

UK-London: advertising and marketing services

2009/S 236-338491

CONTRACT NOTICE – UTILITIES

Services

SECTION I: CONTRACTING ENTITY

I.1) NAME, ADDRESSES AND CONTACT POINT(S):

Royal Mail Group Ltd, 1st Floor, 35-50 Rathbone Place, Contact: Royal Mail Group Ltd, Rathbone Place, London, W1T 1HQ, Attn: David Hovell, UK-London W1T 1HQ . Tel. +44 7894393516. E-mail: david.hovell@royalmail.com.

Internet address(es):

General address of the contracting entity: <http://www.royalmail.com>.

Further information can be obtained at: As in above-mentioned contact point(s).

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained at: As in above-mentioned contact point(s).

Tenders or requests to participate must be sent to: As in above-mentioned contact point(s).

I.2) MAIN ACTIVITY OR ACTIVITIES OF THE CONTRACTING ENTITY:

Postal services.

SECTION II: OBJECT OF THE CONTRACT

II.1) DESCRIPTION

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

Telesales and lead generation services.

II.1.2) Type of contract and location of works, place of delivery or of performance:

Services.

Service category: No 13.

Main place of performance: UK.

II.1.3) The notice involves:

A public contract.

II.1.4) Information on framework agreement:

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

Royal Mail is seeking tenders to supply telesales and lead generation services. Telesales services (Lots 1 and 2) will involve desk-based agents promoting and selling a clearly defined set of existing business to business products from across the media, fulfilment and international applications in order to meet a specified annual traded revenue (i.e. income) target. A substantial proportion of the fee payable for the services will be linked to the achievement of the traded revenue target, i.e. if the traded revenue target is not achieved a substantial portion of the fee will not be paid. The telesales services will be split into two lots which will be awarded to two different service providers (see Annex B for further information).

Lead generation services (Lot 3) will involve the prequalification of sales leads before they are passed to the field and/or telesales teams. A substantial proportion of the fee payable for the services will be linked to performance and the number of leads generated i.e. if the contracted deliverables are not achieved a

substantial portion of the fee will not be paid. Lead Generation services will be awarded as a separate Lot (see Annex B for further information).

Note: Applicants may not submit a tender for both lots 1 and 2. Any other combination of lots may be submitted.

II.1.6) **Common procurement vocabulary (CPV):**

79340000, 79342100, 79342200.

II.1.7) **Contract covered by the Government Procurement Agreement (GPA):**

No.

II.1.8) **Division into lots:**

Yes.

Tenders should be submitted for: one or more lots.

II.1.9) **Variants will be accepted:**

No.

II.2) **QUANTITY OR SCOPE OF THE CONTRACT**

II.2.1) **Total quantity or scope:**

Lot 1: It is estimated that the annual traded revenue target for Lot 1 will be between 21 000 000 GBP and 26 000 000 GBP for the initial term of the contract.

Lot 2: It is estimated that the annual traded revenue target for Lot 2 will be between 7 000 000 GBP and 10 000 000 GBP for the initial term of the contract.

Lot 3: It is estimated that the target number of leads to be generated by the service provider per month will be between 2 000 and 3 000 for the initial term of the contract.

If Royal Mail elects to extend the contracts for any additional periods, the traded revenue targets for the telesales service providers and the target number of leads for the lead generation service provider will be set by Royal Mail depending on the needs of the business. The traded revenue target and target for leads may be adjusted upwards or downwards but will not be adjusted in either direction by more than 15 % per annum. At tender stage fee proposals will be sought which take into account the possible adjustments in the traded revenue targets and targets for leads in the option years.

The upper limit in the estimated range specified below takes into account the possible extension for the 2 option years for the 3 lots. The lower limit is based on the initial term only.

Estimated value excluding VAT:

Range: between 4 000 000 and 19 100 000 GBP.

II.2.2) **Options:**

Yes.

Description of these options: Royal Mail will have the option to extend the contracts by 2 further periods of 1-year each. Royal Mail will also have an option to adjust the traded revenue targets and targets for leads as referred to in II.2.1.

II.3) **DURATION OF THE CONTRACT OR TIME LIMIT FOR COMPLETION:**

Starting: 1.4.2010. Completion: 31.3.2011.

