

RFP -2016/HCR/HKG/RFP/10041 Telemarketing Services in HKSAR of China 2017-2020 (3 years)

<u>Question</u>	<u>Answer</u>
1. How to measure the conversion rate?	It is subjected to successful call meets the requirement of each campaign that listed in the ToR.
2. Section 2.11 Customization of database system: Do we need to create data flow between the database system of vender's and UNHCR's?	No integration is required. However, the Vendor shall set up an interface/database system to cater UNHCR data format if appropriate.
3. In the database, can UNHCR provides the donation history of the donors? For example, whether they prefer to have one-time donation or monthly donation.	Yes, donor demographics information and relevant donation history will be provided.
4. For the definition of successful in donation, why one-time donation are not considered as successful in some campaigns? Is it pre-set or set by the Vendor?	It depends on the campaign objectives. In fact, majority of our campaigns are for acquiring monthly donation.
5. How long the duration of the IDD call would be?	It normally takes around 3-5 minutes on average from our past experience.
6. Section 2.1.1 Project Set up The requirements of Automatic call distribution, Interactive voice response, voice mail – is this for the purpose of inbound call activity. If yes, is there an estimated call volume and operations hours. Whilst there is a request for the cost of this set up, there is no request for the cost to set up the inbound team to handle inbound enquiries.	The mentioned items are for reference only. The Vendor shall set up adequate IT and telephone system that is suitable for the Project with necessary functions even if such function(s) is/are not listed in the ToR. Vendor can also put the additional functions in the technical proposal if necessary.
7. Section 2.1.3 Campaign Details & KPI Special Appeal – are these considered cold calls? What was the interaction between the potential donor and UNHCR prior to the appeal call made to them?	Special Appeal in UNHCR is considered as "warm call" as the target audiences are existing and/or lapsed donors. Interaction between UNHCR and our donors including phone call, email, newsletter, etc.
8. Lead conversion (Multi channel/digital) – is one-time donation accepted?	Please refer to details listed in the ToR.
9. How to calculate the unit cost? by per call or the percentage of the successful rate?	It should be charged per call.
10. Donor satisfaction call – Will UNHCR provide the script or Vendor needs to provide the script?	We expect the Vendor to provide the script for UNHCR's final approval.