

**Ireland-Dublin: Customer services**  
**OJ S 224/2016 19/11/2016**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Tourism Ireland Limited

National registration number: N/A

Postal address: 5th Floor — Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Hannah Hughes

E-mail: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)

Telephone: +353 14763474

Fax: +353 014763642

**Internet address(es):**

Main address: <http://www.ireland.com>

Address of the buyer profile: <http://irl.eu-supply.com/ctm/Supplier/CompanyInformation/Index/1197>

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

Body governed by public law

**I.5. Main activity**

Other activity: Destination Marketing

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**Section II: Object**

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

**II.1.1. Title**

Provision of Community Forum Management / Social Media Engagement / Contact Centre Services.

Reference number: DDOP/2016/3/02

**II.1.2. Main CPV code**

79342300 Customer services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Tourism Ireland wishes to enter into a contract with a Supplier for the provision of Community Forum Management / Social Media Engagement / Contact Centre Services. The successful

candidate must be capable of servicing, managing and engaging customers using a range of channels. The core services to be provided are Digital Community Engagement, Marketing Programme Development and Management, Centre Operations plus Collaboration and Communication. Currently, our key interaction points are the Ireland.com Community Forum, Facebook, Twitter, Google Plus, Instagram and inbound consumer email. This list is indicative but is not exhaustive.

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

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 5 140 000,00 EUR

### **II.2. Description**

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

NUTS code: UKN Northern Ireland

NUTS code: IE Éire / Ireland

Main site or place of performance: Island of Ireland.

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

Tourism Ireland wishes to enter into a contract with a Supplier for the provision of Community Forum Management / Social Media Engagement / Contact Centre Services. The successful candidate must be capable of servicing, managing and engaging customers using a range of channels. The core services to be provided are Digital Community Engagement, Marketing Programme Development and Management, Centre Operations plus Collaboration and Communication. Currently, our key interaction points are the Ireland.com Community Forum, Facebook, Twitter, Google Plus, Instagram and inbound consumer email. This list is indicative but is not exhaustive.

#### **II.2.5. Award criteria**

Quality criterion - Name: Community engagement / Weighting: 12

Quality criterion - Name: Social media engagement / Weighting: 10

Quality criterion - Name: Campaign engagement / Weighting: 8

Quality criterion - Name: Other engagement / Weighting: 4

Quality criterion - Name: Market co-ordination and development / Weighting: 10

Quality criterion - Name: Quality, training and recruitment / Weighting: 6

Cost criterion - Name: Cost / Weighting: 50

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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

##### **IV.1.1.**

**Type of procedure**  
Restricted procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

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

The procurement is covered by the Government Procurement Agreement: no

**IV.2. Administrative information**

**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2016/S 060-101642](#)

**IV.2.8. Information about termination of dynamic purchasing system**

**IV.2.9. Information about termination of call for competition in the form of a prior information notice**

**Section V: Award of contract**

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**Title:**

Operation of Community Forum Management and Related Services

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

06/10/2016

**V.2.2. Information about tenders**

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Metaverse ModSquad UK Ltd

Postal address: 100 Patrick Street, 3rd Floor, City Factory

Town: Derry

NUTS code: UKN Northern Ireland

Postal code: BT48 7EL

Country: United Kingdom

Internet address: <https://modquad.com>

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 5 140 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: The High Court  
Postal address: The Four Courts  
Town: Dublin  
Postal code: 7  
Country: Ireland

**VI.5. Date of dispatch of this notice**

17/11/2016