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Contract

Supply of CRM Software and Configuration Services to Support Transformation of Student Acquisition

The University of Birmingham

F03: Contract award notice

Notice identifier: 2022/S 000-018704

Procurement identifier (OCID): ocds-h6vhtk-02eb6a

Published 8 July 2022, 9:46am

Section I: Contracting authority

I.1) Name and addresses

The University of Birmingham

B15 2TT

Birmingham

B15 2TT

Contact

Michelle Palfrey

Email

m.duckett@bham.ac.uk

Country

United Kingdom

NUTS code

UKG31 - Birmingham

Internet address(es)

Main address

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

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

Supply of CRM Software and Configuration Services to Support Transformation of Student Acquisition

Reference number

SC9514/21

II.1.2) Main CPV code

- 72000000 - IT services: consulting, software development, Internet and support

II.1.3) Type of contract

Services

II.1.4) Short description

UOB invites tenders for supply of CRM software and configuration services to support the transformation of the student acquisition process. The solution will replace technology used to support student attraction, application, and conversion activities across the entire education portfolio. At the heart of our ambition lies a desire to take full advantage of the latest marketing and process automation opportunities available within a modern CRM solution while also providing our staff and prospective students an efficient and effective user experience. Key areas of activity included within the scope include marketing, campaigns, events, stakeholder engagement, enquiry management, application processing and admissions. It is envisaged that the University will create an internal product team to work alongside the successful supplier to roll out and continually iterate upon an initial configuration of a solution that has the potential to become an institution wide CRM platform.

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: £4,500,000

II.2) Description

II.2.2) Additional CPV code(s)

- 48000000 - Software package and information systems

II.2.3) Place of performance

NUTS codes

- UKG31 - Birmingham

II.2.4) Description of the procurement

Competitive Dialogue
The University of Birmingham invites tenders for supply of Customer Relationship Management (CRM) software and associated configuration services to support the transformation of the student acquisition process and experience. The solution will replace several tools and technology used to support student attraction, application, and conversion activities across the entire education portfolio. At the heart of our ambition lies a desire to take full advantage of the latest marketing and process automation opportunities available within a modern CRM solution while also providing our staff and prospective students an efficient and effective user experience. Key areas of activity included within the scope of requirements include marketing, campaigns, events, stakeholder engagement, enquiry management, application processing and admissions. It is envisaged that the University will create an internal product team to work alongside the successful supplier to rollout and continually iterate upon an initial configuration of a solution that has the potential to become an institution wide CRM platform. We would therefore welcome the opportunity for potential suppliers to engage with us to refine these requirements through competitive dialogue.

II.2.5) Award criteria

Quality criterion - Name: Alignment with business requirements (35) / On-going support (10) / Implementation and Delivery Approach (20) / Standard Supplier Questionnaire (10) / Weighting: 75

Price - Weighting: 25

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

Competitive dialogue

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-025597](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

30 June 2022

V.2.2) Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 13

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 14

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

V.2.3) Name and address of the contractor

Crimson Limited

Birmingham

B37 7YE

Country

United Kingdom

NUTS code

- UKG31 - Birmingham

National registration number

04097664

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £4,500,000

Total value of the contract/lot: £4,500,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The University of Birmingham

Edgbaston

Birmingham

B15 2TT

Email

m.duckett@bham.ac.uk

Country

United Kingdom