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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](mailto:j.glackin@qub.ac.uk)

#### **Telephone**

+44 2890973026

#### **Country**

United Kingdom

#### **NUTS code**

UKN06 - Belfast

**Internet address(es)**

Main address

[www.qub.ac.uk](http://www.qub.ac.uk)

Buyer's address

[www.qub.ac.uk/po](http://www.qub.ac.uk/po)

**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**

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

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

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## **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.qs.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

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## **Section VI. Complementary information**

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

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

Queen's University Belfast

Belfast

Country

United Kingdom