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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

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Email

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Telephone

+44 1132837100

Country

United Kingdom

Region code

UKE42 - Leeds

Companies House

6305220

Internet address(es)

Main address

<https://www.leadstrinity.ac.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

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 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.

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.

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](#)

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Leeds Trinity University

Leeds

Country

United Kingdom