

# HUDSON™ (Wirral)



## Professional Carers

### Situation:

Professional Carers is a family-owned business which was founded in 1998 to provide domiciliary home care to people on the Wirral and in Scotland. Within this time, they have grown into a widely successful organization registered by the Care Quality Commission and Care Inspectorate, contracted to provide care services with both Wirral Borough Council and the City of Edinburgh Council.

Professional Carers contacted Hudson after losing out on tenders to larger care companies. They wanted to outsource their tender writing to see if it would help give them an edge over their competition.

### Task/Challenges:

Professional Carers found Hudson whilst researching options for tender support and required our assistance to complete and compile a quality tender submission capable of winning the contract. The key tasks/challenges we underwent in providing this service are as follows:

- We were challenged by working with a new client and having to extract a significant amount of information regarding the client's experience, approaches, and policies to craft a clear solution.
- Professional Carers had not previously outsourced external bid writers before so they were initially quite hesitant and skeptical of how the process would be managed. However, Bid Writer, Hannah set expectations with the client during the initial communications, informing Gary of our simple step-by-step processes.

### Activity:

The processes implemented by the Hudson Succeed Team to ensure that we performed to the exceptional standards expected of us are as follows:

- **Coherent Communications:** After describing the Hudson tendering process to Gary very clearly and sending over an initial and comprehensive bid plan, breaking down each question and setting expectations from the start, Gary became a lot more confident in our writing and tendering capabilities. We set detailed communication procedures for client liaison which ensured that all the information needed for this tender was extracted quickly and efficiently. Through the creation of an initial bid plan, we made the client aware of the level of input which would be required from the outset. Our two bid writers assigned to APM's tenders collaborated effectively to ensure no requests for information overlapped. This made the process quick and simple for the client.
- **Diligent Review:** The tender response went through an internal review process, which ensured that all areas of importance had been adequately and accurately covered within the confines of the wordcount.

### Results:

Due to the excellent collaboration with the client and efficiencies internally, all responses were completed, internally reviewed, externally reviewed and submitted 3 days before the deadline. Due to the high-quality content, we provided in the response, Professional Carers were successfully awarded the contract. Professional Carers were extremely happy with the way Hudson managed their tender and due to our success, we have developed a good working relationship with the client.

*"Having always submitted our own tenders I was a little apprehensive as to how the use of a Tender Writing company would work. I was seeking a company who could give us an edge in our submission, having lost out on bids to a larger Care Company in the past. I was immediately impressed with the communication from Hudson. They explained the process clearly, detailing costs and developing a Bid Plan. This left me*

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*feeling assured that I was in good hands. Hannah was helpful, knowledgeable, and responsive throughout the process. Following the bid submission and with the support of Hudson our company was successful in the award, and I wouldn't hesitate to recommend or use their services again."*

– Gary Nagle, Director, Professional Carers