# 

**Project Title: PROC134 – London.tickets**

**Supplier Name: XXXXXXX**

# Technical Questionnaire:

|  |  |  |
| --- | --- | --- |
| Q1) Project Delivery Method Statement | | |
| **Q1)** | Based on your understanding of the brief, please give an overview of why you think your company would be best placed to meet the requirements of Visit London and its users? Please consider sector experience and expertise, capabilities, proposition and approach.  *(Maximum word count 2,500)* | **Weighting**  **20%** |
| *Enter response here:* | |
| Q2) Conversion model and Performance Monitoring | | |
| **Q2)** | *Please explain your proposed model for managing and converting customers referred from Visit London channels e.g. retaining Tickets.London or utilising an alternative affiliate solution. Please also explain how do you propose to account manage London and Partners and both keep us abreast of performance and work with us to optimise performance, where we can?*  *(Maximum word count 1,500)* | **Weighting**  **15%** |
| *Enter response here:* | |
| Q3) Customer purchasing process | | |
| **Q3)** | *Describe and illustrate the user journey for a customer purchasing tickets through your site or from two or more products from different suppliers, as we have currently. (Include screengrabs or examples, if relevant). This should cover the stages from initially landing on site to completing checkout and make reference to how the journey is optimised for mobile devices, accessibility and site speed, plus any other factors which may improve customer experience. Explain the process should a customer wish to amend, cancel or query a booking or raise a complaint, acknowledging that another supplier could be involved.*  *(Maximum word count 2,500)* | **Weighting**  **30%** |
| *Enter response here:* | |
| **Q4) Technical interface** | | |
| **Q4)** | *We want to make the journey between visitlondon.com and the booking channel as seamless as possible. Please provide details of your API or feed that will allow us to display bookable products on visitlondon.com. Please include details of which features - for example images, video, ratings and reviews, real time ticket prices and availability – will be available for us to use on visitlondon.com.”*  *(Maximum word count 1500)* | **Weighting**  **15%** |
| *Enter response here:* | |
| Q5) International support | | |
| **Q5)** | *Historically, a large proportion of our customer base is based overseas. We expect to grow our international audience in the near and long-term. Please outline any translation and localisation capabilities that you have to meet the requirements of users, for whom English is not their first language.*  *(Maximum word count 1000)* | **Weighting**  **10%** |
| *Enter response here:* | |
| Q6) London Product Range | | |
| **Q6)** | *Please outline your London product range with particular reference to the key product categories mentioned in the brief (Update APPENDIX 2 in the relevant tab).*  *Aside from the set commission payments, how else would you propose to help Visit London drive sales and, most importantly, maximise our profitability? For example, upsell, cross-sell, discounts, offers and bolt-ons. Also, how would you promote Visit London to your existing customers and partners?*  *(Maximum word count 1000)* | **Weighting**  **10%** |
| *Enter response here:* | |