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Tender

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

The University of Birmingham

F02: Contract notice

Notice identifier: 2021/S 000-025597

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

Published 13 October 2021, 3:22pm

### **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](mailto:m.duckett@bham.ac.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKG31 - Birmingham

**Internet address(es)**

Main address

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

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/universityofbirmingham.aspx/Home>

Tenders or requests to participate must be submitted to the above-mentioned address

**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**

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.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

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

60

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

9 November 2021

Local time

4:00pm

#### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

11 November 2021

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

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

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

The University of Birmingham

Edgbaston

Birmingham

B15 2TT

Email

[m.duckett@bham.ac.uk](mailto:m.duckett@bham.ac.uk)

Country

United Kingdom