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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

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

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

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

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

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

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.

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.

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

VI.4) Procedures for review

VI.4.1) Review body

Aberdeen Sheriff Court

Aberdeen

Country

United Kingdom

