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Contract

## **International Student Enquiry Management System (ISEMS)**

LEEDS TRINITY UNIVERSITY

F03: Contract award notice

Notice identifier: 2023/S 000-033379

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

Published 13 November 2023, 7:16am

### **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](mailto: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.leedstrinity.ac.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**

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.

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

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £217,000

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

#### **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 conversion 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.

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

Quality criterion - Name: Quality / Weighting: 60

Price - Weighting: 40

### **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.

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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.2.1) Previous publication concerning this procedure**

Notice number: [2023/S 000-025833](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

13 November 2023

#### **V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

#### **V.2.3) Name and address of the contractor**

Uni-Quest Ltd

Sheffield

Country

United Kingdom

NUTS code

- UKE3 - South Yorkshire

Companies House

08640061

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Total value of the contract/lot: £217,000

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## **Section VI. Complementary information**

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

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

Leeds Trinity University

Leeds

Country

United Kingdom