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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

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

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

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

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

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

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