INFORMATION ABOUT LOTS

LOT NO 1

TITLE Telesales services

1) **SHORT DESCRIPTION:**

Telesales services will involve desk-based agents promoting and selling a clearly defined set of existing business to business products from across the media, fulfilment and international applications in order to meet a specified annual traded revenue (i.e. income) target.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79340000, 79342100, 79342200.

3) **QUANTITY OR SCOPE:**

It is estimated that the annual traded revenue target will be between 21 000 000 GBP and 26 000 000 GBP for the initial term of the contract.

If Royal Mail elects to extend the contract for any additional periods, the traded revenue target will be set by Royal Mail depending on the needs of the business. The traded revenue target may be adjusted upwards or downwards but will not be adjusted in either direction by more than 15 % per annum. At tender stage fee proposals will be sought which take into account the possible adjustments in the traded revenue target in the option years.

The upper limit in the estimated range specified below takes into account the possible extension for the 2 option years. The lower limit is based on the initial term only.

estimated cost excluding VAT:

Range: between 2 500 000 and 11 000 000 GBP.

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACTOR STARTING/COMPLETION:**

Starting 1.4.2010 Completion 31.3.2011.

LOT NO 2

TITLE Telesales services

1) **SHORT DESCRIPTION:**

Telesales services to promote and sell a clearly defined set of existing Royal Mail B2B products from across the media, fulfilment and international applications in order to meet a specified traded revenue target.

2) **COMMON PROCUREMENT VOCABULARY (CPV):**

79340000, 79342100, 79342200.

3) **QUANTITY OR SCOPE:**

It is estimated that the annual traded revenue target will be between 7 000 000 GBP and 10 000 000 GBP for the initial term of the contract.

If Royal Mail elects to extend the contract for any additional periods, the traded revenue target will be set by Royal Mail depending on the needs of the business. The traded revenue target may be adjusted upwards or downwards but will not be adjusted in either direction by more than 15 % per annum. At tender stage fee proposals will be sought which take into account the possible adjustments in the traded revenue target in the option years.

The upper limit in the estimated range specified below takes into account the possible extension for the two option years. The lower limit is based on the initial term only.

estimated cost excluding VAT:

Range: between 900 000 and 3 600 000 GBP.

4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACTOR STARTING/COMPLETION:**

Starting 1.4.2010 Completion 31.3.2011.

LOT NO 3

TITLE Lead generation services

- 1) **SHORT DESCRIPTION:**
Lead generation services involving calling UK businesses using data supplied by Royal Mail and qualifying potential sales leads based on a script provided by Royal Mail to achieve a monthly target level of leads generated.
- 2) **COMMON PROCUREMENT VOCABULARY (CPV):**
79340000, 79342100, 79342200.
- 3) **QUANTITY OR SCOPE:**
It is estimated that the target number of leads to be generated by the service provider per month will be between 2 000 and 3 000 for the initial term of the contract.
If Royal Mail elects to extend the contract for any additional periods, the target number of leads will be set by Royal Mail depending on the needs of the business. The target for leads may be adjusted upwards or downwards but will not be adjusted in either direction by more than 15 % per annum. At tender stage fee proposals will be sought which take into account the possible adjustment in the target for leads in the option years.
The upper limit in the estimated range specified below takes into account the possible extension for the 2 option years for the 2 lots. The lower limit is based on the initial term only.
estimated cost excluding VAT:
Range: between 600 000 and 4 500 000 GBP.
- 4) **INDICATION ABOUT DIFFERENT DATE FOR DURATION OF CONTRACTOR STARTING/COMPLETION:**
Starting 1.4.2010 Completion 31.3.2011.

SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

III.1) CONDITIONS RELATING TO THE CONTRACT

- III.1.1) **Deposits and guarantees required:**
Parent company or other guarantees may be required in certain circumstances. See contract documents.
- III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions regulating them:**
See contract documents.
- III.1.3) **Legal form to be taken by the grouping of economic operators to whom the contract is to be awarded:**
Requests to participate will be accepted from groupings of economic operators (consortia). In the event of a successful consortium bid, the Contracting Authority reserves the right to require groupings of entities to take a particular legal form and/or require that a single consortium member takes primary liability or that each member undertakes joint and several liability irrespective of the legal form adopted. Where a subsidiary company is used, the ultimate parent company may be required to provide a guarantee in respect of the performance of the contract by the subsidiary before acceptance.
- III.1.4) **Other particular conditions to which the performance of the contract is subject:**
Yes.
Details will be set out in the contracts which will be sent out at the ITT stage.

