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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

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

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

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](#)

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

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

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