

Pre-bid queries - Responses for RFP No. CC/M&C/2023-24/01 Dated 07.04.2023

Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
1	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Role of Digital	Currently how do you evaluate contribution of digital to overall	Currently it is not evaluated.
2	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Role of Digital	Current business/marketing problems faced by the brand which you feel digital can help address?	Arresting negative perception about the brand and impact the brand perception so as to become the "Be the Bank of Choice for a Transforming India". Facilitate and execute more "Business Centric" Campaigns to drive performance across applicable business verticals and operating units (Domestic & Foreign Offices).
3	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Role of Digital	From a short term perspective, given the business goals for this FY, what does success look like in March 2024 from a digital marketing pov?	No comments
4	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Pitch Expectations	What are the specific deliverables you'd like us to cover in the pitch meeting? Please elaborate in detail.	As per Annexure E
5	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Pitch Expectations	In extension to the above question, IF you'd like us to focus on a specific product, please specify the following: What's the product & its USPs? What's the competition? Who's the target audience? What's the issue we're facing? What's our desired objective? How long will the focus be on marketing this? Success metrics	As per Annexure E
6	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Audience &	How do you segment the brand's audience groups?	No comments
7	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Audience &	How do you prioritize the different geographical markets and which are	No comments
8	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Past Learnings	Our current proposition of "Banker to every Indian" does not reflect on social,	No comments

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9	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Past Learnings	What have been some of the previous campaigns that have performed well for	No comments
10	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Past Learnings	Could you share with us the top & worst performing social content pieces	No comments
11	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Guardrails	Any specific do's and don'ts for us to keep in mind?	No comments
12	59 - 77	Annexure E	Annexure E - Scope of Work - Overall Digital Marketing Strategy - Guardrails	Any brand guidelines for us to adhere to?	This will be shared with the selected bidder.
13	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	What is the existing framework and set of workflows followed for ORM?	We have SOP in place for ORM. This will be shared with the selected bidder.
14	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	Which platforms need to be covered for ORM?	Facebook, Twitter, LinkedIn, Instagram, YouTube, Quora and Pinterest. Bank may at its discretion add more platforms if required. https://www.facebook.com/StateBankOfIndia https://www.instagram.com/theofficialsbi/ https://twitter.com/TheOfficialSBI https://www.linkedin.com/company/state-bank-of-india https://www.youtube.com/user/TheOfficialSBI/ https://www.quora.com/profile/State-Bank-of-India-SBI-1 https://in.pinterest.com/TheOfficialSBI/
15	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	What are the average number of mentions the brand receives per	Average mentions revolve around 3-4 Lakhs per month
16	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	What are the average number of queries/complaints/leads the brand	Average mentions revolve around 3-4 Lakhs per month
17	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	Is there any specific aspect for which the brand receives the most complaints	This will be shared with the selected bidder.

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18	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	How many languages does the brand respond in? Are there specific languages where the ORM team needs to be equipped to respond?	English and Hindi will be the main languages. However, agency should have capability of responding in regional languages as well. Please refer Eighth Schedule to the Constitution. Agency having maximum language capability may be preferred.
19	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	Is the ORM team expected to use the Bank's CRM system for	Refer Page 69, Point no. ix
20	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	Is there a dedicated customer support team to respond to escalations sent by the ORM team? Are they using the same tool as the ORM team?	Yes
21	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	Is there a dedicated SPOC to reach out to for unique queries?	Yes
22	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	Is there any existing response bank that is being used currently?	Yes
23	59 - 77	Annexure E	Annexure E - Scope of Work - ORM	What is the current Brand Response Voice?	No comments
24	59 - 77	Annexure E	Annexure E - Scope of Work - Listening, Command Centre, and Social Media Security	Please list the names of the competitors that need to be monitored and compared with the brand.	This will be shared with the selected bidder.
25	59 - 77	Annexure E	Annexure E - Scope of Work - Listening, Command Centre, and Social Media Security	Apart from Brand and 10 competitors, is there a need to do sentiment analysis of the banking industry? If yes, what is the objective that should drive this analysis?	Yes. Refer page 62 of RFP
26	59 - 77	Annexure E	Annexure E - Scope of Work - Listening, Command Centre, and Social Media	What are listening dashboards for the upper management supposed to	This will be shared with the selected bidder.
27	59 - 77	Annexure E	Annexure E - Scope of Work - Listening, Command Centre, and Social Media	Under Command Centre (page 69), what does "Customers	Existing - Already our customer Potential - Non SBI Customer

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28	59 - 77	Annexure E	Annexure E - Scope of Work - Listening, Command Centre, and Social Media Security	Under "Social Media Security" (page 74), are all these points supposed to be checked in conversations under the SBI Universe or of the entire industry, as a whole?	It is not SBI specific. Agency should be able to monitor latest news, trends, threats and opportunities ongoing Social Media.
29	59 - 77	Annexure E	Annexure E - Scope of Work - Listening, Command Centre, and Social Media	Is there any crisis that the brand may have faced in the past?	No comments
30	59 - 77	Annexure E	Annexure E - Scope of Work - Tools	Does SBI have preference for any social listening or ORM tools?	No comments
31	59 - 77	Annexure E	Annexure E - Scope of Work - Tools	Up to how social channels would be required for the brand and competition? (A social channel is the presence of a brand on a platform, e.g., the brand's Facebook page, Instagram handle, as well as for the competition)	Facebook, Twitter, LinkedIn, Instagram, YouTube, Quora and Pinterest. Bank may at its discretion add more platforms if required.
32	59 - 77	Annexure E	Annexure E - Scope of Work - Tools	How many tool logins are required for members of the brand team?	Approximately 150
33	59 - 77	Annexure E	Annexure E - Scope of Work - Tools	For the Command Centre, how many logins would be required?	This will be decided in consultation with the selected bidder.
34	59 - 77	Annexure E	Annexure E - Scope of Work - Tools	Are there any forums that need to be tracked? If yes, which are those	This will be shared with the selected bidder.
35	59 - 77	Annexure E	Annexure E - Scope of Work - Tools	Is there an expectation for the ORM tool and SBI's CRM system to be	This will be shared with the selected bidder.
36	59 - 77	Annexure E	Annexure E - Scope of Work - Media	For the purpose of the pitch, should we consider 1 product in banking say Savings account or FD and then make the entire deck around it or we need to	Within the allocated time for presentation, please present on mix of things which will clearly suggest a road map on how our association with you will impact the brand
37	59 - 77	Annexure E	Annexure E - Scope of Work - Media	The ratio between branding and performance campaigns from budgets POV	For the previous year, the ratio was 85:15. However, it cannot be benchmarked.
38	59 - 77	Annexure E	Annexure E - Scope of Work - Media	Could you share the GTM Calendar for all the focus products?	This will be shared with the selected bidder.
39	59 - 77	Annexure E	Annexure E - Scope of Work - Media	For one of the products, can an indicative KPI be shared to show	This will be shared with the selected bidder.

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40	59 - 77	Annexure E	Annexure E - Scope of Work - Team Composition	Do you need details of the team structure in the submission?	Yes, proposed team structure may be shared.
41	58	Annexure D	Bidder Details	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
42	78	Annexure F	Commercial Bid	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
43	80 - 82	Annexure G	Format for EMD Bank Guarantee	This has to be submitted in the final envelope on the 28th, right?	To be submitted physically before the closure of the bid timing
44	83 - 86	Annexure H	Performance Bank Guarantee Format	This has to be submitted in the final envelope on the 28th, right?	To be submitted by the selected bidder
45	88 - 92	Annexure J	Non Disclousre Agreement	This has to be submitted in the final envelope on the 28th, right?	To be submitted by the selected bidder
46	94 - 102	Annexure L	Pre-contract Integrity Pact	This has to be submitted in the final envelope on the 28th, right?	To be submitted physically before the closure of the bid timing
47	103	Annexure M	Service Level Agreement	Where can we find this?	Available on Bank's Website and e-tender portal
48	104	Annexure N	Declaration-cum-Certificate: No Overdues	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
49	105	Annexure O	This is certify that this Agency has given below statutory registrations, photocopy of	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
50	106	Annexure P	Auditor Certificate	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
51	107	Annexure Q	Status of litigations pending pertaining to the bidder	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
52	108	Annexure R	Format of Certificate under general fianncial rules (GFRS), 2017	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
53	109	Form 1	List of Awards	Does this have to be a CD? Or can we submit a pen drive? Or better yet, a link	To be uploaded on the e-tender portal
54	109	Form 1	List of Awards	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
55	110	Form 2	List of Client of the Agency	Do we have to mention every client on our roster (as that is a really big list)?	To be uploaded on the e-tender portal
56	110	Form 2	List of Client of the Agency	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal

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57	111	Form 3	Declaration-cum-Certificate	This has to be submitted in the final envelope on the 28th, right?	To be uploaded on the e-tender portal
58	12	8	Cost of Bid document	The participation fee & the EMD have to be submitted in the final envelope on	To be submitted physically before the closure of the bid timing
59	14	11	EMD	The participation fee & the EMD have to be submitted in the final envelope on	To be submitted physically before the closure of the bid timing
60	40	53	Terms of Payment	What about media spends. Does SBI have direct credit lines with Meta & Google or is the agency credit line to be used, and then an invoice raised, and then the payment to be made after 60 days?	Agency credit line to be used.
61	1 - 111	-	RFP	Is there any registration that needs to be made to take part in the RFP	As applicable to e-tender website
62	46	Part-II	Schedule of Events - 4) Pre-Bid Meeting	How will we receive the link for the webinar	Meeting link uploaded on the Bank's website
63	52	Annexure – B Eligibility Criteria 2.	The Agency's average turnover for last 3 consecutive financial years i.e. F.Y. 2019-20, 2020-21 and 2021-22 should be at least INR 100 Crores as per audited balance sheets.	We request the authority to consider Cumulative Total Turnover of Rs. 100 Cr of the last 3 consecutive financial years i.e. F.Y. 2019-20, 2020-21 and 2021-22. After acceptance of this clause kindly change the technical evaluation criteria clause no. 3 Accordingly .	No change in clause
64	53	Annexure – B Eligibility Criteria 7.	The Agency should have accomplished digital campaign of minimum INR 2.00 Crore and social media campaign of INR 2.00 Crore during each of the last 3 financial years for a single product/ service/ brand at any single instance.	We request the authority to consider this clause as the agency should have accomplished digital campaign of Rs. 2 Cr in any of the last 3 financial years for a single product/ service/ brand at any single instance.	No change in clause

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65	52	Annexure B	The Bidder should be a profitable organization (on the basis of PAT) for at least 3 out of the last 4 financial years	Is this a mandatory point since we are only profitable for 2 out of 4 years or there will be points deduction	The Bidder should be a profitable organization (on the basis of PAT) for at least 3 out of the last 5 financial years namely FY 2017-19, FY 2018-19, FY 2019-20, FY 2020-21 and FY 2021-22.
66	26	31-Sub contracting		Can we subcontract one of the services to the company within the group network	No change in clause
67	67	Annexure E content management	Voice over in Hindi/English	Can you please let us know the number of videos per month for which VO needs to be done to assess the cost	This is not a regular exercise. Voice Over request will be given on need basis based on the campaign requirement. Creation Cost of these "Voice Over" will be decided post negotiation.
68	61	ACTIVITIES – DISPLAY/ AFFILIATES/ VIDEO/CONTENT	Content creation for digital & social media	Can you share approximate number of creatives required per month	Average of 100-120 Creatives per month. This may change as per bank's requirement.
69	62	SOCIAL MEDIA	Social / Digital advertising	Can you please elaborate more on the types of digital assets required and let us know if these will be posted only on Social media platforms	Following Creative Types/Digital Assets may be considered:- Static, Animated Video, Collage , Carousel, GIF, Poll, Reel, Voice Over, Shoot Based Video, Chatbot, Gamification, Influencer Collaboration and any other creative types/digital assets that can be published or campaign can be conducted on social and digital media platforms/channels. However, for Shoot Based Videos, Voice Over, Chatbots, Gamification Content, Influencer Collaboration; the "Creation Cost" will be decided post negotiation. Digital Outdoor Rights will be requested on need basis and cost will be decided post negotiation.

