				RFP NO: CO: BFSL/ MKTG RFP/ 2019-20/01 dated 07-Oct-2019			
				RFP for Selection of a Marketing Automation Platform Vendor			
				Pre-Bid responses for all the queries received			
Sr. No.	Pg No	Point No	Tender Original Clause	Clarification	Request for Change / Modification / Addition / Deletion	BFSL Comments	Bidder Name
1	2	B / 2	If any Cloud based service used by bidder, provide Cloud Data Security Certificate as required Declare that all data are stored in servers/ cloud based in India only and that nothing is stored outside India	Proposed Marketing Campaign Tool Architecture leverages data centre compute capabilities which is outside India, but at the same time can maintan a local copy of PII data in India and all the campaign data is purged from host systtem once campaign is completed. Oracle can provide relevant documentation on Data Security and Cloud Hosting policy to this effect. Infact looking at the benefit of above architecture one of the large PSU (in the similar business like BOB Financial) have already adopted our similar soultion in India.	Appreciate if the stated "**restricted clause**" is modified to following effect which will provide BOB financial larger option to select the best solution suitable for its business requirement. Modified clause requested is as follow: If any Cloud based service used by bidder, provide Cloud Data Security Certificate as required Declare that all data are stored in servers/ cloud based in India **/ outside india** and that nothing is getting stored post the campaign is executed	BFSL will require the data to be stored in servers / cloud based in India	Oracle
2	10	3.1. B VI	Chatbots: Platform can host, integrate and manage intelligent Natural Language Processing (NLP) enabled bots on the platform	Should we consider Chat Bot as additional requirement and provide solution for the same or you are want technical confirmation that the proposed platform should have technical integration capabilities with any chat bot solution offered by BOB Financial		The platform should have technical integration ability with any chatbot.	Oracle
	Appendix 02		Commerical bid - Duration of the contract	What Duration should be considered for Commercial Bid submission	Additional Point	As per RFP	Oracle
3			Technical Functional Requirement : Analytics and Single view of Customer 1) Set goals 2) Cohort Analysis	Need to understand BoB Financial's expectation on the same		The tool has to have capability to define goals for the campaign / workflows. Also tool is expected to have capability to carry out cohort analysis	Oracle
4	10	3.1.A	Infrastructure management, including all communication infrastructure to be owned and managed by the vendor channels and related	Does BFSL requires DR site as well?		Vendor must have a documented and maintained Business Continuity plan and disaster recovery services	DigiSpice
5	10	3.1.B	Incoming SMS: Platform is able to define proper communication to customer based on the post action defined in the workflow via SMS or other channels as required	Is the workflow of incomng SMS depnedent upon shortcode/longcode or keywords sent in the incoming SMS?		The workflow may be or may not be dependent on the shortcode/longcode or keywords.	DigiSpice
6	10	3.1.B	Missed calls: Platform can create relevant post actions on missed calls received on the VMN (virtual mobile number) or advertised mobile number by BFSL	How many VMNs are there and do the vendor needs to migrate it on the new platform or new VMNs needs to aquired?		BFSL will be acquiring new VMNs in the future basis requirement. The tool should be able to integrate as many VMNs as required	DigiSpice
7	10	3.1.B	Chatbots: Platform can host, integrate and manage intelligent Natural Language Processing (NLP) enabled bots on the platform	Need to know the flow for chatbots (if any specifc)		The platform should have technical integration ability with any chatbot.We don't want vendor to create a chat bot.	DigiSpice
8	10	3.1 A	c. Bi-directional integration with BFSL CRM/ internal systems	Need more details on BFSL CRM/Internal systems		Currently using FreshDesk as our CRM/LMS. We expect the marketing automation tool to have the capability to integrate with this system or any future CRM that BFSL will be acquiring	DigiSpice
9	10	3.1 A	c. Platform should support multiple list and segment creation	Pls provide Definition of list and segment		List is a group customers wth information such as email, mobile number, name. Segment can be done basis various pre defined parameters or behaviour. Example, Customers from Delhi could be a segment. BFSL desires to have a tool with a capability of creating list and segmenting the list which is shared by us in the applicable format.	DigiSpice
10	10	3.1 B	f. User should be able to define frequency capping for specific channels along with an option to exclude certain processes	Need details on frequency capping		We require mandatory feature of frequency capping on the tool. Example: For some campaigns communication to a segment will be restricted to only 3 in a month across different channels	DigiSpice
11	10	3.1 C	a. Workflow Tests: Platform can be used to check the performance across different channels by running multiple variations/branches of a workflow.	Need Clarification regarding the performance defination		Performance means the campaign performance across different channels	DigiSpice
12	10	3.1 C	g. Pre-Built Workflows: There should be a feature which should contain pre-built industry specific workflow templates which can be used to create a new workflow and make changes as per business needs.	Need more details on Pre built indusctry specific workflows		BFSL is primarily in the business of Credit Cards product. The tool is expected to have pre-built industry specific workflow templates which can be modified or we can create new workflow basis the industry workflow templates.	DigiSpice

#	Page	Section	Requirement	Query / Clarification		Response	Vendor
13	10	3.1.B.a.i	Email and SMS: Tool can send transactional and promotional SMS and emails. If in case there is a delivery failure, post action can be defined to send the communication again through the same or other channels	Does BFSL have their existing Email and SMS vendors and WebEngage(marketing automation vendor) has to integrate with them and provide delivery ,sent, failures, unsubscribe etc reports. Or The WebEngage(marketing automation vendor) has to own up the Email and SMS and provide these services in the scope?. Request to clarify		BFSL has existing Email & SMS vendors. It will be the prerogative of BFSL to decide if they want to continue using these services. In that case the Marketing Automation platform is expected to have the capability to integrate with these vendors. If the Marketing Automation Vendor has their own services of Email / SMS they can pitch to provide them as part of the tool service	Webengage
