved time and money.



500%

Increase in opportunities added to pipeline



We use Tussell every day and it frees up multiple hours per week within our bid team.

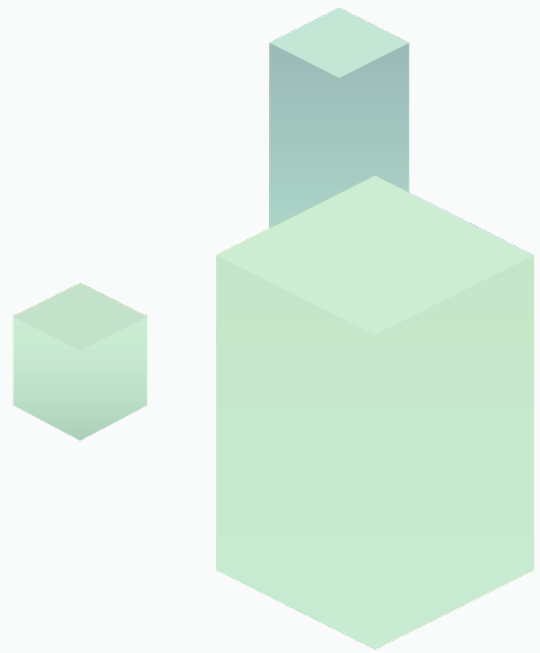
Tell us more about the returns you've seen since using Tussell.

We have seen the value of opportunities we assess on a bid/no bid basis rise by over 500% since we began using Tussell as the starting point for all of our horizon scanning.

We are better able to track and monitor public sector procurement trends, and this has led to us seeing a 300% increase on engagement with central government tenders in the last 18 months.

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The read across from one industry to another that Tussell enables us to gain is invaluable. When we delve into the data we often see relationships between the CPV codes, buyers and suppliers that we hadn't considered before, and it regularly provides us with new market opportunities to explore. We are now engaging across many more industries than we were before we began to utilise Tussell.



How has Tussell aided you personally in your profession as a Senior Bid Manager?

I know that I can always quickly access accurate data for my reporting when I need to, which has significantly increased our capability to advise our executive team on how to proceed in different scenarios. We know we can rely on the quality of the data because of the sources, and we find that the format it is provided in is easy to work with. This has enabled us to raise the bid team's performance levels and allowed us to work in a more engaging way with the rest of the business..

Would you recommend Tussell to someone else, and why?

I would definitely recommend Tussell to organisations that have any interest in tendering within the public sector. The automated search and alert capability is far more useful than we ever thought it would be, and its reporting and analysis functionality is exceptional.