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70	67	CONTENT MANAGEMENT	Posting the approved content with a mutually agreed frequency, currently being 2-3 times a day.	In the scope considering posting 2 - 3 post daily as a current RR, will this be the same for the scope in discussion or will it increase, if Yes, howmuch?	We generally post 3-4 posts on a daily basis. This may change as per bank's requirement.
71	67	CONTENT MANAGEMENT	Creative should be designed as and when desired by the Bank, with no restrictions on the number of creative	Can you let us know the average number of creatives required per month?	Average of 100-120 Creatives per month. This may change as per bank's requirement.
72	67	CONTENT MANAGEMENT	The content once provided to the bank will be a property of the bank and may be deployed at any other channel/platform as decided by the bank. Open files of all creative assets to be shared with the Bank.	Will this content be broadcasted on television/radio or displayed on OOH billboard?	The bank may decide at its discretion to broadcast the same on TV/Radio/OOH etc
73	65	Brand Management	Digital Space: Measuring the share of content that occurs outside social media platforms via online chat or e-mail, etc.	Can you share if we need to manage email and chat as well as part of the RFP	Agency should have the capability to listen all web conversations addressed to SBI including emails and chats addressed to us.
74	65	Brand Management	Social Listening including regional listening to measure the sentiment of the Bank.	Can you mention the exact languages to be covered in social listening	English and Hindi will be the main language. However, agency should have capability of listening & responding in regional languages as well. Please refer Eighth Schedule to the Constitution. Agency having maximum langauage capability may be preferred.
75	68	Online Reputatouon Management	As per the requirement of the situation and need given by the bank, the Agency should be able to provide multi language support for response management. Further any response given in vernacular language should be translated and given in English Language in the report submitted to the bank.	Can you please elaborate on the languages that may be required for response management	English and Hindi will be the main language. However, agency should have capability of listening & responding in regional languages as well. Please refer Eighth Schedule to the Constitution. Agency having maximum langauage capability may be preferred.

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76	69	TOOLS AND THEIR USAGE	Ability to integrate with bank's other channels like CRM, Email, Complaint Management System, Lead Management System, etc. to have an automated and integrated approach.	Can you elaborate on which systems exactly will be integrated?	Bank has dedicated CRM tool. The SM tool may be required to be integrated with our existing CRM tool.
77	70	Command Center	Leverage open data to understand what India is talking about.	Please elaborate more	Based on the listening, the command centre should identify the topics receiving maximum traction across India (City/State Wise). However, the listening should not be restricted to only boundries of India.
78	78	Commerical Bid	Resources stationed at SBI as per skills mentioned in para 8.1	Please share where para 8.1 is mentioned	Please read Annexure -E instead of para 8.1
79	59	SEARCH ENGINE OPTIMISATION	Agency to manage all existing and future digital assets of the Bank	Please specify all the domain names and URL's which we have to work.	bank.sbi, sbi.co.in. However, in future this may increase.
80	60	SEARCH ENGINE OPTIMISATION	Making changes in design, content and links as per requirements and to manage the overall content on the site.	Need more clarification on implementation of the page design and content? As per the previous scope will suggest the wireframe and content structure of the pages however implementation of the same will have an additional cost.	The agency to provide the suggestions for on page and off page optimisation including copy writing in English and Hindi.
81	60	SEARCH ENGINE OPTIMISATION	Add blog pages if required and submit articles to directories for getting backlinks. Also try new methods that can prove beneficial. Work with Content Management System such as Blogger. Create quality back links.	Content requirement and suggestions will be shared by iProspect. Kindly let us know if content delivery will be a part of new scope. Please note the link building activity and content delivery will have a additional cost.	All the work related to content management system to be performed by the selected bidder.

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82	60	SEARCH ENGINE OPTIMISATION	Providing SEO related technical inputs to SBI's IT team such as Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame, etc. as prevailing market trends on real time basis.	Need more clarification on Doctype declaration, Character encoding & iFrame.	This will be shared with the selected bidder.
83	89 of 111	Annexure J – Clause 2 (b)	Receiving Party may disclose Confidential Information in accordance with judicial or other governmental order to the intended recipients (as detailed in this clause), provided Receiving Party shall give Disclosing Party reasonable notice prior to such disclosure and shall comply with any applicable protective	If the Service Provider receives a notice from a judicial body or governmental authority, in such a case, the disclosure has to be made to them, would it be prudent for the above-mentioned stipulations to be present?	No change in clause
			(1) the statutory auditors of the Bank and		No change in clause
			(2) regulatory authorities regulating the affairs of the Bank and inspectors and supervisory		No change in clause
84	89 of 111	Annexure J		There is no specific term mentioned in the NDA. Would the term of the NDA commensurate with the duration of the RFP and SLA?	It is perpetual

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85	7 of 111	Clause 2(viii)	The successful bidder shall be required to enter into/execute a Bank's Standard contract/ SLA - Service Level Agreement as provided in Annexure-M with the Bank, within 30 days from the date of issuance of offer letter or within such extended period as may be decided by the Bank along with the letter of acceptance, Non-Disclosure Agreement, Performance Bank Guarantee for the amount and validity as mentioned in Part II of this RFP and strictly on the lines of format given at Annexure-H and other terms and conditions as may be determined by the Bank to be necessary for the due performance of the work in accordance with the Bid and acceptance thereof.	Would it be feasible for the Bidder to use their standard terms and conditions instead of the SLA provided by SBI?	No Change
86	55	Annexure – C- Technical Evaluation Criteria- PART - A-S. No.1.	Award and Recognition to the Agency in the last 3 years to be submitted as per Form - 1 More than 3 Awards- 5 Marks 3 Awards -3 Marks 2 Awards -2 Marks 1 Award -1 Marks	We kindly request that the pool of eligible awards to be expanded. There are other award ceremonies for top categories that are recognised as outstanding and distinguished. Please indicate "open" on the list for the awards ceremony. As a result, the agencies would be able to present their finest honours and recognitions. Also, request the authorities to include in the evaluation criteria the prizes from the preceding fiscal year (2022-2023).	No change in clause

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87	55	Annexure – C- Technical Evaluation Criteria- PART - A-S. No.2.	Client List for business relationship of Rs. 5 Crores and above in previous year i.e. F.Y. 2021-22 More than 5 Clients - 5 Marks More than 3 to 5 Clients - 3 Marks 3 Clients - 1 Marks	Can other advertising marketing related projects/jobs be considered as a valid business relationship? Advertising marketing will have a media mix of all possible publicity component.	Only the relevant assignments
88	55	Annexure – C- Technical Evaluation Criteria- PART - A-S. No.3.	Average turnover for the last 3 consecutive financial years i.e. F.Y. 2019-20, 2020-21 and 2021-22 More than 300 Crores - 10 Marks More than 200 Crores to 300 Crores - 7 Marks More than 100 Crores to 200 Crores - 4 Marks	Pandemic has impacted the overall business of the agencies in the last three financial years. The volume of business was very low and marginal for two straight years. Request the authorities to lower the average annual turnover criteria to a maximum of 100 crore for scoring full marks.	No change in clause
89	55	Annexure – C- Technical Evaluation Criteria- PART - A-S. No.4	Years of experience in digital and social performance marketing (Submit self declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign) More than 10 years - 10 Marks More than 7 years to 10 years - 7 Marks 5 years to 7 years - 4 Marks	Do we have to submit one declaration from one client for all 10 years defining our work completion for the assigned project or job, or multiple work orders culminating 10 years of experience? Please clarify.	Single certificate from one client specifying the period of experience

