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Planning

## **Customer Relationship Management System**

West Yorkshire Combined Authority

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-034594

Procurement identifier (OCID): ocids-h6vhtk-038b4f

Published 7 December 2022, 10:24am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

West Yorkshire Combined Authority

Wellington House, 40-50 Wellington Street

Leeds

LS1 2DE

#### **Contact**

James Firth

#### **Email**

[james.firth@westyorks-ca.gov.uk](mailto:james.firth@westyorks-ca.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UKE - Yorkshire and the Humber

**National registration number**

8876556

**Internet address(es)**

Main address

<https://www.westyorks-ca.gov.uk>

Buyer's address

<https://uk.eu-supply.com/ctm/Company/CompanyInformation/Index/103257>

**I.3) Communication**

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

<https://uk.eu-supply.com/ctm/Supplier/Documents/Folder/52875>

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Regional or local authority

**I.5) Main activity**

General public services

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Customer Relationship Management System

Reference number

48112

#### **II.1.2) Main CPV code**

- 72000000 - IT services: consulting, software development, Internet and support

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The Combined Authority is investing in technology to transform how it, and its Local Authority partners, support businesses and individuals with support and funding. The system must sit within the Microsoft Architecture (as per the Combined Authority's position as a Microsoft House) to support interoperability of systems and ease of use for employees.

The primary objectives of the new system are to:

- Provide businesses and individuals with an excellent customer service
- Provide coordinated support to businesses and individuals through the sharing of appropriate information between the proposed system, and those used by the five West Yorkshire Local Authorities.
- Integrate with existing Combined Authority Microsoft applications to ensure ease of use for officers.
- Use integrations with other internal and external datasets to improve data quality, segmentation and targeting, marketing and customer communications.

#### **II.1.5) Estimated total value**

Value excluding VAT: £185,000

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

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKE - Yorkshire and the Humber

### **II.2.4) Description of the procurement**

Open tender for a new Customer Relationship Management (CRM) system to manage the effective delivery of the Combined Authority's support to businesses and individuals.

The primary objectives of the new system are to:

- Provide businesses and individuals with an excellent customer service
- Provide coordinated support to businesses and individuals through the sharing of appropriate information between the proposed system, and those used by the five West Yorkshire Local Authorities.
- Integrate with existing Combined Authority Microsoft applications to ensure ease of use for officers.
- Use integrations with other internal and external datasets to improve data quality, segmentation and targeting, marketing and customer communications.
- Provide the Combined Authority with administrative and development control over most functionality, including the development of new programmes and applications processes.

The project reference and title on YORtender is 48112 - Customer Relationship Management System. Any clarification questions and bids must be made through the YORtender portal.

## **II.3) Estimated date of publication of contract notice**

31 January 2023

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes