

Reference: 1648401

Information Rights
Information.requests@ofcom.org.uk

13 September 2023

Freedom of Information: Right to know request.

Thank you for your request for information about customer relationship management software.

We received this request on 21 July 2023 and further clarification on 15 August 2023, and we have considered it under the Freedom of Information Act 2000 (“the Act”).

You asked:

1. *‘Does your organisation use Customer Relationship Management (CRM) software? (Example: HubSpot, Salesforce, Dynamics, Other, etc.)*

* Yes-

* No

Yes.

2. *If yes, please specify which CRM(s) are used by your organisation:*

* HubSpot

* Salesforce

* Dynamics

* Other (Please specify)

Salesforce.

3. *What license level/subscription does your organisation have? This question is to understand the type or tier of subscription or licensing you hold for your Customer Relationship Management (CRM) software. Most CRM systems come with multiple levels or tiers of subscriptions, each offering different features, capabilities, and pricing. These tiers are typically structured based on factors like the number of users, available features, data storage limits, customer support options, and integration capabilities.*

User Based Subscription i.e. the subscription is based on the number of users using the CRM system.

4. *What is the annual cost of your CRM system(s).*

The information you requested is being withheld as we consider that its disclosure is exempt under section 43(2) of the Act. This exemption deals with information that, if disclosed, would, or would be

likely to, prejudice the commercial interests of any person including the public authority holding it. In applying this exemption, we have had to balance the public interest in withholding the information against the public interest in disclosing the information. Annex A, attached to this letter, sets out the exemption in full, as well as the factors Ofcom considered when deciding where the public interest lay.

5. List any job roles by (job title) within your organisation that communicate with contacts via the CRM(s) system? The question asks for a list of specific job titles within a company or organisation. Specifically, it wants to know the job titles of those roles that use the CRM (Customer Relationship Management) system(s) to communicate with external contacts or customers.

Multi job titles use CRM, as the CRM solution is used across the organisation. These jobs are in various teams including, the numbering team, spectrum licensing team, governance and accountability team, government and parliamentary affairs, content and standards team, spectrum assurance team, enforcement team, and strategy and research team.

6. Does your organisation work with any external agencies to manage the CRM?

No external agency. Our CRM solution is managed by our ICT outsource partner.

7. Does your CRM integrate with other systems within your organisation? (Example: finance systems, Other CRM Systems, etc.)

* Yes

* No

Yes.

8. If yes, please specify which other systems your CRM(s) are integrated with:

Finance systems and Spectrum licencing System.

We are able to supply a general email address for our Procurement team: procurement@ofcom.org.uk or for Ofcom's approach to procurement and how potential suppliers can access tendering opportunities, you can visit Ofcom's website here: [Supplying Ofcom - Ofcom](#).

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk quoting the reference number above in any future communications.

Yours sincerely,

Information requests

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Further information about this, and the internal review process can be found on the Information Commissioner's Office [here](#).

Alternatively, the Information Commissioner can be contacted at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Annex A

<p>Section 43(2) of the Act which states:</p> <p><i>Information is exempt information if its disclosure under this Act would, or would be likely to, prejudice the commercial interests of any person (including the public authority holding it).</i></p>	
<p>Factors for disclosure</p> <ul style="list-style-type: none"> • Enabling the public to gain a better understanding of the commercial relationships between Ofcom and its suppliers, thereby increasing public confidence in Ofcom’s work. • There is generally a public interest in transparency of expenditure, especially in the spending of public money. 	<p>Factors for withholding</p> <ul style="list-style-type: none"> • Ofcom contracts with a number of companies and has a financial relationship with them. Companies need to be confident that information relating to their business, such as information about them as an organisation or relating to their products or services, will not be disclosed if it would, or would be likely to, prejudice their commercial interests. • Ofcom continues to negotiate and require contracts like those related to this request. To release the cost would put Ofcom in a detrimental position for future contract negotiations and would undermine its bargaining position with potential suppliers. In addition, to release the amount Ofcom pays for a service could prejudice the commercial interests of the supplier – in that it would provide details of the supplier’s commercial relationships to its competitors or potential contractors.
<p>Reasons why public interest favours withholding information</p> <ul style="list-style-type: none"> • We consider that, on balance, the public interest in withholding disclosure of this information outweighs the public interest in disclosure. • Ofcom enjoys a positive relationship with those companies it contracts with. The release of information which would, or would be likely to, prejudice commercial interests into the public domain would impair both Ofcom’s relationship with providers of services, and adversely affect its commercial relationships with other contractors. If contractors could not be confident that such information provided by them to Ofcom would be withheld from disclosure, except in compelling circumstances, commercial activity may be impeded. Similarly, Ofcom’s bargaining position, and therefore ability to obtain value for money in services it contracts for, may be undermined in future negotiations if full details about the cost of these services were disclosed. These considerations go against the public interest in disclosing. 	

- Weighing the issues presented, it is considered that on balance, the factors for withholding the requested information outweigh those for disclosing the information.