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90	55	Annexure – C- Technical Evaluation Criteria- PART - A-S. No.5	Years of experience in digital and social branding/awareness marketing (Submit self- declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign) More than 10 years - 10 Marks More than 7 years to 10 years - 7 Marks 5 years to 7 years - 4 Marks	Do we have to submit one declaration from one client for all 10 years defining our work completion for the assigned project or job, or multiple work orders culminating 10 years of experience? Please clarify.	Single certificate from one client specifying the period of experience
91	55	Annexure – C- Technical Evaluation Criteria- PART - A-S. No.6	Years of experience in digital and social content management/ creation (Submit self-declaration on letter head as per Form – 3 and proof of completion of the work from the client or release order and invoices for the oldest campaign) More than 10 years - 10 Marks More than 7 years to 10 years - 7 Marks 5 years to 7 years - 4 Marks	Do we have to submit one declaration from one client for all 10 years defining our work completion for the assigned project or job, or multiple work orders culminating 10 years of experience? Please clarify.	Single certificate from one client specifying the period of experience
92	10	5	The Digital marketing Agency will be engaged on a retainership basis for an initial period of one year and may be extended further one year at a time for a period of up to three years, at the sole discretion of the Bank, if the service provided by the agency is found satisfactory. Bank reserves the right to engage one or more than one agency for whole or partial work as per scope of work.	Given the scope of work and the investment required on part of the selected agency thereof, in terms of manpower, time, effort, infrastructure, etc. can the Bank consider a minimum 3 year tenure for the engagement.	No change in clause
93	62	Annexure - E	Creation of Command Centre within Banks' premise.	What will be the location of the command centre?	SBI Bhavan, Corporate Center, Mumbai

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94	65	Annaxure - E	Digital Space: Measuring the share of content that occurs outside social media platforms via online chat or e-mail, etc.	Please clarify what emails & chats are being referred to as tools do not crawl emails and chats.	Outside social media platforms here mean crawling web, forums, blogs for insights. Keeping in view of future technology development, scope may be expanded to email/chats.
95	65	Annaxure - E	Social Listening including regional listening to measure the sentiment of the Bank.	Available tools do not analyse regional language conversations. It can only give us an analysis of English conversations on the basis of region/geography. Request the bank to reconsider this requirement.	Agency should comeup with tools having capacity to analyse regional language.
96	68	Annaxure - E	As per the requirement of the situation and need given by the bank, the Agency should be able to provide multi language support for response management. Further any response given in vernacular language should be translated and given in English Language in the report submitted to the bank.	Does "Regional support for response management" mean responding in the language of the query? If so, the benchmark of response within 5 minutes is not adequate for appropriate language support. Can the Bank relax the benchmark time? Also, will a bank representative be available for each language to approve the regional language response proposed by the agency?	The agency should be equipped with necessary language proficiency in ORM.
97	75	Annaxure - E	Fee/ commission for executing various ads/campaigns/contests would be a part of retainership. There will not be any extra fee/commission for this.	Request the Bank to indicate their estimated media spends for the agency to ascertain the media fee.	Not available
98	75	Annaxure - E	Any purchase from the selected agency's group companies or subsidiaries will not be paid.	Can bank clarify this point further?	Self explanatory

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
99	7	2 (viii)	<p>The successful bidder shall be required to enter into/execute a Bank's Standard contract/ SLA - Service Level Agreement as provided in Annexure-M with the Bank, within 30 days from the date of issuance of offer letter or within such extended period as may be decided by the Bank along with the letter of acceptance, Non-Disclosure Agreement, Performance Bank Guarantee for the amount and validity as mentioned in Part II of this RFP and strictly on the lines of format given at Annexure-H and other terms and conditions as may be determined by the Bank to be necessary for the due performance of the work in accordance with the Bid and acceptance thereof.</p>	<p>We would propose that in case the bidder is awarded the business the contractual terms of the SLA including but not limited to indemnity, confidentiality, intellectual property rights, etc.and other related documents viz; Non-Disclosure Agreement, Performance Bank Guarantee etc. shall be discussed and mutually agreed between SBI and the successful bidder.H11</p>	<p>No Change</p>

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
100	25	30	<p>Right to Audit: i. The Selected Bidder (Service Provider) shall be subject to annual audit by internal/ external Auditors appointed by the Bank/ inspecting official from the Reserve Bank of India or any regulatory authority, covering the risk parameters finalized by the Bank/ such auditors in the areas of products (IT hardware/ Software) and services etc. provided to the Bank and Service Provider is required to submit such certification by such Auditors to the Bank. Service Provider and or his / their outsourced agents / sub – contractors (if allowed by the Bank) shall facilitate the same The Bank can make its expert assessment on the efficiency and effectiveness of the security, control, risk management, governance system and process created by Service Provider. Service Provider shall, whenever required by the Auditors, furnish all relevant information, records/data to them. All costs for such audit shall be borne by the Bank. Except for the audit done by Reserve Bank of India or any statutory/regulatory authority, the Bank shall provide</p>	<p>We do not grant audit rights to our clients. Hence would want to seek a waiver on the applicability of the said provisions.</p>	No Change

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
101	27	33	<p>Limitation of Liability The limitations set forth herein shall not apply with respect to:</p> <p>a) claims that are the subject of indemnification pursuant to infringement of third-party Intellectual Property Right;</p> <p>b) damage(s) occasioned by the Gross Negligence or Willful Misconduct of Service Provider,</p> <p>c) damage(s) occasioned by Service Provider for breach of Confidentiality Obligations,</p> <p>d) Regulatory or statutory fines imposed by a Government or Regulatory agency for non-compliance of statutory or regulatory guidelines applicable to the Bank, provided such guidelines were brought to the notice of Service Provider.</p> <p>For the purpose of clause 31(iii)(b) "Gross Negligence" means any act or failure to act by a party which was in reckless disregard of or gross indifference to the obligation of the party under this Agreement and which causes injury, damage to life, personal safety, real property, harmful consequences to the other party, which such party knew, or would have known if it</p>	<p>We cannot have our liability uncapped for the instances stated in subclause iii of Clause 33 of the RFP.</p> <p>Hence we propose that in any or all circumstances, successful bidder's total and aggregate liability for any claims, liability, or damages arising under this Agreement, either in tort and/or contract, shall be limited to a maximum sum of Contract Price received during the Term of the Agreement for which claim may arise.</p> <p>+H2</p>	No Change

