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Tender

Call Tracking Software

Orbit Group Limited

F02: Contract notice

Notice identifier: 2021/S 000-011644

Procurement identifier (OCID): ocds-h6vhtk-02b4ee

Published 25 May 2021, 4:41pm

Section I: Contracting authority

I.1) Name and addresses

Orbit Group Limited

Garden Court

Coventry

CV3 2SU

Contact

Miss Emily Rogers

Email

emily.rogers@orbit.org.uk

Telephone

+44 7899856419

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<http://www.orbit.org.uk>

Buyer's address

<http://www.orbit.org.uk>

I.3) Communication

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

<https://procontract.due-north.com/Advert/Index?advertId=79ad3fc5-6bbd-eb11-810c-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=79ad3fc5-6bbd-eb11-810c-005056b64545>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Housing and community amenities

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Call Tracking Software

Reference number

DN544602

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

Orbit Group, as part of its Orbit Homes development arm, runs its own Sales and Marketing activity for new developments and requires call tracking and monitoring software that enables the authority to accurately track visitor volumes to its webpages and inform the authority of levels of engagement in relation to its new development sites.

The requirement includes two call tracking packages (one for larger sites and one for smaller sites) that will include numbers made up of any variation of the following;

Dynamic number

Signage

Google My Business

Facebook Ads

Google Ads

Property Portals (Rightmove, New Homes For Sale, Zoopla, Help to Website, Share to Buy, Property Booking)

Brochures and Printed Collateral

Direct Mail

PR and Editorials

Emailers database

Emailers portals

Local press

Organic social media (Facebook and Instagram)

OOH

Radio

II.1.5) Estimated total value

Value excluding VAT: £150,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 48480000 - Sales, marketing and business intelligence software package
- 48482000 - Business intelligence software package

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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activity for new developments and requires call tracking and monitoring software that enables the authority to accurately track visitor volumes to its webpages and inform the authority of levels of engagement in relation to its new development sites.

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Dynamic number

Signage

Google My Business

Facebook Ads

Google Ads

Property Portals (Rightmove, New Homes For Sale, Zoopla, Help to Website, Share to Buy, Property Booking)

Brochures and Printed Collateral

Direct Mail

PR and Editorials

Emailers database

Emailers portals

Local press

Organic social media (Facebook and Instagram)

OOH

Radio

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

24

This contract is subject to renewal

No

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 IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open 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

25 June 2021

Local time

12:00pm

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

English

IV.2.7) Conditions for opening of tenders

Date

25 June 2021

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

The Royal Courts of Justice

London

Country

United Kingdom