

## Clarification Questions and Responses for tender BS0621.2017 – Top Customer

Question 1: The brief suggests 60 interviews across differing roles in the various organisations. How many contacts will you provide, and how many organisations do you expect to provide information for?

Response *I would expect to do approx. 10-15 organisations per customer type (B2B, B2P, B2G) and would be looking to provide approx. 3-4 contacts/organisation. 60 interviews is a guide to allow us to compare proposals, however the exact number will be confirmed once a sample has been generated. We normally have a good take up amongst customers.*

Question 2: The brief also references the need for interviews with both non- customers and indirect customers. Do you have contact details for this segment, or is the research agency expected to source these additional contacts?

Response *It is likely that we would only contact 'non-customers' in the B2B sector – we would have had contact with most customers either as previous customers or with a view to targeting these companies, in this scenario we would look to provide contact details. However, snowballing may be required to get to the 'right person'.*

Question 3: The brief suggests 60 interviews, how have OS arrived at this number?

Response *I would expect to do approx. 10-15 organisations per customer type (B2B, B2P, B2G) and would be looking to provide approx. 3-4 contacts/organisation. 60 interviews is a guide to allow us to compare proposals, however the exact number will be confirmed once a sample has been generated. We normally have a good take up amongst customers*

Question 4: Why is the contract spread over 2 years? Are OS expecting to complete 30 interviews in Year 1 and 30 in Year 2 or all 60 completed in the same year?

Response *Ideally, we would want 60/year. It's designed to be a tracking study for larger customers, so we want to gauge their opinion of us over time.*

Question 5: Please you could provide some examples as referenced within the brief for the following (page 10 ITT doc):

- Company summaries
- Individual interview summaries

Response: *These will be given to the agency once awarded.*

### **Updated – 09/11/17 – Further clarification**

Question 6: Is it possible to say how many contacts / organisations you would be able to provide contact details for, for recruitment purposes?

Response *The sample for the project hasn't yet been pulled. The number of contact per organisation is low, so we need to achieve a good strike rate. We will be warming up participants via email, but would expect a good recruitment agency to be used and numbers to be called until a*

*response is given (therefore booking interviews in may take perseverance). As an example, in 2015 when the research was conducted the sample file had 66 contacts and we achieved 32 interviews*

Question 7: Is it possible to share details or expectations regarding the company by company summaries?

Response *We would expect these to be detailed summaries, showing any scores from quantitative questions to be charted, verbatim comments and key themes/sentiment. The questions asked this year are likely to vary, so I'm not expecting the summaries to be identical. Summaries will be provided to the commissioned agency.*

Question 8: Do OS have expectations regarding the split of interviews between B2B, B2P and B2G customers?

Response *B2G is a larger sector, so something like 20-25 interviews, B2B 15-20 interviews, B2P 10-20 interviews – all subject to take up*