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Tender

IT087 - CRM Solution for Marketing

Birmingham City University

F02: Contract notice

Notice identifier: 2021/S 000-005226

Procurement identifier (OCID): ocds-h6vhtk-029bdb

Published 15 March 2021, 6:32pm

Section I: Contracting authority

I.1) Name and addresses

Birmingham City University

Joseph Priestley Building, Cardigan Street

Birmingham

B4 7BD

Email

jamie.cupper@bcu.ac.uk

Telephone

+44 1213317677

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

<https://www.bcu.ac.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-Birmingham:-Sales%2C-marketing-and-business-intelligence-software-development-services./MXCN6944B5>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Other type

Higher Education

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

IT087 - CRM Solution for Marketing

II.1.2) Main CPV code

- 72212480 - Sales, marketing and business intelligence software development services

II.1.3) Type of contract

Services

II.1.4) Short description

Birmingham City University (BCU) uses a customer relationship management (CRM) system to communicate with prospective students, regularly sending content and information to those for whom it has contact details.

This tender process aims to secure a new and more sophisticated system, which will significantly extend our current capacity to communicate with, and nurture the interest of, prospective students of all kinds – early enquirers, registrants and attendees of open days, as well as applicants. The system would be applicable to Home, International, UG and PG (including PGR) markets.

II.1.5) Estimated total value

Value excluding VAT: £1

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Birmingham City University uses a customer relationship management (CRM) system to communicate with prospective students, regularly sending content and information to those for whom it has contact details. Our current system is set to be discontinued in July 2022.

This tender process aims to secure a new and more sophisticated system, which will significantly extend our current capacity to communicate with, and nurture the interest of, prospective students of all kinds – early enquirers, registrants and attendees of open days, as well as applicants. The system would be applicable to Home, International, UG

and PG (including PGR) markets.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

Contract Term - 3+1+1 years

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

14 April 2021

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

10 May 2021

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic payment will be used

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Birmingham:-Sales%2C-marketing-and-business-intelligence-software-development-services./MXCN6944B5>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/MXCN6944B5>

GO Reference: GO-2021315-PRO-17931575

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts of Justice

Strand

London

WS2A 2LL

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+44 1213317677

Country

United Kingdom

Internet address

<https://www.bcu.ac.uk/>