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Contract

QUB/2301/22 Global Student Recruitment - Lead Management Services

Queen's University Belfast

F03: Contract award notice

Notice identifier: 2022/S 000-034385

Procurement identifier (OCID): ocds-h6vhtk-036545

Published 5 December 2022, 3:57pm

Section I: Contracting authority

I.1) Name and addresses

Queen's University Belfast

Purchasing Office, University Road

Belfast

BT7 1NN

Email

j.glackin@qub.ac.uk

Telephone

+44 2890973026

Country

United Kingdom

NUTS code

UKN06 - Belfast

Internet address(es)

Main address

www.qub.ac.uk

Buyer's address

www.qub.ac.uk/po

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

QUB/2301/22 Global Student Recruitment - Lead Management Services

Reference number

QUB/2301/22

II.1.2) Main CPV code

- 79342100 - Direct marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The Global Student Recruitment Team at Queen's University Belfast has identified the need for a supplier to provide a service to manage the increasing number of leads for UG and PGT programmes across key international markets (MENA/Sub Saharan Africa/Pakistan) and support and nurture the market leads through to the application stage. UG applicants may be recruited directly to Queen's or recruited to INTO Queen's to undertake a Foundation or International Year One. The supplier will be responsible for delivering a flexible and scalable Lead Management solution which includes a detailed communication plan which will contact leads, assess propensity to apply and engage in 1-2-1 contact. The supplier will be required to represent Queen's with the highest standard of customer care and ensure the Queen's brand is maintained within these markets. The service will gain insights about Queen's USP's and programmes through an onboarding process and continuous communication with recruitment tea

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: £650,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79342100 - Direct marketing services

II.2.3) Place of performance

NUTS codes

- UKN06 - Belfast

Main site or place of performance

Queen's University Belfast

II.2.4) Description of the procurement

Over the past 5 year period, Queen's Global Student Recruitment Team presence has expanded and currently there is representation across a number of key markets / regions.

The expansion in regions has led to a significant increase in enquiries and leads from potential students which require an appropriate service to help maximise student recruitment outcomes. Global Student Recruitment has identified the need for a supplier to provide a service to manage the increasing number of leads for UG and PGT programmes across key international markets (MENA/Sub Saharan Africa/Pakistan) and support and nurture the market leads through to the application stage. UG applicants may be recruited directly to Queen's or recruited to INTO Queen's to undertake a Foundation or International Year One. The supplier will be responsible for delivering a flexible and scalable Lead Management solution which includes a detailed communication plan which will contact leads, assess propensity to apply and engage in 1-2-1 contact. The supplier will be required to represent Queen's with the highest standard of customer care and ensure the Queen's brand is maintained within these markets. The service will gain insights about Queen's USP's and programmes through an onboarding process and continuous communication with recruitment teams in Belfast and key markets.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 70%

Price - Weighting: 30%

II.2.11) Information about options

Options: Yes

Description of options

Option to extend for up to a period of 48 months

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 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: [2022/S 000-024624](#)

Section V. Award of contract

Contract No

QUB/2301/22

Lot No

1

Title

Global Student Recruitment - Lead Management Services

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

8 November 2022

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3) Name and address of the contractor

QS Enrolment Solutions Ltd

1 Tranley Mews, Fleet Road

London

NW3 2DG

Telephone

+44 2072847200

Country

United Kingdom

NUTS code

- UKI - London

Internet address

<https://www.gs.com/for-institutions/international-office-services/>

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £700,000

Total value of the contract/lot: £650,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Queen's University Belfast

Belfast

Country

United Kingdom