

State of Bid Excellence Construction Snapshot



Altura

Why bidding excellence matters in construction today

Construction

UK & Ireland

Current state & key challenges

Margins in construction are tight; winning profitable bids is business-critical. Yet, outdated processes and manual management hinder success, often at significant financial and reputational costs.

Key data-driven insights

- Bid cycle delays: On average, 45% of bid teams lack clear processes, causing time overruns that erode profitability (Altura, 2024).
- Win-rate gap: Typical construction win rates average around 40-50%. However, top performers leveraging structured strategies and automation achieve upwards of 65% consistently (Altura, 2024).
- Cost of poor bid management: Poorly managed bids result in lost revenue, damaged client relationships, and reduced competitive positioning - 67% of bid teams express dissatisfaction with current win rates (Altura, 2024).

Common construction-specific mistakes

- **Data chaos from manual consolidation**
Manually compiling bid details from numerous, inconsistent document formats (PDFs, spreadsheets, scans) creates hours of tedious, error-prone work—leading directly to costly pricing mistakes.
- **Valuable bid insights ignored post-submission**
Bid data painstakingly collected is rarely reused or analyzed afterward. Teams miss out on learning from historical trends (e.g., pricing accuracy, win/loss patterns), limiting future strategic improvements.
- **Endless spreadsheet management -**
Team members regularly spend half a day per project updating master spreadsheets as new data arrives. Creating significant admin overhead and constant version-control headaches. Don't forget the manual distribution of the documents.

Opportunities & actionable recommendations

What top-performing construction bid teams do differently

- Automation & structured processes: Streamlining document analysis, risk assessment, and compliance checks reduces bid cycles by up to 30% (Altura, 2024).
- Tracking critical KPIs:
 - Clear bid/no-bid criteria
 - Detailed win/loss analytics
 - Resource allocation efficiency
- Impact of structured bid management tools: Firms adopting comprehensive tools see an average of +20% productivity, -15% reduction in bid costs, and approximately a 15-20% improvement in overall win rate (Altura, 2024).

Three immediate actions for bid leaders in UKI construction

1. Leverage lost-bid intelligence proactively

Instead of simply recording losses, systematically analyse patterns behind bid failures. Identify recurring reasons, pricing mismatch, misunderstood requirements, or weak positioning, and integrate these insights directly into bid qualification criteria. Firms that actively analyse lost-bid patterns experience measurable improvements in future win rates.

2. Embed compliance management into your bidding workflow

Change compliance from a final-step formality into a continuous, integrated practice. Build automated checks and regulatory validations into early bid stages to preemptively flag compliance gaps.

This proactive method drastically reduces costly late-stage reworks and boosts overall bid submission accuracy (Altura, 2024).

3. Democratise market and competitive intelligence across teams

Rather than restricting market and competitor insights to senior-level briefings, establish routine channels, such as internal newsletters, dashboards, or monthly workshops - where the entire bid team gains direct visibility into market trends, competitor moves, and client feedback. Enhanced cross-team understanding significantly sharpens bid positioning and responsiveness to client demands.

Who can use the data bid teams generate? Everyone.

These 18 data metrics can be useful for everyone in your commercial organisation. Are you sharing them yet?

- 1. Sales/Tender Pipeline + Capture Management Roadmap
- 2. Insight into Roadmap Items, Certifications, and Performance
- 3. Rates (Won, Lost, Pending, etc.) + Metrics
- 4. Risks and Risk Appetite
- 5. Go/No-Go Decisions
- 6. Feedback Based on Data (Bid/No-Bid)
- 7. Customer Satisfaction Based on Implementations
- 8. Optimization, Product-Market (Services or Products & Combinations)
- 9. Policy - Automating or Manually Executing Processes
- 10. New Business vs. Retention + Public vs. Private
- 11. Contract (Value + Durations + Expiry Dates)
- 12. Profit & Loss (Opportunity/Contract Level)
- 13. Business Reviews (Yearly, Quarterly, Monthly)
- 14. Number of Implementations/Products Purchased
- 15. Insight into Product, Competition, FAQs, Success Factors
- 16. Type of Procedure - Tender, RFP, RFQ, RFI
- 17. Team Effort/Resource Allocation
- 18. Customer Evaluations

MANAGEMENT	SALES / BID MANAGEMENT	PRODUCT MANAGEMENT	LEGAL, RISK & COMPLIANCE
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
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