

RFP 34/2019: Media Monitoring and Analysis Services

NO.	TECHNICAL EVALUATION CRITERION	WEIGHT	GUIDELINE	SCORE
1	Company Profile and Resources	6		
1.1	The bidder has provided in their response a company profile detailing: * Organogram with clearly defined roles for each individual of the Media Monitoring and Analysis Unit; * Minimum five (5) years of experience in rendering Media Monitoring and Analysis Services	3	The bidder has provided an organogram with clearly defined roles for each individual of the Media Monitoring & Analysis Unit = (1) The bidder has provided an organogram not reflecting clearly defined roles for each individualthe Media Monitoring and Analysis Unit or no information provided = (0) The bidder has 5 and above years of existence/experience in media monitoring & analysis services = (2) The bidder has 2 - 4 years of existence/experience in media monitoring & analysis services = (1) The bidder has less than 2 years of existence/experience in media monitoring & analysis services = (0)	
1.2	The bidder has provided the number of key personnel that are being recommended to work on SARS account and level of expertise, their responsibilities, qualifications and competencies relevant to the scope of work. Demonstrating excellent expertise/capability of members allocated to the project in terms of: * Industry knowledge (media or IT) * Scope of work (responsibilities) * Experience & qualifications	2	At least 4 and above personnel assigned to SARS project (media monitoring and analysis, IT specialist, key account) = 2 At least 2-3 personnel assigned to SARS project (media monitoring and analysis, IT specialist, key account) = 1 Less than 2 personnel assigned to SARS project (media monitoring and analysis, IT specialist, key account) or no information provided = 0	
1.3	The bidder has provided full contact details (landline, cell phone and email address) of the key contact person / key Account Manager who will be assigned to SARS, including his/her role and responsibilities including a CV detailing the relevant experience	1	The bidder has provided details of the key contact person/ key account manager including his/her role and responsibilities and comprehensive CV provided =1 The bidder has provided details of the key contact person/ key account manager without his/her role and responsibilities and comprehensive CV provided =1 No information provided = 0	
2	Experience and Capability	30		
2.1	The bidder has provided a schedule of the bidder’s experience relevant to the scope of work and proven track record over the past three (3) years in a similar organisation such as SARS. The schedule include for each client (minimum of 3) the following: * Client Name; * The client contact person and number; * Contract period; * Description of the services; * Challenges; * Value added services; and * Testimonials from the clients listed on the schedule.	10	Provided a schedule of the bidder’s experience of 3 clients or more in a similar organisation such as SARS with all information required = 10 Provided a schedule of the bidder’s experience of 2 clients in a similar organisation such as SARS with all information required = 6 Provided a schedule of the bidder’s experience of 3 or 2 clients not in a similar organisation such as SARS with all information required = 2 Not relevant, no information provided, no schedule/ testimonials provided = 0	
2.2	The bidder has a detailed proposal demonstrating the operational capability including methodology, approach and process to execute an all inclusive package of media monitoring as specified in the SARS scope of work. This include but not limited to: * Print ; * Broadcasting; * Online and social media; * Summarised report; and * Qualitative analysis report.	20	Excellent monitoring methodology (modus operandi): *Print Bidder demonstrated the print monitoring capability as per section 9.2.1 =3, Not all information as per 9.2.1 of RFP = 1, No information = 0 * Broadcasting Bidder demonstrated the Broadcasting monitoring capability as per section 9.2.2 =3, Not all information as per 9.2.2 of RFP = 1, No information = 0 * Online and Social media Bidder demonstrated the Online and Social media capability as per section 9.2.3 =4, Not all information as per 9.2.3 of RFP = 1, No information = 0 * Summarised report Bidder demonstrated the Summarised report capability as per section 9.2.5 =5, Not all information as per 9.2.5 of RFP = 1, No information = 0 *Qualitative analysis report Bidder demonstrated the Qualitative report capability as per section 9.2.4.2 =5, Not all information as per 9.2.4.2 of RFP = 1, No information = 0	
3	Data Analysis and Reporting	24		
3.1	The bidder submitted a proposal which include the following: * A sample of SARS data analysis reports, which demonstrate the bidder’s quantitative and qualitative content analysis. (Samples of the reports for weekly, monthly, quarterly and annual reports).	14	The bidder provided a detailed qualitative and quantitative analysis reports, including media landscape, socio-political environment and impact on SARS reputation = (14) The bidder provided a detailed qualitative analysis reports only, including media landscape, socio-political environment and impact on SARS reputation = (7) The bidder provided quantitative analysis report only, including media landscape, socio-political environment and impact on SARS reputation = (7) No information = 0	
3.2	The bidder has provided a media monitoring and analysis quality assurance / process flow in place to ensure reliability and integrity of data.	10	The bidder has provided a media monitoring and analysis quality assurance / process flow in place to ensure reliability and integrity of data = 10 Not relevant or No information provided = 0	
4	Technical Support	10		
4.1	The bidder has provided the approach to ensure after hours / weekend support/response to SARS’ officials, with regard to accessing the websites / electronic portal where articles (print or online) and broadcast items are uploaded, as well as the online editorial that enables navigation of summaries provided to SARS.	10	The response time to queries logged and resolved within 1- 8hrs = (10) The response time to queries logged and resolved within 8- 16hrs = (6) The response time to queries logged and resolved within 16- 24hrs = (3) The response time to queries logged and resolved more than 24hrs = (0)	
TOTAL POINTS		70		

NO.	Presentation Criteria	WEIGHT		
5	Technical Support	30		
5.1	The bidder has shown live demonstration of the tools / systems used to provide the required alerts / updates by outlining: An example of alerts that will be sent / delivered to SARS * The controls and security around the systems; and * What are the limitations e.g. number of users.	20	The bidder has demonstrated and provided proof of the following on the system/ tool: * Proof of electronic system/ tool = 8, No information = 0 *Automated System alerts that will be sent / delivered to SARS = 4, No information = 0 *Controls and security around the systems = 4, No information = 0 * User capacity e.g. minimum 6 users = 4, No information = 0	
5.2	The bidder has demonstrated enabling IT and telecommunication infrastructure on 24 hours portal capability including (email alerts, SMS alerts, automated searches, downtime, innovation and additional value-adding services).	5	The bidder has demonstrated System capability to Proactively trigger alerts for negative publicity = 5 No information provided = 0	
5.3	The bidder has provided a sample of website portals that are currently been managed by the bidder.	3	Relevant Sample provided = 3 Not relevant or No samples provided = 0	
5.4	The bidder has demonstrated the ability and capability to track media coverage outside of South Africa.	2	Yes = 2 No = 0	
TOTAL POINTS		30		