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
102	29	37	<p>Patents/ Intellectual Property Rights</p> <p>For any licensed software used by the finally selected service provider for performing services for the Bank, the service provider shall have the right as well as the right to license for the outsourced services. Any license or IPR violation on the part of service provider/ Subcontractor should not put the Bank at risk. The Bank reserves the right to audit the license usage of the Vendor.</p> <p>ii. The service provider shall, at its own expenses without any limitation, defend and indemnify the Bank against all third-party claims or infringements of Intellectual Property Rights including patent, trademark, copyright, trade secret or industrial design rights arising from use of the products or any part thereof in India or abroad.</p> <p>iii. The service provider shall expeditiously extinguish any such claims and shall have full rights to defend itself there from. If the Bank is required to pay compensation to a third party resulting from such infringement(s), the</p>	<p>1. Intellectual property rights in any concepts, ideas, materials, etc. submitted vide the bid submissions prusuant to this RFP shall solely vest with the bidder.</p> <p>2. We propose to revise the verbiage as below: Subject to receipt of payment by the Respondent, aAny documentation and copyright in all documentation provided which is independently created by the Respondent to the ICC in a for Proposal or otherwise in response to this ITT by the Respondent shall upon delivery to the ICC belong and/or accrue exclusively to IBC. No Respondent shall claim ownership over any rights including (without limitation) intellectual property rights, in relation to the ideas, concepts, material or any other rights contained in this ITT.</p> <p>In case of Contract: (a) It is agreed that all the rights relating to the trademarks and copyrights independently created by the Bidder in respect of advertising and publicity</p>	No Change

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
103	30	38	Liquidated Damages: If Service Provider fails to deliver and perform any or all the Services within the stipulated time, schedule as specified in this RFP/Agreement, the Bank may, without prejudice to its other remedies under the RFP/Agreement, and unless otherwise extension of time is agreed upon without the application of liquidated damages, deduct from the Project Cost, as liquidated damages a sum equivalent to 1% of total Project Cost for delay of each week or part thereof maximum up to 10% of total Project Cost. Once the maximum deduction is reached, the Bank may consider termination of the Agreement.	We suggest an alternate clause: "In case of failure of successful bidder to render services/ submit deliverables as per the agreed scope of work due to reasons solely attributable to successful bidder, then successful bidder shall resubmit the deliverables within the agreed timelines."	No Change

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
104	34	41	Termination for Default	<p>We propose for a mutual clause – Either Party shall have the right to terminate such Service Agreement with 30 days’ prior notice.</p> <p>Upon termination of the Agreement, the successful Bidder would promptly hand over to Bank all deliverable items, including work-in-progress, all “as is where is” condition subject to payment of all money monies including third party payments (if any), etc. due and payable to successful Bidder ., due and payable by Bank.</p> <p>During the period of notification of termination, the Agency shall endeavor to complete pending assignments and Bank shall agree to settle the dues in respect of assignments before completion hereof by the Agency.</p>	No Change

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
105	36	44	Termination for Convenience	<p>We propose for a mutual clause – Either Party shall have the right to terminate such Service Agreement with 90 days' prior notice.</p> <p>Upon termination of the Agreement, the successful Bidder would promptly hand over to Bank all deliverable items, including work-in-progress, all “as is where is” condition subject to payment of all money monies including third party payments (if any), etc. due and payable to successful Bidder ., due and payable by Bank.</p> <p>During the period of notification of termination, the Agency shall endeavor to complete pending assignments and Bank shall agree to settle the dues in respect of assignments before completion hereof by the Agency.</p>	No Change
106	5	1(iii)	says consortium is not allowed.	Ogilvy would like to partner with WPP group company – Group M for media planning, buying services. Confirming this is allowed as we are both a part of WPP Group	No Change
107	62	2(ii)	ORM	What exactly is the definition of ORM in the context of this RFP. Is it only responding to queries raised on various social platforms by customers or does it include anything else.	Refer Page 67/68 of RFP
108	62	2 (iii)	Social Media Management Tools	What are the current social media tools	Locobuzz Agency should come with their respective SM tool.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
109	63	3 (iv)	Product Development - R&D	Please elaborate on the agency role. E.g. would this be limited to insights from customer comments/feedback?	Insights from customers/feedback, latest trends, ongoing technology
110	63	3 (iii)	Customer insights- Upsell/ Cross sell	a.What type of data analysis do you currently do? Is it done in-house or by an external agency? b.Do you have an NBP model in place?	Not being done currently
111	63	6	Social Media Strategy	a.What could customers value and what could they live without? b.What might customers want that they don't already have? c.Please elaborate on the above 2 questions – Is this related to Bank's products or social media trends/activity?	Self explicit. It is an indicative checklist, preference for annual report.
112	63	3 (V)	Lead Generation	a.Does this cover lead gen only through social media posts? Or does it include performance marketing on social media channels? b.Any other performance marketing channels that need to be covered?	This includes "Performance Marketing" as well on social media and any other digital marketing channels.
113	66		Influence	Are they any tools you use currently?	Will be shared post empanelment
114	59	Annexure E	Scope of Work	Marketing calendar Annual digital investment - Financial year - 2023-2024	Will be shared post empanelment
115	59	Annexure E	Scope of Work	For audit purpose, we need logins of all assets and handles - FB, IG, Google, Twitter, LinkedIn, Google Analytics	Will be provided post empanelment
116	59	Annexure E	Scope of Work	Is the scope restricted to India or does it include international market	Both

