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Tender

International Student Enquiry Management System (ISEMS)

LEEDS TRINITY UNIVERSITY

F02: Contract notice

Notice identifier: 2023/S 000-025833

Procurement identifier (OCID): ocds-h6vhtk-03f911

Published 1 September 2023, 2:13pm

Section I: Contracting authority

I.1) Name and addresses

LEEDS TRINITY UNIVERSITY

Brownberrie Lane,Horsforth

LEEDS

LS185HD

Contact

Mark Hayter

Email

m.hayter@leedstrinity.ac.uk

Telephone

+44 1132837100

Country

United Kingdom

Region code

UKE42 - Leeds

Companies House

6305220

Internet address(es)

Main address

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

Buyer's address

<https://neupc.delta-esourcing.com>

I.3) Communication

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

<https://neupc.delta-esourcing.com>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://neupc.delta-esourcing.com>

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

International Student Enquiry Management System (ISEMS)

Reference number

ITS092LTU

II.1.2) Main CPV code

- 79635000 - Assessment centre services for recruitment

II.1.3) Type of contract

Services

II.1.4) Short description

The university is seeking a provider who can offer enquiry management and student enrolment services for prospective international students. The service provider will be able to identify quality applicants promptly and efficiently, offer dedicated engagement and support, and drive offer holder conversion rates.

The procurement will be conducted exclusively via the university's e-tendering website, where all documentation can be found and downloaded:

<https://neupc.delta-esourcing.com>

Accessing a Tender Opportunity via the university's e-tendering website:

Once you have created a supplier profile, to respond to an opportunity, click 'Response Manager' or 'View Invites and Responses'. You will then be presented with a list of all opportunities your organisation has previously worked on and be given the option of viewing current invites or entering the access code to begin responding to a new opportunity

Access Code : BHXAHT644M

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79413000 - Marketing management consultancy services
- 80300000 - Higher education services

II.2.3) Place of performance

NUTS codes

- UKE4 - West Yorkshire

II.2.4) Description of the procurement

1. Contract Terms

1.1 Contract Duration

The contract will encompass implementation and testing, and for an initial three years BAU. Subject to satisfactory performance and continued demand, the university reserves the right to extend the contract for any duration, up to a maximum two additional years.

1.2 Basis of Price

The tendered Contract Price is to be a fixed contract sum inclusive of all costs, delivered to the address(es) specified in the tender documents. The prices must be quoted in Pounds Sterling and should exclude VAT where applicable. Discounts for prompt payment should be stated.

2. Introduction

The university is seeking a provider who can offer enquiry management and student enrolment services for prospective international students. The service provider will be able to identify quality applicants promptly and efficiently, offer dedicated engagement and support, and drive offer holder conversion rates.

3. Background Information

At present, LTU receives hundreds of international enquiries per week to our international@ inbox, which due to lack of resource and internationally conducive systems, are not being effectively attended to or answered within an acceptable or competitive SLA.

Additionally, due to the lack of an effective pre-application screening triage system, many

of our enquirers are forced to apply when that was not their initial intention, meaning our pipeline is inflated, confusing and ambiguous, leaving our conversion levels extremely low and our enquirers or applicants with a poor customer journey.

We want to ensure that our enquirers and applicants receive an excellent level of customer service, which supports them through their decision-making process and provides them with a positive impression of LTU. In doing so, we will be able to increase the number applications and offer holders conversions.

It is anticipated that the volume of applications received will be c. 6,500 the September 2024 intake, with these being a mix of casual enquirers and serious applicants, though the exact split between enquirer and applicant is unknown. The accompanying enrolment target from these applications is c.250 new student enrolments (NSE)

4. Our Requirements

The service provider will be responsible for the effective management of international student enquiries, driving applications from high quality candidates and minimising the volume of enquiries and low-quality applications that are managed by our Admissions Team. This rise in quality applications should increase the number of offers made. The service provider will be responsible for the successful conversation of offers to enrolments. All data must be processed in line with data protection regulations including GDPR.

4.1. Scope

The scope of the service is outlined below:

- Operates a service that engages with international students across the globe.
- Effectively manage large volumes of enquiries in line with client SLAs.
- Offer prospective international students a multi-channel and fully rounded service including telephone, email, live chat, and social media.
- Communicate promptly and effectively with service users regardless of the time zone in which they are based.
- Use scoring methods to identify and segment quality prospects for priority contact.
- Engage and follow up with those prospects to convert enquiries to applications.
- Support offer holders with their decision making, to convert offers to enrolments.

- Adheres to UK Data Protection legislation including GDPR.

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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

Yes

Description of renewals

Subject to on-going demand, the contract will be renewed ahead of the expiry of this contract

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: Yes

Description of options

The initial contract period is 36 months BAU. The university reserves the right to invoke extension periods of any duration up to a maximum of 24 months, subject to satisfactory contract performance and on-going demand.

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

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

6 October 2023

Local time

10:00am

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

6 October 2023

Local time

10:01am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: It is envisaged a new procurement will be conducted approximately six months ahead of the expiry of this contract.

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Leeds Trinity University

Leeds

Country

United Kingdom