



NOTICE-1 – REPLY TO PRE-BID QUERIES

Request for proposal for Engagement of Service Provider for Social Media Management Services (Applicable only for Marketing Agencies of the Bank Empaneled vide RFP/01/2022 dated 29.04.2022. Bids received from other agencies will not be considered.)

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1	10	4.2 Technical Requirement	<p>"For sizing purposes, empirical data, third party reports, evidence, etc. would be required in the form of benchmarks of that class of hardware with the suggested processors for the proposed Solution to accept the sizing calculation.</p> <p>In the near future, the Bank wishes to extend Twitter Banking / Facebook Banking to transfer money on Twitter and Facebook to anyone in the country who has a Twitter/ Facebook account through appropriate payment channels and gateway. The Bank's customer, who has a mobile number registered with the Bank and has a Twitter / Facebook account, should be able to access this facility. The customer should be able to send money to anyone in India even if the recipient does not have account with our Bank. The solution should have integration capabilities.</p> <p>In the long term, the Bank wishes to extend social banking services across other social media channels and virtual space like metaverse too in line with the readiness of the channel involved."</p>	<p>For this, is the agency expected to come up with a solution? Does Bank have any specific way of arriving at this? The cost incurred by the agency is to be covered under the tender or charged separately.</p>	<p>The cost incurred by the agency to manage the daily activities of Bank's existing social media channels and any future social channel (like Moj, Pinterest, Tumblr, etc.) is to be covered under the retainer fee.</p> <p>For requirements related to Social Media banking or similar, the agency should possess the capability of handling and providing solution to the bank's requirement, if the bank intends to implement or extend such services in near future.</p>

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2	11	4.3 Functional Requirements	Crowd Sourcing, Questions in post, Virtual Machine	Need detailed description for - Crowd Sourcing, Questions in post, Virtual Machine (Quantity & Machine)	Crowd Sourcing – To create awareness through conducting polls and other in-built/ externally compatible methods of garnering opinions, Questions in Post – Conducting campaigns through contests, Q&A and the platform-specific tools. This can be periodic and required to be executed on demand from the Bank. Virtual machine refers to solutions provided through cloud services.
3	35	Annexure E - Quote	Under Social Media campaign, minimum requirement is given as 20 Nos/ year.	Can this be charged separately or to be included in the tender?	The service forms part of the retainer fee, please refer to Annexure E. Media budget will be provided by the bank and will be charged on a standalone basis.
4	11	4.3 Functional Requirements	Developing social media coverage, engagement, integration and content creation strategies for Bank's various BTL (Below-The-Line) activities, sponsored events and other on-ground staff as well as customer engagement activities. Deployment of resource(s) at the place of activity (within Chennai at no additional cost & outside Chennai at additional cost) for live coverage and any other kind of online content as per Bank's requirements.	<p>1.Charges for Videos with VO to be charged separately or included?</p> <p>2. Stock Footages purchased for the creation of Videos to be charged separately?</p> <p>3. Charges for BTL to be included or to be charged separately?</p>	<p>1. Voice over component shall be charged on a case-to-case basis, on mutually agreed terms and generation of the video shall form part of the retainer fee.</p> <p>2. Stock footage purchased with prior approval of the Bank for Social Media posts and BTL activities as per its requirement can be charged separately on mutually agreed terms and generation of the video shall form part of the retainer fee.</p> <p>3. BTL activities outside of social media platforms can be charged separately on mutually agreed</p>

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					terms. Refer RFP Terms and Annexure E
5	35	Annexure E - Quote	* Social Advertising KPIs	Whether Targets given as KPIs are sacrosanct and shall form part of Service Level and Non-Disclosure Agreement? Whether targets to be achieved organically?	Yes. A minimum achievement for each KPI shall be defined in the Service-Level agreement and not meeting them shall attract level-wise penalty on the Retainer Fee payable to the agency. Yes. KPIs defined in Annexure-E are to be achieved organically.
6	35	Annexure E - Quote	* Social Media Campaigns	Digital campaign will be billed separately?	Yes, digital campaigns will be billed separately based upon mutually agreed terms.
7	35	Annexure E - Quote	Service support cost	No of onsite resources to be deployed.	3 dedicated resources of which 1 Client Executive, 1 Graphic Designer, 1 Video Content Creator, operating from Bank's premises. Refer to Annexure E
8	11	4.3 Functional Requirements	Active Postings (at least 40 per month per official social media page) including Photo and GIF Posting Active Link-Embedded Photo Posting	1. No of Active Posting to be mandatorily done? 2. Whether 40 posts per month to be replicated in all platforms? 3. Link cannot be embedded in photo. Can be only be given in post copy. Only possible in digital campaign creatives.	1. 40 per month per official social media page. 2. Yes, based on Bank's requirement on cases to case basis exclusive creatives to made platform-wise 3. Accepted by the Bank
9	32	Annexure D- Technical	Reporting and Dash Boarding Portal	Whether the agency's proprietary dashboard will be accepted?	Agency's proprietary dashboard shall be accepted with complete access of

