



# HUDSON™

## **Situation:**

My Homecare HFW, based in Leicester, is a branch of leading care agency, My Homecare. They provide a range of care services from domiciliary care, cleaning/domestic care and specialist care services including live-in care and befriending. Ifrah at My Homecare HFW contacted one of our Bid Writers directly requesting support, following a client referral. My Homecare HFW required our support with the 'Home Care for Leicestershire Framework'.

## **Task/Challenges:**

Hudson were required to complete a selection questionnaire (SQ), 3 contract examples and 7 quality questions, equalling 7,000 words. We had a two-week timeframe to complete the tender – this involved undergoing in depth phone call conversations with the client to extract all relevant information.

My Homecare HFW had not outsourced external bid writers before so they were quite sceptical of how the process would be managed. However, Bid Writer, Robyn set expectations with the client at initial communications, informing Ifrah of our internal deadlines to complete the works efficiently and effectively.

## **Activity:**

After describing the Hudson tendering process to Ifrah at My Homecare HFW very clearly and sending over an initial and comprehensive bid plan, breaking down each question and setting expectations from the start, Ifrah became a lot more confident in our writing and tendering capabilities. For the bid questions, Bid Writer, Robyn Crawford who was leading the tendering process

arranged multiple phone calls with Ifrah to extract relevant information about their organisation that was required to fully demonstrate the organisational experience within the tender responses. From this, Robyn was able to use her experience and skills to effectively complete all the tender responses to an exceptionally high standard.

## **Results:**

Due to the excellent collaboration with the client and efficiencies internally, all responses were completed, internally reviewed, externally reviewed and submitted 3 hours before the deadline. Due to the high-quality content, we provided in the response, My Homecare HFW successfully gained a place on the framework. My Homecare HFW are extremely happy with the way Hudson managed their tender and vow to use our services again in the future.

*"We worked with Robyn from Hudson Outsourcing to write a tender at very short notice. The team were outstanding in deciphering exactly what information we needed, to successfully write this bid with time constraints. Robyn and her team were patient with us and provided us with clear checklists and required documents/information throughout the process. Following this, the team were able to write an excellent bid, answering all questions in the tender with exceptional detail. As this was the first time we applied for a tender, we were expertly guided by Robyn and her team. We hope to work with Hudson Outsourcing in our future endeavours" – Ifrah Aaden, My Homecare HFW.*