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Contract

## **CRM - Implementation & Support**

London School of Hygiene & Tropical Medicine

F03: Contract award notice

Notice identifier: 2022/S 000-021590

Procurement identifier (OCID): ocds-h6vhtk-0310cc

Published 5 August 2022, 2:57pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

London School of Hygiene & Tropical Medicine

Keppel Street,

London

WC1E 7HT

#### **Contact**

Paul Pester

#### **Email**

[paul.pesther@lshtm.ac.uk](mailto:paul.pesther@lshtm.ac.uk)

#### **Telephone**

+44 02079272471

#### **Country**

United Kingdom

**NUTS code**

UKI31 - Camden and City of London

**National registration number**

RC000330

**Internet address(es)**

Main address

<http://www.lshtm.ac.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/104519>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

CRM - Implementation & Support

Reference number

LSHTM-2022-04

**II.1.2) Main CPV code**

- 48445000 - Customer Relation Management software package

### **II.1.3) Type of contract**

Supplies

### **II.1.4) Short description**

CRM - Implementation & Support

### **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: £249,000

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 72212445 - Customer Relation Management software development services

### **II.2.3) Place of performance**

NUTS codes

- UKI31 - Camden and City of London

Main site or place of performance

Keppel Street, London, WC1E 7HT

### **II.2.4) Description of the procurement**

We need a CRM system that will equip us to engage with prospective students from very first communication and establish the nurturing and engaging relationship that they would expect from the institution they invest in and commit to.

The CRM will allow our institution to control and manage student intake from all enquiry sources efficiently within one system, avoiding difficulties involved in integration and managing multiple systems.

We need a new CRM system that will become the place where we can see information in one place. Website integration will be essential for the success of this project along with the considered balance between complexity and ease of use.

We would be primarily looking at the marketing function of the CRM which would allow interaction with enquirers and prospective students. Applicants and registered students are managed by a separate system (SITS Evision).

Implementation, migration (from Radius CRM) and hosting of CRM for 10 years.

#### **II.2.5) Award criteria**

Quality criterion - Name: Methodology / Weighting: 10

Quality criterion - Name: CRM / Weighting: 25

Quality criterion - Name: IT / Weighting: 10

Quality criterion - Name: Added Value / Weighting: 5

Quality criterion - Name: Project Plan / Weighting: 10

Price - Weighting: 40

#### **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

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## **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.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-002610](#)

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## **Section V. Award of contract**

### **Contract No**

1

### **Title**

CRM - Implementation & Support

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 August 2022

#### **V.2.2) Information about tenders**

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

**V.2.3) Name and address of the contractor**

Global Data Management UK Ltd t// Data Harvesting

Bourne Gardens, Exeter Park Road

Bournemouth

BH2 5BD

Email

[dom@student-crm.co.uk](mailto:dom@student-crm.co.uk)

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

4272539

The contractor is an SME

Yes

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

Total value of the contract/lot: £249,000

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

The Royal Courts of Justice

The Strand

London

WC2A 2LL

Country

United Kingdom

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

London School of Hygiene & Tropical Medicine

Keppel Street

London

WC1E 7HT

Country

United Kingdom