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
117	59	Annexure E - SEO	Search Engine Optimization - Agency to manage all existing and future digital assets of the Bank. As such use of SEO on an on-going basis is an important aspect for managing bank's current and future assets in the form of the website.	What are other subdomains/or other digital assets other than https://sbi.co.in/ be considered for SEO Optimization. Are there any Plans for a Website Redesign the page/site in near future?	Yes, https://Bank.sbi
118	59	Annexure E - SEO	Search Engine Optimization - Agency to manage all existing and future digital assets of the Bank. As such use of SEO on an on-going basis is an important aspect for managing bank's current and future assets in the form of the website.	Can we add GMB (Google My Business) & YouTube SEO as the part of the Scope?	No Change
119	59	Annexure E - SEO	Search Engine Optimization - Agency to manage all existing and future digital assets of the Bank. As such use of SEO on an on-going basis is an important aspect for managing bank's current and future assets in the form of the website.	Can we add App Store Optimization (ASO) the part of the Scope? If yes, please help with all the App Links	No Change
120	59	Annexure E - SEO	Search Engine Optimization - Agency to manage all existing and future digital assets of the Bank. As such use of SEO on an on-going basis is an important aspect for managing bank's current and future assets in the form of the website.	List of Categories/Businesses to be focussed in order of priority. Is there any challenges faced by the brand?	No Such Priority list available
121	60	Annexure E - SEM	SEARCH ENGINE MARKETING (SEM)	Are we using any 3rd party tool to track performance of all campaigns together like Kenshoo, Sizmek, etc.	Selected bidder to use appropriate third party tools
122	60	Annexure E - SEM	Devise a performance-based SEM strategy for execution. Structure, strategize and streamline the paid search effort.	Please specify the brands/services which are part of the scope and markets targeted.	Brand and Product & Services of the Bank (SBI)
123	60	Annexure E - SEM	Devise a performance-based SEM strategy for execution. Structure, strategize and streamline the paid search effort.	Please specify the brands/services which are part of the scope and markets targeted.	Brand and Product & Services of the Bank (SBI)

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
124	60	Annexure E - SEM	SEARCH ENGINE MARKETING (SEM) - Devise a performance-based SEM strategy for execution. Structure, strategize and streamline the paid search effort.	Performance marketing KPI - will it be visits, leads/form fills, App downloads	Yes (M&C)
125	61-62	Annexure E - Display	ACTIVITIES – DISPLAY/ AFFILIATES/VIDEO/CONTENT		Yes (M&C)
126	63	Annexure E - Social	Key areas of interventions for: Lead Generation		Digital Apps & Products of various business verticals and operating units (States & Foreign Offices).
127	61	Annexure E - SEM	Submit reports on visitor and behaviour analytics on monthly basis.	Are you referring to the web analytics report of the landing pages?	All the relevant pages
128	61	Annexure E - SEM	Optimize advertisement copy and landing pages for paid search engine marketing campaigns.	With respect to optimizing landing pages, we can provide only recommendations basis page load time, navigation, etc. to improve quality score of the landing page.	No Change
129	61	Annexure E - SEM	Research and analyse competitor advertising links.	What are the current competitors?	All the significant players in BFSI Category
130	61	Annexure E - SEM	Submit reports on visitor and behaviour analytics on monthly basis.	Are we already using any platform for Analytics like Google Analytics or Adobe Analytics?	The selected bidder to use Google Analytics and other third party tools
131	61	Annexure E - SEM	Audit the search footprint across all applicable products and services.	Can we get the list of all applicable products and services?	Available on Bank's Website
132	61	Annexure E - SEM	Submit reports on visitor and behaviour analytics on monthly basis.	Are you referring to the web analytics report of the landing pages?	Web analytics of all the relevant pages
133	67	NA	Develop creative (images, GIFs, animated videos, flash files, etc.) with voice over in English/Hindi/Both for the official pages of the Bank and modify existing creative (Creative should be designed as and when desired by the Bank, with no restrictions on the number of creative).	Is there a preferred language of communication on digital or is this supposed to be suggested by the agency?	English and Hindi will be the most frequently used language for communication. However, agency should have capability of creating regional language adapts as well to cater to various operating unit's requirements.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
134	66	NA	Understand the trend among customer's conversation about what they want to see in our services/ products.	What are the key elements of the brand? Which is the hero product and what are its offerings?	Agency may refer to our social media pages to understand our bank's aspirations, flagship products and other important aspects.
135	62	NA	<p>SBI intends to select an agency to manage all its existing and future social media activities. The objective is to set up a social networking management system inclusive of social media command centre to enhance the brand and reach of the bank.</p> <p>1. The social media strategy should be enabled with the following roadmaps:</p> <ul style="list-style-type: none"> • Social media execution roadmap • Social media strategy execution program design <p>The strategy should take into consideration best practices the bank could adopt to utilize social media for effective customer engagement, to enhance revenue generation, constant improvement over existing processes / practice.</p>	What are the current challenges faced by the brand that needs solution through social media?	<p>Arresting negative perception about the brand and impact the brand perception so as to become the "Be the Bank of Choice for a Transforming India".</p> <p>Facilitate and execute more "Business Centric" Campaigns to drive performance across applicable business verticals and operating units (States & Foreign Offices).</p>
136	63	NA	<p>Preferences</p> <p>i. What currently exists in the social and digital channel landscape?</p> <p>ii. How can the bank better engage existing customers and attract new ones?</p> <p>iii. What could customers value and what could they live without?</p> <p>iv. What might customers want that they don't already have?</p>	Is there a brand archetype or personality defined? What's the current TG of SBI? Is there going to be any shift in the TG? What is the bulls eye TG for the brand?	<p>Please refer to our bank's 'Vision, Mission and Values" section at https://bank.sbi/web/about-us to understand our "Brand Persona" and aspirations.</p> <p>Campaign TG will depend on the campaign objectives which is of variable nature and will be decided on case to case basis.</p>

