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Award

Student Recruitment and Conversion Service

UNIVERSITY OF YORK

F15: Voluntary ex ante transparency notice

Notice identifier: 2021/S 000-005424

Procurement identifier (OCID): ocds-h6vhtk-029ca1

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Section I: Contracting authority/entity

I.1) Name and addresses

UNIVERSITY OF YORK

University of York

YORK

YO105DD

Contact

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Country

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Student Recruitment and Conversion Service

Reference number

UY/PROC/778

II.1.2) Main CPV code

- 80300000 - Higher education services

II.1.3) Type of contract

Services

II.1.4) Short description

The University requires a managed service that improves the speed and rate at which initial approaches from prospective students are converted into enrolments of those students.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,300,000

II.2) Description

II.2.2) Additional CPV code(s)

- 80300000 - Higher education services

II.2.3) Place of performance

NUTS codes

- UKE21 - York

II.2.4) Description of the procurement

The University is looking to improve the speed and rate at which it converts initial approaches from prospective students to enrolment of those students. To this end, the University requires a managed service that provides:

- Enquiry & Offer Management - including dedicated resource providing multi-channel, personalised one-to-one responses to inbound queries and proactive marketing automation services 20 hours a day including marketing automation nurturing.
- Proactive Offer Conversion Services - proactive, personalised one-to-one engagement to encourage conversion to enrolments.
- Admissions Services - provision of extra expert resource at peak times to improve turnaround times.
- Access to a Customer Relationship Management system to provide one-to-one student engagement and detailed student journey tracking.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

The service will be reviewed at the end of an initial 3 year period with an option to extend for a further 3 years.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

This is a group of highly-specialised services and market analysis has not revealed any alternative provider with a track record of delivering similar services to similar organisations to the University of York. The University believes that this provider is the only single supplier who can holistically provide the unique and specific combination of services, experience, technology and data required by the University including access to detailed Domestic and International Student Survey data, a CRM and student mobility software.

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

The procurement is covered by the Government Procurement Agreement: Yes

Section V. Award of contract/concession

A contract/lot is awarded: Yes

V.2) Award of contract/concession

V.2.1) Date of conclusion of the contract

16 March 2021

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor/concessionaire

QS Enrolment Solutions Limited

London

Country

United Kingdom

NUTS code

- UKI31 - Camden and City of London

The contractor/concessionaire is an SME

No

V.2.4) Information on value of contract/lot/concession (excluding VAT)

Total value of the contract/lot/concession: £1,300,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

University of York

York

YO10 5DD

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procurement@york.ac.uk

Country

United Kingdom