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Tender

The Provision of Digital Customer Experience and Optimisation Design Services/Res/PRO/2021

The Open University

F02: Contract notice

Notice identifier: 2021/S 000-009747

Procurement identifier (OCID): ocids-h6vhtk-02ad84

Published 5 May 2021, 5:27pm

Section I: Contracting authority

I.1) Name and addresses

The Open University

Procurement Services, Walton Hall,

Milton Keynes

MK7 6BP

Contact

Sarah Longstaffe

Email

finance-tenders@open.ac.uk

Telephone

+44 1908274066

Country

United Kingdom

NUTS code

UKJ12 - Milton Keynes

Internet address(es)

Main address

<https://in-tendhost.co.uk/openuniversity>

Buyer's address

<https://in-tendhost.co.uk/openuniversity.aspx/BuyerProfiles>

I.3) Communication

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

<https://in-tendhost.co.uk/openuniversity>

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

Body governed by public law

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

The Provision of Digital Customer Experience and Optimisation Design Services/Res/PRO/2021

Reference number

OUPA10667

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Open University seeks a provider to help the Digital and Customer Experience team within the OU Marketing and Communication organisation to create and curate effective and compelling digital customer experiences for potential new students such that they can easily Find, Choose and Register for their study with the OU to achieve their study goals and life ambitions.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ12 - Milton Keynes

II.2.4) Description of the procurement

The Provision of Digital Customer Experience and Optimisation Design Services The Open University seeks a provider to help the Digital and Customer Experience team within the OU Marketing and Communication organisation to create and curate effective

and compelling digital customer experiences for potential new students such that they can easily Find, Choose and Register for their study with the OU to achieve their study goals and life ambitions. The contract is for an initial period of 2 years and may be extended by the OU for 2 further periods up to a maximum of 4 years in total at its discretion. Summary of Key Requirements Analysis Journey Mapping Journey Design Digital Maturity Design Standards CRM Optimisation CRO Optimisation SEO and Content Optimisation

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £900,000

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

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

The contract is for an initial period of 2 years and may be extended by the OU for 2 further 12 month periods up to a maximum of 4 years in total at its discretion.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

Objective criteria for choosing the limited number of candidates:

The highest SQ scoring 5 applicants will be selected to be invited to tender at the second stage of the restricted procurement as detailed in the SQ.

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

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

Date

7 June 2021

Local time

12:00pm

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

24 June 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 invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

The Open University

Walton Hall

Milton Keynes

MK7 6AA

Country

United Kingdom

VI.4.4) Service from which information about the review procedure may be obtained

The Open University

Walton hall

Milton Keynes

MK7 6AA

Country

United Kingdom