

tussell



Daniel McIlwaine

Bid Manager, Social Value Portal

Industry: Social Impact

Founded: 2014

Employees: ~100

Tussell customers since: 2020

What does Social Value Portal do?

Social Value Portal helps organisations to measure and manage the contribution that they make to society via a single, easy-to-use, adaptable platform. Not only that, but our passionate team of advisors and experts provide expertise to answer day-to-day queries, and offer specialist services, like data validation, tender evaluation, and local needs analysis.

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

In a rapidly evolving field, initially we found it difficult to search for tender opportunities in the public sector. 'Social value' is a broad term, so searches via online tender portals often brought up hundreds of irrelevant results, not related to the services we offer. Using other online tools, we also found it difficult to calculate the potential size of the growing market opportunity, and competitive activity across different sectors. The datasets were just not available.

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.



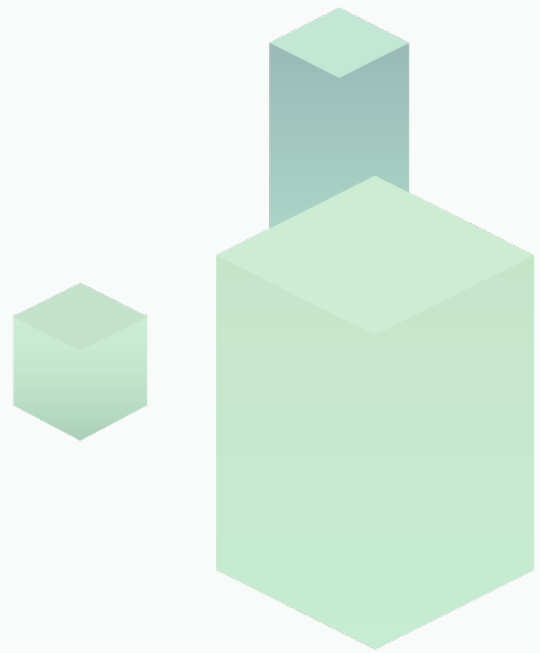
+116%

growth in public sector revenue since becoming Tussell customers

(Public sector revenue earned in 2021 vs. 2020)



Tussell's advanced business intelligence functionality has been instrumental in shaping Social Value Portal's strategic approach.



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?

Tussell's comprehensive search functionality has helped Social Value Portal to find more tender opportunities through the advanced searches that we set up with our account managers.

We monitor these via the regular alerts to our emails, in addition to being able to carry out occasional bespoke searches, that we couldn't do with other systems. Once identified, it is quick and easy to open and research the opportunity, so that we can make bid/no-bid decisions promptly, giving us the maximum time to respond.

Tussell's advanced business intelligence functionality has been instrumental in shaping Social Value Portal's strategic approach. We have recently completed an exercise in calculating market sizes, that we were able to do in-house thanks to the wealth of central and local government data on the system, and the support of Tom, our Customer Insights Specialist.

Our sales team also use the system on a day-to-day basis, to research potential accounts, informing our business on public sector buyers and suppliers. For example, identifying contracts and frameworks that are coming up for renewal, and information on contract awards to competitive suppliers. Now that the system is so ingrained in our business, I'm not sure what we would do without it!

How has Tussell aided you personally in your profession?

In my role as Bid Manager it is instrumental. I find the alerts help cut down time spent searching portals, ensuring that I am able to get on with the day job responding to bids.

Would you recommend Tussell to someone else, and why?

Absolutely. I have used Tussell since 2017, working for SMEs, large corporations, and in consultative roles. I've found it useful across all of those roles, and continue to use it daily, so definitely recommend it to fellow professionals across sales and marketing, and strategic business functions.

