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Tender

## **Contract for the Provision of Customer Relationship Management System**

Robert Gordon University

F02: Contract notice

Notice identifier: 2025/S 000-025791

Procurement identifier (OCID): ocids-h6vhtk-0520de

Published 23 May 2025, 10:05am

### **Section I: Contracting authority**

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

Robert Gordon University

Central Services Building, Garthdee Road

Aberdeen

AB10 7FY

#### **Email**

[procurement@rgu.ac.uk](mailto:procurement@rgu.ac.uk)

#### **Telephone**

+44 1224262000

#### **Fax**

+44 1224262660

#### **Country**

United Kingdom

**NUTS code**

UKM50 - Aberdeen City and Aberdeenshire

**Internet address(es)**

Main address

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

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00399](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00399)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<https://www.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk/>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<https://www.publiccontractsscotland.gov.uk/>

**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**

Contract for the Provision of Customer Relationship Management System

Reference number

002/25/CW

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

- 48445000 - Customer Relation Management software package

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

Supplies

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

The University is aiming to implement a comprehensive Customer Relationship Management (CRM) system, ideally built on Microsoft Dynamics CRM, as part of a broader strategic initiative to drive growth and improve conversion rates. The overarching ambition is not just to streamline the admissions process but to enhance the entire student recruitment journey. This includes efficiently managing interactions with prospective students, optimizing marketing and communication strategies, and ensuring a seamless experience from first contact to enrolment.

#### **II.1.5) Estimated total value**

Value excluding VAT: £300,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

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

**II.2.2) Additional CPV code(s)**

- 72212445 - Customer Relation Management software development services
- 79342300 - Customer services
- 48000000 - Software package and information systems
- 48100000 - Industry specific software package

**II.2.3) Place of performance**

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

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

The University is aiming to implement a comprehensive Customer Relationship Management (CRM) system, ideally built on Microsoft Dynamics CRM, as part of a broader strategic initiative to drive growth and improve conversion rates. The overarching ambition is not just to streamline the admissions process but to enhance the entire student recruitment journey. This includes efficiently managing interactions with prospective students, optimizing marketing and communication strategies, and ensuring a seamless experience from first contact to enrolment.

**II.2.5) Award criteria**

Quality criterion - Name: Technical Capability / Weighting: 30

Quality criterion - Name: Comprehensive Project Framework / Weighting: 13

Quality criterion - Name: Strategic Growth and Long-Term Viability / Weighting: 7

Price - Weighting: 50

**II.2.6) Estimated value**

Value excluding VAT: £300,000

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

Duration in months

48

This contract is subject to renewal

Yes

Description of renewals

Optional extension of up to 12 months

#### **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

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.2) Conditions related to the contract**

##### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

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

Date

2 July 2025

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

2 July 2025

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=799544](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=799544).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:799544)

Download the ESPD document here:

[https://www.publiccontractsscotland.gov.uk/ESPD/ESPD\\_Download.aspx?id=799544](https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=799544)

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

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

Aberdeen Sheriff Court

Aberdeen

Country

United Kingdom