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
137	63	NA	Key areas of interventions for: <ul style="list-style-type: none"> • Customer Service • Crisis Communication • Customer insights- Upsell/ Cross sell • Product Development- R&D 	What makes SBI and its products different from its competition? How important are these to the consumers?	There are multiple products with various USPs designed for every Indian across demographics and geographies. Agency may refer to our social media pages to understand in detail.
138	62	NA	The strategy should take into consideration best practices the bank could adopt to utilize social media for effective customer engagement, to enhance revenue generation, constant improvement over existing processes / practice.	The social media objective states enhance revenue generation. Can you please elaborate?	Agency should have the capability to strategise and execute "Bottom of the Funnel" campaigns resulting Leads, Business conversions leveraging platform specific innovations.
139	66	NA	Engaging with the influencers and strategy to use them at appropriate occasions.	What are the influencer guidelines that we should keep in mind as per SBI's mandates?	Not relevant at this stage
140	67	NA	Development of creative, animated videos and any other relevant content at least one month before the launch of the posts. <ul style="list-style-type: none"> • Creation of a content plan for all the Social Media channels. 	Are we open to shoot and produce video content on a regular basis?	This is not a regular exercise. Shoot Based Video request will be given on need basis based on the campaign requirement. Creation Cost of these "Shoot Videos" will be decided post negotiation.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
141	67	NA	<ul style="list-style-type: none"> Creation of a content plan for all the Social Media channels. 	How many handles of SBI & SBI group (& across which platforms) do we need to manage the social media organic posts for? Please share the links of all the social media handles that we need to scope for.	<p>At present, we have an official presence on Facebook, Twitter, Instagram, LinkedIn, YouTube, Quora and Pinterest. In addition to this, we also conduct campaigns on other Social platforms like:- e.g. Snapchat, Moj, Josh on case to case basis. For organic posts, agency has to manage the platforms where SBI has or will have it's official presence in future.</p> <p>https://www.facebook.com/StateBankOfIndia https://www.instagram.com/theofficialsbi/ https://twitter.com/TheOfficialSBI https://www.linkedin.com/company/state-bank-of-india https://www.youtube.com/user/TheOfficialSBI/ https://www.quora.com/profile/State-Bank-of-India-SBI-1 https://in.pinterest.com/TheOfficialSBI/</p>
142	67	NA	Posting the approved content with a mutually agreed frequency, currently being 2-3 times a day.	Is the current volume of posts per month being posted across FB, Instagram, Twitter the same? (mention any other platform if applicable)	All social media posts are taken LIVE across all applicable platforms at the same time according to the type of creatives.
143	67	NA	Creation of a content plan for all the Social Media channels.	Is LinkedIn also considered a platform here?	Yes
144	67	NA	Posting the approved content with a mutually agreed frequency, currently being 2-3 times a day.	What is the current split of master + adapts for social media organic posts by platform?	Static:- 1:1, 16:9, 9:16 (For Story) Video:- 1:1, 16:9, 9:16
145	65	NA	How people talk about our competitors (including sentiment analysis report of minimum 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors)	Can you share the indicative list of the competitors (exact brand names) being tracked right now?	Will be shared post empanelment

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
146	62	NA	Following objectives of social media from a Brand Management perspective, includes: • Compliance of Risk, IT, Information Security (IS) policies, Statutory & legal requirements.	What entails "Compliance of Risk, IT, Information Security (IS) policies, Statutory & legal requirements"?	Self Explicit. Agency should be well acquainted with the regulatory and statutory norms of Gol.
147	63	NA	Distribution i. How are existing digital footprints (apps, web, mobile app store, support, social media platforms etc.) being leveraged? ii. Design and implement a strategy to induce migration to online channels. iii. How can our channel mix be modified to make things more efficient and cost effective?	Design and implement a strategy to induce migration to online channels. Does this mean that we need to think of social media campaigns to induce existing consumers to migrate to SBI online channels like website, apps, etc.?	Yes
148	64	NA	Creating a "buddy" system between volunteer brand advocates and people who are new to our brand and using that as an early feedback system for any potential problems, as a part of feeds received from online monitoring of specific top keywords defined.	"Buddy" system – Does it mean bringing "brand advocates" to be bought on board for an always on program? What's the current ecosystem and what tools, frameworks are being used currently.	Yes Will be shared post empanelment.
149		NA	Making changes in design, content and links as per requirements and to manage the overall content on the site.	The SEO mandate demands continuous generation of content. Hence, is there an expectation of content development beyond social media? Could you give us a sense of the frequency of volume of content generation needed for SEO?	No Change

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
150		NA	Influence i. Identifying key advocates or detractors. ii. Influencers to be tapped into for propagating the positive reputation of the Bank online. iii. Building relationships through official social media channels for becoming a more trusted and positive brand.	Is there an existing influencer plan? What's the volume of influencers deployed on a MoM/ annually basis? Share the volume of indicative number and investment in the past 12 months towards influencer marketing.	At present, Influencers are leveraged on campaign to campaign basis. No one is deployed on MoM/Annual basis. M&C
151		NA	Create media plans with 360-degree digital coverage including, search, display, OTT, native, social, content, PR, influencers and other forms of digital marketing techniques that may be available/evolve with time.	What is an indicative volume of creatives to be generated for paid digital media campaigns?	It depends on the campaign objectives and period of the campaign. Agency may refer to our social media pages for insights. M&C
152		NA	The strategy should take into consideration best practices the bank could adopt to utilize social media for effective customer engagement, to enhance revenue generation, constant improvement over existing processes / practice.	What role are social organic posts expected to play?	Refer Sr.3 Page- 63 of RFP
153	57	NA	Communication Delivery Concepts Action plan / strategy proposed for the Bank to enhance its presence in digital & Social media and leverage the same for business.	Are we supposed to stick to the proposition of 'Pure Banking, Nothing Else' or can we recommend a newer proposition/campaign thought?	Our brand tagline is - 'The Banker to Every Indian'. New campaigns can be thought to play around this theme. Also, our major brand campaigns have unique taglines. Agency may refer to our social media pages for insights.
154		NA		Can you share learnings from the current brand positioning?	Further details will be discussed post empanelment.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
155		NA		Do we need to focus on any specific products (loans, deposits, YONO etc) or propose a strategy for the Bank as an entity?	Within the allocated time for presentation, please present on mix of things which will clearly suggest a road map on how our association with you will impact the brand perception and drive performance for various business verticals and units. Further details will be discussed post empanelment.
156		NA		Given that SBI is the largest bank in India, who is its core competition and what is the threat / challenges you perceive from them?	Further details will be discussed post empanelment.
157		NA		Any brand Health studies done to get a better understanding of the perception of the brand in the minds of its consumers?	Further details will be discussed post empanelment.
158	62	NA	Objectives of social media - Command Center	Do you currently have a command centre setup?	Agency should have capability of setting up command center as and when needed.
159	62	NA	Objectives of social media - Command Center	If yes, then what tools are setup in the CC? and how big is the team?	Will be shared post empanelment
160	62	NA	Objectives of social media - ORM (Online Reputation Management)	What's the level of focus on ORM VS Listening? This is to understand the structure that needs to be designed for the command Centre.	Listening' in ORM is an always on mechanism. Team working on 24x7 needs to there for ORM.
161	62	NA	Objectives of social media - Social Media Management Tools	What are tools that are currently been used / deployed for ORM, listening, SMM etc.,?	Locobuzz Agency should come with their respective SM tool.
162	62	NA	Objectives of social media - Social Media Management Tools	What are the current gaps and challenges faced with existing tools/partners?	Agency to come with their Social Media Tool.
163	62	NA	Objectives of social media - Reports Related To Social Media	Are there any dashboard in use / deployed ?	Agency to come with their Social Media Tool.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
164	62	NA	Objectives of social media - ORM (Online Reputation Management)	Need to define languages which needs to be supported for response management	English and Hindi will be the main language. However, agency should have capability of responding in regional languages as well. Please refer Eighth Schedule to the Constitution. Agency having maximum language capability may be preferred.
165	62	NA	Objectives of social media - ORM (Online Reputation Management)	What all digital platforms, assets, and products of SBI are we expected to respond to?	All the platforms where SBI is officially present. Refer SI.28 for details.
166	62	NA	Objectives of social media - ORM (Online Reputation Management)	Are we also supposed to track senior management of SBI for response management? If yes, kindly share the names.	Yes Will be shared post empanelment.
167	62	NA	Objectives of social media - ORM (Online Reputation Management)	What is the regional language contribution to the number of queries/ complaints that SBI receives on a monthly basis? Can you list down these regional languages in a descending order on the basis of the number of queries, complaints etc., received by SBI?	Not relevant at this stage. Will be shared post empanelment
168	62	NA	Objectives of social media - ORM (Online Reputation Management)	Kindly elaborate more on the current SLA/Process for ORM/listening	Listening is done by Social Media Tool. A dedicate tool and team is required for ORM purpose. Both the elements have to be provided by the agency. A dedicate Social Media team will be there from our end. Further details will be shared post empanelment.
169	62	NA	Objectives of social media - Sentiment analysis of top 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors.	Please share the list of 10 competitors?	Not relevant at this stage. Will be shared post empanelment