III.2) CONDITIONS FOR PARTICIPATION

- III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers:**
Information and formalities necessary for evaluating if requirements are met: Applicants will be required to complete a pre-qualification questionnaire (PQQ). This is available from the buyer profile address in I.1 above

and must be returned by 24.12.2009 (13:00). Royal Mail will use its eSourcing tool to conduct the procurement process and instructions will be provided to all applicants.

III.2.2) **Economic and financial capacity:**

See PQQ.

III.2.3) **Technical capacity:**

Information and formalities necessary for evaluating if requirements are met: See PQQ.

III.2.4) **Reserved contracts:**

No.

III.3) **CONDITIONS SPECIFIC TO SERVICES CONTRACTS**

III.3.1) **Execution of the service is reserved to a particular profession:**

No.

III.3.2) **Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service:**

No.

SECTION IV: PROCEDURE

IV.1) **TYPE OF PROCEDURE**

IV.1.1) **Type of procedure:**

Negotiated

Candidates have already been selected: no.

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) **An electronic auction will be used:**

No.

IV.3) **ADMINISTRATIVE INFORMATION**

IV.3.1) **File reference number attributed by the contracting entity:**

SP-0161.

IV.3.2) **Previous publication concerning the same contract:**

No.

IV.3.3) **Conditions for obtaining specifications and additional documents:**

Time limit for receipt of requests for documents or for accessing documents: 23.12.2009 - 13:00.

Payable documents: no.

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

24.12.2009 - 13:00.

IV.3.5) **Language(s) in which tenders or requests to participate may be drawn up:**

English.

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

IV.3.7) **Conditions for opening tenders:**

SECTION VI: COMPLEMENTARY INFORMATION

VI.1) **THIS IS A RECURRENT PROCUREMENT:**

No.

VI.2) **CONTRACT(S) RELATED TO A PROJECT AND/OR PROGRAMME FINANCED BY COMMUNITY FUNDS:**

No.

VI.3) **ADDITIONAL INFORMATION:**

Section III.2 - Requests to participate must be made by supplying all of the information which is set out in III.2 above. This information must be supplied by the date and time specified in IV.3.4 above. The Contracting Authority may require suppliers to supplement or clarify the information submitted under III.2 above and may also undertake its own audit of the supplier to verify the information provided.

All communications must be made through David Hovell using the details provided in I.1 above. Royal Mail will use its eSourcing tool to conduct the procurement process and instructions will be provided to all applicants. Tenders and all supporting documentation for the contract must be priced in sterling (unless otherwise specified in the contract documents) and written in English.

Any agreement entered into will be considered a contract made in England according to English law and will be subject to the exclusive jurisdiction of the English Courts.

Royal Mail Group is not liable for any costs incurred by those expressing an interest in tendering for this contract opportunity. Royal Mail Group reserves the right to terminate the procurement process (or part of it), to change the basis of and the procedures for the procurement process at any time, or to procure the contract by alternative means if it appears that the contract can be more advantageously procured by alternative means.

The most economically advantageous or any tender will not automatically be accepted.

Although the contracts will initially be for a 1-year duration, Royal Mail will have the option to extend the contracts by 2 further periods of 1-year each. Royal Mail will also have an option to adjust the traded revenue targets and targets for leads as referred to in II.2.1.

VI.4) **PROCEDURES FOR APPEAL**

VI.4.1) **Body responsible for appeal procedures:**

see VI.4.2 below.

VI.4.2) **Lodging of appeals:**

Precise information on deadline(s) for lodging appeals: Any appeal under this procurement should be addressed to the contact at I.1 above.

VI.4.3) **Service from which information about the lodging of appeals may be obtained:**

see VI.4.2 above.

VI.5) **DATE OF DISPATCH OF THIS NOTICE:**

4.12.2009.