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		Specifications			Bank-related modules being provided to the Bank for generating customised platform-wise report as per Bank's requirement from proprietary dashboard and tools, with or without intervention of the agency, in addition to providing access to the Ads Manager account of the Bank or accounts as specified by the Bank.
10	33	Annexure D– Technical Specifications	<p>Social Banking</p> <p>The selected agency should be able to provide seamless integration of the proposed solution with the Social Banking platform (Facebook, Twitter and similar) that the Bank will be implementing in near future.</p>	What is the current ORM Software used?	Existing ORM software is the proprietary software of the existing service provider
11	35	Annexure E - Quote	<p>Service support cost:</p> <p>This comprises of Technology platforms, tools and solution as defined in the Bid Document with a fixed annual fee for usage, not limited to keywords or number of profiles.</p> <p>Includes dedicated manpower requirements</p> <p>Includes on-site training to staff members at Indian Bank's premises before roll-out of the solution, if needed</p>	<p>1. ORM resources to be deployed Onsite / Offsite?</p> <p>2. Should have an exclusive ORM team to handle the queries and separate ORM page for the bank to be created?</p> <p>3. ORM replies in how many languages?</p>	<p>1. ORM Services should be extended 24X7 from offsite</p> <p>2. The successful bidder should extend 24X7 ORM Services. Successful bidder may be asked to create a separate ORM handle as per Bank's requirement as and when required.</p> <p>3. Response proficiency in English and Hindi is mandatory. Need for regional language responses shall be occasionally needed.</p>

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				4. Queries will be redirected to SPOC of the bank?	4. First level ORM responses to be handled by the successful bidder and if need arises can be referred to SPOC of the bank for solution.
12	27	Annexure D– Technical Specifications	<p>Social Listening Solutions The solution should be capable of generating e-mail alerts on configurable triggers and shall also be capable of sending SMS messages of such events</p> <p>Command Portal / Site: The solution should allow creation of command centre that should allow Bank to have a dynamic visual representation of live feeds of social activities like top tweets / top influencers / source of discussion etc</p>	<p>1. Whether the solution to be offered need to have such integration to generate email and SMS.</p> <p>2. Digital command centre location and set up?</p> <p>3. Should the command centre offer analytical login or viewer login?</p>	<p>1. Yes, the solution should have the capability to generate email and SMS as per Bank's requirement.</p> <p>2. Digital command centre to be set at the Bank's premises in Chennai during the contract period. Hardware infrastructure will be provided by the bank, necessary software and technical resource, besides requisite manpower to be deployed by the successful bidder.</p> <p>3. Command Centre should offer Analytical login and Viewer's login.</p>
13	23	Appendix 1– Parameters for Technical Evaluation	Social Media PPT presentation submitted by the Respondent (as per Annexure – C) covering product features, support, infrastructure, implementation and maintenance strategy, company's financial and project management capabilities etc.	<p>Whether the parameter for technical evaluation can be taken into consideration only from last completed Financial Year or can be taken till or before the date of this RFP being floated?</p> <p>Only One agency will be considered for empanelment?</p>	<p>The parameters for technical evaluation can be taken into consideration. However, for financial position assessment, last audited financial statement will be considered.</p> <p>Yes. Only one agency shall be considered for this engagement.</p>
14	27	Annexure C - SUPPORTING	A supporting presentation (prepared in Microsoft Powerpoint and shared in .pptx or	Whether the presentation to be focussed on the Organisation's	Please refer Annexure C. Bank shall evaluate the agency on all

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		PRESENTATION	.pdf format) is to be submitted.	performance / capabilities about the agency or about the strategies being proposed to the bank?	parameters as mentioned in the said annexure.
15	9	4. Scope of Work	<p>Managing day-to-day activity of the page including drawing calendars, content generation and posting, executing campaigns on Ads Manager Account or accounts as specified by the bank</p> <p>Providing access to the Ads Manager account for all campaigns executed by the agency</p>	Whether the agency's proprietary dashboard will be accepted?	Agency's proprietary dashboard shall be accepted with complete access of Bank-related modules being provided to the Bank for generating customised platform-wise report as per Bank's requirement from proprietary dashboard and tools, with or without intervention of the agency, in addition to providing access to the Ads Manager account of the Bank or accounts as specified by the Bank.
16	29	Annexure D– Technical Specifications	<p>Sentiment Analysis</p> <p>The solution should provide sentiment and thematic analysis and provide inputs like what is driving positive / negative sentiment, what are the opportunities and what are the naturally occurring themes or topics. Analysis / pictorial representation of proportion of mentions by each source (e.g. blogs, tweets, news sites, etc.)</p>	Whether visual or analytical representation?	The agency must have the capability for both representations. The template can be mutually finalized once the Service Provider/ Agency is onboard.