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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): ocids-h6vhtk-02eb6a

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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

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

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

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

Country

United Kingdom