

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.*