

Ireland: Systems and technical consultancy services

CRM Business Analyst

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Tailte Éireann

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2 Procedure

2.1 Procedure

Title: CRM Business Analyst

Description: Tailte Éireann was formed through the merger of three legacy organisations (the Property Registration Authority, the Valuation Office and Ordnance Survey Ireland) and this merger has created a unique opportunity to unify customer service processes across the newly combined entity. Historically, each organisation operated independently, developing its own systems, processes, and customer engagement strategies. While these legacy approaches served customers effectively in the past, they now present challenges in delivering a cohesive and seamless customer experience across Tailte Éireann. The fragmented nature of existing systems and processes can result in inconsistencies that impact customer satisfaction and operational efficiency. Tailte Éireann has 11 online platforms (e.g. websites, service delivery end-points, e-commerce sites) which create complexity, reduce transparency, and hinder customers' ability to navigate interactions seamlessly. To further capitalise on the merger's potential, and to position Tailte Éireann as a unified, customer-centric organisation, we want to streamline and standardise customer service processes while enhancing transparency and visibility into our customer engagements.

Procedure identifier: 04818006-27ab-40ca-9be3-84377dbef568

Type of procedure: Open

Justification for the accelerated procedure:

Main features of the procedure:

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 72220000 Systems and technical consultancy services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot technical ID: LOT-0001

Title: CRM Business Analyst

Description: Tailte Éireann was formed through the merger of three legacy organisations (the Property Registration Authority, the Valuation Office and Ordnance Survey Ireland) and this merger has created a unique opportunity to unify customer service processes across the newly combined entity. Historically, each organisation operated independently, developing its own systems, processes, and customer engagement strategies. While these legacy approaches served customers effectively in the past, they now present challenges in delivering a cohesive and seamless customer experience across Tailte Éireann. The fragmented nature of existing systems and processes can result in inconsistencies that impact customer satisfaction and operational efficiency. Tailte Éireann has 11 online platforms (e.g. websites, service delivery end-points, e-commerce sites) which create complexity, reduce transparency, and hinder customers' ability to navigate interactions seamlessly. To further capitalise on the merger's potential, and to position Tailte Éireann as a unified, customer-centric organisation, we want to streamline and standardise customer service processes while enhancing transparency and visibility into our customer engagements.

Internal identifier: 1

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.6 General information

Procurement Project not financed with EU Funds.

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

5.1.7 Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10 Award criteria

Criterion:

Type: Quality

Name:

Description: Quality of Team

Category of award threshold criterion: Weight (points, exact)

Award criterion number: 200

Criterion:

Type: Quality

Name:

Description: Quality of Proposal

Category of award threshold criterion: Weight (points, exact)

Award criterion number: 400

Criterion:

Type: Cost

Name:

Description: Cost

Category of award threshold criterion: Weight (points, exact)

Award criterion number: 400

Description of the method to be used if weighting cannot be expressed by criteria:

Justification for not indicating the weighting of the award criteria:

5.1.12 Terms of procurement

Information about review deadlines: N/A

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: The High Court of Ireland -

Information about review deadlines: N/A

6 Results

Value of all contracts awarded in this notice: 25 000 Euro

6.1 Result lot Identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: European Dynamics S.A.

Tender:

Tender identifier: PwC

Identifier of lot or group of lots: LOT-0001

Value of the tender: 25 000 Euro

Subcontracting: Not yet known

Contract information:

Identifier of the contract: CRM Business Analyst

Date on which the winner was chosen: 24/04/2025

Date of the conclusion of the contract: 01/05/2025

Winner:

Official name: European Dynamics S.A.

Tender:

Tender identifier: PwC

Identifier of lot or group of lots: LOT-0001

Value of the tender: 25 000 Euro

Subcontracting: Not yet known

Contract information:

Identifier of the contract: CRM Business Analyst

Date on which the winner was chosen: 24/04/2025

Date of the conclusion of the contract: 01/05/2025

Winner:

Official name: European Dynamics S.A.

Tender:

Tender identifier: PwC

Identifier of lot or group of lots: LOT-0001

Value of the tender: 25 000 Euro

Subcontracting: Not yet known

Contract information:

Identifier of the contract: CRM Business Analyst

Date on which the winner was chosen: 24/04/2025

Date of the conclusion of the contract: 01/05/2025

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8 Organisations

8.1 ORG-0001

Official name: Tailte Éireann

Registration number: Tailte Éireann

Postal address: Chancery Street

Town: Dublin 7

Postcode: D07 T652

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@tailte.ie

Telephone: 051303000

Internet address: <https://www.tailte.ie>

Buyer profile: <https://www.tailte.ie>

Roles of this organisation:

Buyer

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

8.1 ORG-0003

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Tenderer

Winner of these lots: LOT-0001

11 Notice information

11.1 Notice information

Notice identifier/version: 92720065-be45-4b32-9776-ba7c85fe37a6 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice dispatch date: 20/05/2025 10:44 +01:00

Languages in which this notice is officially available: English

11.2 Publication information