Digital customer Panel

Market Sounding Questionnaire

13/03/2024

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1. Introduction
   1. This Market Sounding Questionnaire (MSQ) is issued by Transport for London (TfL) and seeks to obtain market feedback in relation to the procurement for the TfL Digital and Customer Insights Strategy & Experience teams (CIS) of the set up and running of a customer research Panel. It’s primary focus is to better understand market interest and capacity, and gather market feedback on risks and opportunities in relation to set up, maintenance and running of a customer research Panel.
2. Feedback Request
3. 1. Feedback is requested in relation to the proposals described within this document. Your feedback is important as it will allow views from the market to inform the development and finalisation of the procurement strategy and the tender documents that follow.
   2. TfL would greatly appreciate your feedback in the form of a response to the questionnaire in Section 4. Please submit your responses via email to [v\_vikramgudra@tfl.gov.uk](mailto:v_vikramgudra@tfl.gov.uk).
   3. The feedback that we receive will be reviewed, analysed and will be taken into account in finalising the Digital customer research Panel for TfL.
   4. For your feedback to be taken into account, your completed MSQ must be received by end of May 2024.
4. Proposals for Consideration and Feedback
   1. The Digital customer research Panel’s detailed specification is provided in Appendix 1. A supplier must demonstrate their capacity and capability to provide set up, maintenance and running of a customer research Panel for TfL and any similar customer research they may have /supplied previously to their customers.
   2. Additional information in relation to any relevant experience in similar areas of work would be beneficial to TfL Digital and CSI team from a forecasting perspective. As outlined in the detailed specification, the supplier can recommend alternative customer research set-ups, but this must support the specification required and relevant case studies must be provided to validate the compatibility of proposed alternative customer research set-ups.
   3. TfL Digital and CIS team would like to commence in 2024 and would want to understand the leads time for mobilisation.
   4. All of the Panel set -up and activities will need to be agreed and coordinated with the TfL Digital and CIS team.
   5. As part of this market sounding exercise, TfL wishes to seek your views on the extent of your capabilities and appetite for set up, maintenance and running of a customer research Panel.

Questionnaire

TfL would appreciate your feedback in the form of a response to the following questionnaire, with the specific questions to be answered in the blank tables/boxes provided. Should you consider a particular question is not applicable to your organisation, please state “not applicable” in the tables/boxes provided.

Please read the following appendices provided as this will provide background needed to inform your responses to this questionnaire:

Appendix 1- Scope of Services

**Digital customer Panel – Market Sounding Questionnaire**

Please complete:

* Organisation Name:
* Key Contact Name:
* Key Contact Email & Telephone Number:

This exercise does not form part of any formal procurement process. All responses will be carefully considered but will not bind TfL to any particular approach to the procurement, nor will responses be treated as conveying any promise or commitment on the part of the respondent.

Interest

1. TfL would like to gauge your interest in responding to this procurement.

What would be the set-up that you envisage for a TfL Digital customer Panel?

* The research methodologies/activities
* The frequency of delivery of research activities and over what period of time
* How you imagine involving the TfL Digital and CIS team in the Panel activities

1. What would be the numbers of customers that you would suggest TfL involves in the Panel and how you expect to recruit and maintain a constant customer base?
2. What would you imagine to be the cost for the set-up, running/maintaining and reporting of the TfL Digital Panel, based on current specification? Please provide example figures for each stage or variation of approach.
3. What approximate budget would you apply to the scope of work? This is purely for budgetary information, and you will not be held to any figure that you provide.

Risks and opportunities

1. What does your organisation consider to be the **top three risks** to the successful delivery of a TfL Digital Panel? What mitigating action do you think can be taken by TfL to mitigate these risks?

|  |  |  |
| --- | --- | --- |
|  | Risk and description | Mitigation |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |

Other

1. Would you be prepared to follow up this market engagement questionnaire with further engagement activity, for example through a 1-2-1 engagement session?

|  |
| --- |
|  |

1. Do you have any other comments regarding the proposals set out in this market engagement questionnaire?

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| --- |
|  |

We would like to thank you for taking the time to respond to this questionnaire