

105330-2026 - Result

France – Call centre – Prestation d'externalisation du centre de relation clients de l'Afpa
OJ S 31/2026 13/02/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: AFPA

Email: nathalie.cormier@afpa.fr

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Prestation d'externalisation du centre de relation clients de l'Afpa

Description: Prestation d'externalisation du centre de relation clients de l'Afpa

Procedure identifier: e13f08ec-9b19-462f-96fa-0762c5a24406

Previous notice: 212d10f7-1747-41dd-9433-ce2a56434c2d-01

Internal identifier: 25075_PAN_EXTERNAL_CRC_NCR

Type of procedure: Other multiple stage procedure

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79512000 Call centre

2.1.2. Place of performance

Country subdivision (NUTS): Seine-Saint-Denis (FR106)

Country: France

2.1.3. Value

Estimated value excluding VAT: 10 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Prestation d'externalisation du centre de relation clients de l'Afpa

Description: Prestation d'externalisation du centre de relation clients de l'Afpa

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79512000 Call centre

Options:

Description of the options: 36 MOIS FERME ET 2 RECONDUCTIONS DE 12 MOIS

5.1.2. Place of performance

Town: MONTREUIL

Country subdivision (NUTS): Seine-Saint-Denis (FR106)

Country: France

5.1.3. Estimated duration

Start date: 21/01/2026

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 10 000 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria**Criterion:**

Type: Cost

Name: Valeur économique

Description: Les critères de jugement sont explicités dans le Règlement de la consultation

Description of the method to be used if weighting cannot be expressed by criteria: Les critères de jugement sont explicités dans le Règlement de la consultation

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL ADMINISTRATIF DE MONTREUIL

Information about review deadlines: Les informations relatives au délai de recours sont indiquées dans le règlement de consultation

Organisation providing additional information about the procurement procedure: AFPA

Organisation providing more information on the review procedures: TRIBUNAL ADMINISTRATIF DE MONTREUIL

Organisation signing the contract: AFPA

6. Results

Value of all contracts awarded in this notice: 9 794 116,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners**Winner:**

Official name: MBD - MAJOREL BUSINESS DEVELOPPEMENT

Tender:

Tender identifier: 1122868

Identifier of lot or group of lots: LOT-0001

Value of the tender: 6 614 806,00 EUR

Subcontracting: Yes

Subcontracting value is known: yes

Value of subcontracting: 6 482 509,00 EUR

Subcontracting percentage is known: yes

Percentage of subcontracting: 96

Description: La prestation s'articule autour de deux axes principaux : la relation client pour l'ensemble des typologies (particuliers, entreprises, prescripteurs) représentant plus de 85% des appels, et l'accueil téléphonique pour les 120 sites AFPA et services support. Cela signifie que 96% à 98% de la prestation seront sous-traités à DUACOM (site de Douai) MBD - Majorel Business Développement, titulaire, porte les prestations de pilotage global du contrat (comité de pilotage et comité stratégique annuel, voire comité innovation). C'est MBD - Majorel Business Développement qui supporte également : - La mise en place du projet - La gestion de projet pour la mise en oeuvre de solutions techniques (ligne 111 du BP) - Le développement pour la mise en oeuvre de solutions techniques (ligne 112 du BP)

Contract information:

Identifier of the contract: 25075_PAN_EXTERNAL_CRC_NCR

Title: Prestation d'externalisation du centre de relation clients de l'afpa

Date of the conclusion of the contract: 21/01/2026

Organisation signing the contract: AFPA

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 14

8. Organisations

8.1. ORG-0001

Official name: AFPA

Registration number: 824228142

Postal address: 3 rue Franklin

Town: Montreuil sous Bois

Postcode: 93100

Country subdivision (NUTS): Seine-Saint-Denis (FR106)

Country: France

Email: nathalie.cormier@afpa.fr

Telephone: +33 607883488

Internet address: <https://www.afpa.fr/>

Buyer profile: <https://afpa.e-marchespublics.com>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation signing the contract

8.1. ORG-0002

Official name: TRIBUNAL ADMINISTRATIF DE MONTREUIL

Registration number: 13000686900015

Postal address: 7, rue Catherine Puig
Town: MONTREUIL
Postcode: 93100
Country subdivision (NUTS): Seine-Saint-Denis (FR106)
Country: France
Email: greffe.ta-montreuil@juradm.fr
Telephone: 01 49 20 20 00

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: MBD - MAJOREL BUSINESS DEVELOPPEMENT
Size of the economic operator: Large
Registration number: 42816499000072
Town: PARIS
Postcode: 75008
Country subdivision (NUTS): Seine-Saint-Denis (FR106)
Country: France

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: DEMATIS
Registration number: 45072478600030
Town: Paris
Postcode: 75015
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: contact@dematis.com
Telephone: +33 172365548
Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: b86f27d5-4b83-40d7-849d-887c0b0b1f2f - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 12/02/2026 12:30:03 (UTC+01:00) Central European Time, Western European Summer Time
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