

227501-2026 - Result

France – Advertising and marketing services – Mobilisation du canal télémarketing pour le plan d'action relationnel

OJ S 65/2026 02/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: APEC Siège PARIS

Email: achats@apec.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Mobilisation du canal télémarketing pour le plan d'action relationnel

Description: Mobilisation du canal télémarketing pour le plan d'action relationnel

Procedure identifier: d07e03f1-1b43-41b2-9627-81dab3f25af8

Internal identifier: 25S0050

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79512000 Call centre

2.1.3. Value

Estimated value excluding VAT: 250 000,00 EUR

2.1.4. General information

Additional information: Les deux autres attributaires sont : Satel contact.france@assistdigital.com 38 Avenue De La Croix Saint Martin 03200 Vichy France Wisecom pf@wisecom.fr 01 70 96 80 80 50 rue d'Hauteville 75010 Paris France

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Mobilisation du canal télémarketing pour le plan d'action relationnel

Description: Mobilisation du canal télémarketing pour le plan d'action relationnel

Internal identifier: S-PF-1753958

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79512000 Call centre

5.1.3. Estimated duration

Start date: 23/02/2026

Duration: 18 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Qualité de l'offre technique

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Organisation et moyens humains

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Outils et dispositif de reporting et de suivi

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Rse

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 5

Criterion:

Type: Price

Description: Prix

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

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 judiciaire de Paris

Information about review deadlines: Les dispositions applicables aux recours sont définies par

: - l'ordonnance 2009-515 du 7 mai 2009 - les articles 1441-1 et suivants du Code de

procédure civile Les délais sont les suivants : - Référé pré-contractuel avant la signature du

marché devant le Président du tribunal de grande instance de Paris - Référé contractuel devant le Président du tribunal de grande instance de Paris dans un délai de 31 jours suivant la publication de l'avis d'attribution ou la notification aux titulaires de la conclusion du contrat en cas de marché fondé sur un accord-cadre ou, en l'absence de publication d'avis ou de notification, dans un délai de 6 mois à compter du lendemain du jour de la conclusion du contrat

6. Results

Value of all contracts awarded in this notice: 250 000,00 EUR

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: ITERACTII

Tender:

Tender identifier: TEN-0001

Identifier of lot or group of lots: LOT-0000

Value of the tender: 250 000,00 EUR

The tender is a variant: no

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 25s0050

Title: Mobilisation du canal télémarketing pour le plan d'action relationnel

Date of the conclusion of the contract: 31/03/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: AC790758-D4E9-F9B0-ADBECE0ADA5D9837

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: APEC Siège PARIS

Registration number: 26496

Postal address: 51 Boulevard Brune

Town: Paris
Postcode: 75689
Country subdivision (NUTS): Paris (FR101)
Country: France
Contact point: Gateau Gilles
Email: achats@apec.fr
Telephone: 0140522132
Internet address: <http://www.apec.fr>
Buyer profile: <http://www.apec.marches-publics.info>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal judiciaire de Paris
Registration number: AC79077B-BAF8-4110-FF4A71D2902E6835
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: tj-paris@justice.fr
Telephone: 0144325151

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: ITERACTII
Size of the economic operator: Large
Registration number: 1753958-1-0-1
Postal address: 17 Rue Henry Le Chatelier
Town: Castres
Postcode: 81100
Country subdivision (NUTS): Tarn (FRJ27)
Country: France
Email: karim.madich@iteractii.net
Telephone: 06 28 96 09 78

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: France

Winner of these lots: LOT-0000

Notice information

Notice identifier/version: 230eb88f-0d6b-4e38-803b-eae629163af4 - 01
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