14	10	3.1.B.a.ii	Outbound calls with customer IVR support: Just like SMS, platform can send transactional and promotional OBD calls with IVR options, as per defined in the workflow	Does BFSL have their existing Outbound & IVR vendors and WebEngage(marketing automation vendor)has to integrate with them . Or The WebEngage(marketing automation vendor) has to own up the Outbound calls & IVR and provide these services in the scope?. Request to clarify		BFSL has their existing Outbound vendor, the tool should be able to integrate with them	Webengage
15	10	3.1.B.a.iv	Missed calls: Platform can create relevant post actions on missed calls received on the VMN (virtual mobile number) or advertised mobile number by BFSL	Will WebEngage(marketing automation vendor) get access to Missed Call Data to integrate and create relevant post action ?. Request to clarify		Yes, missed call data will be passed back in the tool to create further relevant post action as per the workflow	Webengage
16	10	3.1.B.a.vi	Chatbots: Platform can host, integrate and manage intelligent Natural Language Processing (NLP) enabled bots on the platform	Do WebEngage(marketing automation vendo)r need to integrate with the exisitng Chatbot on BFSL or want the vendor to own up the chatbot where WebEngage (the marketing automation vendor) will be hosting and integrating its own Chatbot to BFSL platform?. Request to clarify		The platform should have technical integration ability with any chatbot.	Webengage
17	11	3.1.C.f	Well Defined List Manager: A single platform for user to manage its leads. User can create, edit or delete a list here. The list can be uploaded through an attachment or can be by manually typed. If files can also be imported through FTP, it will be a great add-on.	WebEngage(marketing automation vendor) provides a window where the users can type/paste the list . This can be edited and deleted before execution of campaign. The list creation,edit and deletion is possible during the campaign creation. For the CSV uploads deletion is not possible at the user end and has to be customized along with WebEngage's support's help. Need a clarification here whether BFSL is looking for user creation, edit and deletion for list only and not for any CSV uploads.(Note : Yes, in WebEngage the files can be imported through FTP also)		We are looking to upload lists in excel / CSV or appropriate formats in the tool. We will need to create, edit and delete users from the CSV / Excel list also	Webengage
18	11	3.1.B.i.iii	Outbound calls submitted, calls answered, calls pending, calls failed	Is BFSL looking out for Call Centre/LMS Integrations?		Yes, the tool should be capable to integrate with the Call Centre in future	Webengage
19	14	3.4	Implementation Methodology	Is BFSL has defined timeline for the initial implemention and project go live after the tender is awarded. Request to help with the project go live timelines		BFSL expects the marketing automation vendor to provide timelines for initial implementation of the project	Webengage
20	40	9.23.a.iii	Inability of the selected bidder to provide services at the service levels defined would result in the preach of contract and would invoke the this clause	Is the penalty of 0.5% applicable here. If yes, what is the TAT for Service levels. Request to help and clarify		Currently we do not have service level TATs. The same will be discussed with the finalised bidder. Penalty is what we want bidders to agree on for future breach of contract.	Webengage
21	2	B / 2	If any Cloud based service used by bidder, provide Cloud Data Security Certificate as required Declare that all data are stored in servers/ cloud based in India only and that nothing is stored outside India	Is BOB Financial looking out for Public Cloud (shared/multi tenant) or Private Cloud (dedicated infrastructure) setup.		BFSL will be fine with a Public Cloud (shared / multi tentant) set up. The bidder should aheres to the security precautions are provided below but should not be limited to and can provide over and above the security measures listed below - Data at Transit should be encrypted Data at rest should be encrypted Data security policy should cover priviliges around data access Data access should have audit trail System should have a strong password policy System should allow integration with BoB IDP Passwords should be hashed System should allow PII data hashing and data masking Vendor should submit external security testing report / certification Vendor must respond to information security incidents Vendor must have a documented and maintained Business Continuity plan and disaster recovery services	Webengage
22	11 of 45	c	plaform should have multiple list and segment creation	Need a clarity of multiple list and segmentation		List is a group customers wth information such as email, mobile number, name. Segment can be done basis various pre defined parameters or behaviour. Example, Customers from Delhi could be a segment. BFSL desires to have a tool with a capability of creating list and segmenting the list which is shared by us in the applicable format.	Siemens
23	11 of 45	C d	Campain asset management	Need a clarity on assets?		Assets means all creative assets that we will use for marketing campaigns	Siemens

24	13 of 45	3.2 (2)	Considering the extensive nature of the assignment and the envisaged relationship with the Bidder, any service, which forms a part of facilities management that is not explicitly mentioned in this RFP as excluded would form part of this RFP, and the Bidder is expected to provide the same at no additional costs to the Company. The Bidder has to envisage all necessary services to be provided and ensure the same is delivered to the Company. The Company will not accept any plea of the Bidder at a later date for omission of critical services on the pretext that the same was not explicitly mentioned in the RFP.	All the scope defined in the RFP shall be a part of scope in case of awarding the order, any change / scope requires an additional cost based on the scope.		Agreed	Siemens
25			Tender was silent on Limitation of liability	We request you to keep the overall liability to restrict at 50% of TCO.		Limited Liability will be upto the cost of the contract ie TCO.	Siemens
26				EMD and Tender fee exemption for MSME registration.		Exemption for MSME registration provided relevant documents have been submitted	
27				Prior Experiance relaxation for MSME registration.		Cannot be agreed	
28				TCO calculation		TCO will be calculated for a period of 3 years, kindly consider	