

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/005226-2021>

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](mailto: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

Telephone

+44 1213317677

Country

United Kingdom

Internet address

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