

United Kingdom-London: Advertising and marketing services
OJ S 152/2016 09/08/2016
Contract notice – utilities
Services

Directive 2004/17/EC

Section I: Contracting entity

I.1. Name and addresses

Official name: Go Ahead Group Holding
Postal address: 4 Matthew Parker Street
Town: London
Postal code: SW1H 9NP
Country: United Kingdom
For the attention of: Elise Shuker
E-mail: elise.shuker@go-ahead.com
Telephone: +44 7794239394

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from: the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Main activity

Railway services

I.3. Contract award on behalf of other contracting entities

The contracting entity is purchasing on behalf of other contracting entities: yes

Official name: Govia Thameslink Railway
Postal address: London
Town: EC3R 8AJ
Country: United Kingdom
Official name: London & South Eastern Railway
Postal address: London
Town: SE1 8PG
Country: United Kingdom
Official name: London and Birmingham Railway
Postal address: Birmingham
Town: B2 4JB
Country: United Kingdom

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting entity

ECRM and SCV Database.

II.1.2. Type of contract and place of performance or delivery

Services

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

We are seeking a complete single view of the customer using all of our data sources (web bookings, customer service information, third party data and social media interactions — currently held in different platforms) to improve understanding and knowledge of our customers and ensure better customer engagement across our communications, in particular eCRM. We are therefore looking for a solution that connects all of our data sources and customers together into a single customer view to enable 1-to-1 communications and 1 to many communications, learn more about the triggers that will cause a customer to disengage with each of our brands and better understand our customer relationships. The solution needs to be able to support a number of actions: interrogation of the data to get insights into customers; interpretation of the data for individual customers for individual departments to provide improved communication for these customers, e.g. customer services; and manipulation of data to ensure departments gain key insights into individual customers. All data must be displayed in 1 single place with easy access for individual departments to communicate easily with customers, display historic data and new data about individual customers and interactions across all channels.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for one lot only

II.1.9. Information about variants

Variants will be accepted: yes

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The solution needs to hold bus and rail data from the main GAGH operating companies and enable the addition of new rail or bus operating companies to provide 1 single view of the customer and their activity across channels.

Rail:

Southern Gatwick;

Great Northern;

Thameslink;

London Midland;

South-eastern.

Bus:

Brighton and Hove;

Go North East;

Metrobus;

Go South Coast;

Oxford Bus Company;
Plymouth City Bus;
Thames Travel;
Konnect Bus.

Identified Data Sources for inclusion within the SCV creation:

- Current eCRM database (4m);
- Booking Engine;
- ATOC (Rail) includes Rail-card data;
- Key — Smart-card includes data from online, retail, on-bus and office sales;
- Customer Service and Complaint systems, delay repay for rail;
- Web — Views, abandoned basket, web browser abandonment, transactional data;
- Competition and Surveys and 1-off lists;
- Social — Twitter, Facebook;
- Competition and Surveys, 1-off bought lists;
- Wi-Fi;
- Service Alert History;
- Car Parking Partner;
- Mobile ticketing — bus;
- Apps;
- Gold cards and season tickets.

Estimated value excluding VAT

Range: between 35 000 and 500 000 GBP

II.2.2. Information about options

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 24 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Single Customer View Database (incl. eCRM)

1) Short description

The aim is to source a complete single view of the customer using all of our data sources (web bookings, customer service information and social media interactions — currently held in different platforms).

2) CPV code(s)

79340000 Advertising and marketing services

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

III.2.2. Economic and financial ability

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

III.2.3. Technical and professional ability

List and brief description of conditions: These will be set out in the PQQ documents that will be issued using our E-Tendering tool IASTA.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting entity

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents

(except for a DPS)

Time limit for receipt of requests for documents or for accessing documents: 27.7.2016

IV.3.4. Time limit for receipt of tenders or requests to participate

12.8.2016

IV.3.5.

Languages in which tenders or requests to participate may be submitted
English.

IV.3.6. Minimum time frame during which the tenderer must maintain the tender

IV.3.7. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: The Utility will incorporate a standstill period at the point information on the award of the contract is communicated to tenderers. That notification will provide full information on the award decision. The standstill period, which will be for a minimum period of 10 calendar days, provides time for unsuccessful tenderers to challenge the award decision before a contract is entered into. The Utilities Regulations 2006 (SI 2006/6) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the Regulations to take action in the High Court (England, Wales and Northern Ireland).

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

4.8.2016