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Award

## **Customer Management Service for UK and International Students**

Prifysgol Bangor / Bangor University

F15: Voluntary ex ante transparency notice

Notice identifier: 2022/S 000-023641

Procurement identifier (OCID): ocds-h6vhtk-03628a

Published 24 August 2022, 2:56pm

### **Section I: Contracting authority/entity**

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

Prifysgol Bangor / Bangor University

Finance Office, Cae Derwen, College Road

Bangor

LL57 2DG

#### **Email**

[n.h.day@bangor.ac.uk](mailto:n.h.day@bangor.ac.uk)

#### **Telephone**

+44 1248388675

#### **Country**

United Kingdom

**NUTS code**

UKL12 - Gwynedd

**Internet address(es)**

Main address

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

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0340](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0340)

**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**

Customer Management Service for UK and International Students

#### **II.1.2) Main CPV code**

- 80300000 - Higher education services

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

Services

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

Bangor University requires a bilingual (Welsh and English) customer management service for UK and international students, which seamlessly integrates with University processes, to manage the complete lifecycle from enquiry through to enrolment.

#### **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: £2,429,115

### **II.2) Description**

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

NUTS codes

- UKL12 - Gwynedd

Main site or place of performance

Bangor, Gwynedd.

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

Bangor University requires a comprehensive, bilingual (Welsh and English), customer service facility which will provide sector leading support to enquirers through to enrolment, maximising our conversion rates across UK and international markets. Specifically we require as a minimum:

- Full integration with University systems for the management of data;
- A fully bilingual service in both Welsh and English, with equal availability on demand, reactive and proactive, in both languages across all platforms;
- Reactive responses to inbound queries across multiple media and platforms, nurturing relationships with prospective students in the UK and internationally, taking into account time zones;
- Proactive conversion services, supporting individuals from enquiry through to enrolment;
- Provision of additional resources at key times of the year;
- Provision of management data on a regular basis to assess and manage performance;
- Segmentation of enquirers and provision of tailored offers to these markets for UK (in Welsh and English) and international;
- Access to lead generation opportunities and data.

### **II.2.11) Information about options**

Options: Yes

Description of options

The contract will be awarded for three years initially, with the option to extend for a further two years thereafter, up to a maximum term of five years.

### **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**

Negotiated without a prior call for competition

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons

Explanation:

These requirements are highly specialised, in particular the requirement for all UK student communications – reactive and proactive, to be available equally in Welsh and English, and our assessment of the market has not revealed another supplier who has the required experience and ability. Therefore the University believes this supplier is the only provider who can deliver the unique portfolio of essential services, experience, technology and data integration, across the UK and international markets, which we require.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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

A contract/lot is awarded: Yes

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

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

24 August 2022

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

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

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

UniQuest Ltd

Park Farm Barn, Brabourne

Brabourne

TN256RG

Telephone

+44 7867970848

Country

United Kingdom

NUTS code

- UKJ4 - Kent

The contractor/concessionaire is an SME

Yes

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

Total value of the contract/lot/concession: £2,429,115

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## **Section VI. Complementary information**

### **VI.3) Additional information**

(WA Ref:124267)

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

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

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom