



RFQ705 AW 06022019

5<sup>th</sup> February 2019

**Guest Feedback Platform Implementation**

uShaka Marine World invites eligible and accredited service providers to submit a written quotation on their official letter head for the above services.

The quotation must be submitted with the following documents;

- Current tax clearance certificate
- Current BBBEE certificate
- Proof of Central Supplier Database Registration (CSD)
- Declaration of Interest Form MBD4
- Valid Letter of Good Standing (Department of Labour)

**Description/ Specification**

Requirement	Priority	Description
1. A reliable Guest Feedback platform	High	<ul style="list-style-type: none"> <li>• System that is available to the business at all times.</li> <li>• The equipment to be operational when required by business.</li> <li>• Responsive technical support team</li> </ul>
2. Dynamic survey design	High	<ul style="list-style-type: none"> <li>• Design flexible surveys that provide a high level summary of areas in the park. The user can select the areas he/she has visited. The survey to dynamically select questions relevant to that area.</li> </ul>
3. Multiple surveys	High	<ul style="list-style-type: none"> <li>• Ability to create multiple surveys in one platform.</li> <li>• Guest to be presented with multiple surveys</li> <li>• Each department can define own survey.</li> </ul>
4. Overall rating/classification of each survey	High	<ul style="list-style-type: none"> <li>• Ability to provide overall rating of the each survey completed by guest.</li> <li>• Provide a percentage positive/negative rating.</li> </ul>
5. Notifications	High	<ul style="list-style-type: none"> <li>• SMS/mail notifications to management, for critical low survey ratings</li> <li>• SMS/Mail notifications to management, for complaints</li> </ul>
6. Shorter survey times	Low	<ul style="list-style-type: none"> <li>• Record duration of guest survey in order to measure time</li> <li>• Report on survey duration in order to shorten completion times</li> </ul>
7. Social media feedback	High	<ul style="list-style-type: none"> <li>• Automatically capture comments from social media</li> <li>• Integrate to Facebook, Instagram, Trip Advisor and Twitter.</li> <li>• Social media feedback to be summarized and reported by source</li> </ul>
8. E-mail integration	High	<ul style="list-style-type: none"> <li>• Ability to upload guest databases (e.g. ticketing system) into a central platform.</li> <li>• Schedule periodic e-mails to guests with survey link</li> <li>• Schedule survey x-days after guest visit to DMTP.</li> <li>• Ability to respond to guest complaints/complements via e-mail.</li> <li>• Keep e-mail trail of quest correspondence.</li> </ul>



9. SMS integration	Low	<ul style="list-style-type: none"> <li>Ability to send SMS notifications to guests</li> </ul>
10. Smartphone compatibility	Low	<ul style="list-style-type: none"> <li>Ability to complete survey via smartphone</li> </ul>
11. Mobile App	Medium	<ul style="list-style-type: none"> <li>Option for users to download Survey mobile app.</li> <li>Include incentives (e.g. Games, data) within mobile app</li> </ul>
12. Fixed price platform	High	<ul style="list-style-type: none"> <li>Ability to pay for the platform and deploy several surveys at no additional cost.</li> </ul>
13. Mobile devices (Tablet)	High	<ul style="list-style-type: none"> <li>Survey to be administered via mobile devices (tablets)</li> <li>Options to buy/rent mobile devices</li> </ul>
14. Guest Survey Kiosks	High	<ul style="list-style-type: none"> <li>Guest Kiosks installed around the park</li> <li>Anonymous feedback surveys at Kiosks</li> <li>Option to buy/rent Kiosks</li> </ul>
15. Anonymous feedback surveys	Low	<ul style="list-style-type: none"> <li>Anonymous feedback survey devices at strategic positions within the park</li> <li>Include devices for staff feedback</li> </ul>
16. Manual capture of Guest Feedback	High	<ul style="list-style-type: none"> <li>Guest to capture feedback directly into this platform from uShaka website.</li> <li>Enable administrator to capture: <ul style="list-style-type: none"> <li>Guest Book feedback</li> <li>Verbal feedback</li> <li>Telephonic feedback</li> </ul> </li> </ul>
17. Automatic capture & categorization of feedback	High	<ul style="list-style-type: none"> <li>Automatically capture &amp; categorize guest feedback sent to central inbox &amp; social media, based on keyword(s).</li> <li>Automatically notify a user/group (e.g. Executives) of particular negative feedback, based on keyword(s).</li> </ul>
18. Security	High	<ul style="list-style-type: none"> <li>Ability to restrict administrator access to a particular survey (s).</li> <li>Ability to restrict users to particular reports/dashboard (s).</li> <li>Compliance to POPI Act and GDPR.</li> <li>Regular Back-up of survey data.</li> <li>Regular testing of Back-up &amp; restore procedures.</li> </ul>
19. Built-in Analytics	High	<ul style="list-style-type: none"> <li>Summary dashboard for each survey.</li> <li>Detailed report for each survey.</li> <li>Social Media Analytics dashboard.</li> <li>Ability to down reports as PDF.</li> </ul>



**1. Special conditions**

**2.1 Equipment Rental vs Purchase**

The service provider must give uShaka two options when submitting quotations:

- Option 1 – uShaka purchases mobile devices & Kiosks (10)
- Option 2 – uShaka leases mobile devices & Kiosks (2)

**2. RFQ Response format**

Responses to this RFQ must follow the format below.

Options 1 – uShaka Owned Mobile Devices & Kiosks

		€	
licensing (hosting fee)			
Purchasing cost			
implementation/setup			
Training			
management (hours)			

Total Once Off cost : R

Total Monthly cost : R

Options 2 – Leased Mobile Devices & Kiosks

		€	
licensing (hosting fee)			
Leasing cost			
implementation/setup			
Training			
management (hours)			

Total Once Off cost : R

Total Monthly cost : R

**A Service Level Agreement and call logging/escalation procedure to be concluded with the successful service provider.**

**Prospective service providers are encouraged to contact IT Department for inventory of mobile devices/kiosks required and for technical clarifications prior to closing date of this RFQ**



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Quotation for the above mentioned, must be submitted, marked “**RFQ705 AW 06022019**” “**Guest Feedback Platform Implementation**” must be placed in our quotation box, located at our main reception area, **not later than 11.00hr on 12<sup>th</sup> February 2019.**

**THE ADJUDICATION PROCESS**

The adjudication of this quote will be in terms of the example below, The Preferential Procurement Regulations 2011 and compliance with this Brief. Before a final decision is taken, USHAKA MARINE WORLD may wish to call suppliers in for presentations on their submissions.

Criteria	Max. Points Scoring
<b>Price</b>	<b>80 Points</b>
Price	80
<b>Empowerment:-</b>	<b>20 Points</b>
Empowerment Status of the Company	20
<b>Total Points (Max.)</b>	<b>100</b>