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
170	62	NA	Objectives of social media - Sentiment analysis of top 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors.	Please elaborate on the list of products/business units/verticals that need to be considered for SBI and the competitors.	For SBI, all the Business Units/Verticals/products have to be taken under consideration. Details on competitors will be shared post empanelment.
171	62	NA	Objectives of social media - Sentiment analysis of top 10 competitors including SBI & SBI group, banking industry, BFSI, national, global, government, other business sectors.	Please elaborate national, global, government and other business sectors under sentiment analysis?	Social Media is not limited to any particular sector. The queries/complaints may arise from any strata. However, BFSI being the core sector, we look forward to have specialized hands.
172	62	NA	Objectives of social media - Reports Related To Social Media	Need more clarity on the frequency and types of ORM and listening reports that are getting delivered as of now?	Reports may be of Daily, weekly, Fortnightly, Monthly, Quarterly and Yearly in nature. The details will be shared post empanelment.
173	62	NA	Objectives of social media - Reports Related To Social Media	Frequency and types of reports expected?	Reports may be of Daily, weekly, Fortnightly, Monthly, Quarterly and Yearly in nature. The details will be shared post empanelment.
174	62	NA	Objectives of social media - Reports Related To Social Media	Can we get access to some of the existing reports (orm, listening etc.,)	Will be shared post empanelment
175	62	NA	Objectives of social media - Maintenance Of Brand Hygiene	Please elaborate more on this	Users commenting with promotional activity, abusive nature, spammers or not related to brand need to be identified on real time basis and suitable action needs to be initiated under our confirmation.
176	63	NA	Key Areas Of Interventions - Customer Service, Crisis communication	Kindly elaborate Crisis Communication and Customer Service	Crisis communication refer to identification of viral events, reputation risk incidents. Customer service here means responding to the users causing the event.
177	64	NA	Governance - What is the customer engagement governance?	Can you provide us with current governance policies available / applied by SBI ?	Not relevant at this stage. Will be shared post empanelment

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
178	64	NA	Governance - What is the customer engagement governance?	Please elaborate customer engagement governance	Will be subject to regulatory norms and our approved SOP on ORM. Agencies need to prepare an annual plan adhering to these.
179	64	NA	Brand Management - Managing user feedback and inquiries on official brand channels	Average no of queries that SBI responds on a daily basis.	Approx. 2000
180	64	NA	Brand Management - Managing user feedback and inquiries on official brand channels	Any specific event, seasonality, duration when we expect higher volumes or queries, complaints etc.,?	No fixed event, seasonality or duration.
181	64	NA	Brand Management - Managing the Online Reputation of the Bank	Can you elaborate more on the the current practise followed by SBI towards managing their online reputation?	We have a set SOP for ORM. This will be shared post empanelment
182	64	NA	Brand Management - Managing user feedback and inquiries on official brand channels	Could you arrange the different products/business units/verticals of SBI in descending order based on the volume of responses they send out on a monthly basis?	Will be shared post empanelment
183	64	NA	Brand Management - Developing a comprehensive online reputation management system	Kindly elaborate more on the current online reputation management system?	Will be shared post empanelment
184	64	NA	Brand Management - Creating a "buddy" system between volunteer brand advocates and people who are new to our brand and using that as an early feedback system for any potential problems, as a part of feeds received from online monitoring of specific top keywords defined	How big is SBI's advocacy community? Can you please elaborate more on the current advocacy ecosytem/program for SBI	Will be shared post empanelment
185	65	NA	Brand Management - Creation of a positive sentiment on social media platforms during the time of negative inflow on social media	Kindly elaborate more on the current approach	Continuous efforts to increase our positive sentiment should be made. More details will be shared post empanelment.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
186	65	NA	Brand Management - Digital Space: Measuring the share of content that occurs outside social media platforms via online chat or e-mail, etc.	Kindly elaborate more on the current process	Agency should have the capability to listen all web conversations addressed to SBI including emails and chats addressed to us.
187	65	NA	Brand Management - Social Listening including regional listening to measure the sentiment of the Bank.	What is the current team size for social listening? And what is the hierarchy level of the team?	Not relevant for RFP process. The required team size is mentioned in the RFP document.
188	65	NA	Brand Management - Social Listening including regional listening to measure the sentiment of the Bank.	What is the expected number of languages that we need to monitor and listen to?	Refer Sl.51
189	65	NA	Brand Management - Competitive implications, as a part of listening module and social media analysis as per keywords defined for competitors of State Bank of India	Are competitor keywords already defined. If yes, can we have access to it?	Yes. Will be shared post empanelment
190	66	NA	Opportunities and Threats - Any other requirement given by the bank	Kindly define what any other means in this case?	Social Media is dynamic in nature. Hence agency should be capable of handling any requirements related to Social Media. These may related to different types of reports, deep diving on any issue, understanding the cause and effects etc.
191	67	NA	Online Reputation Management - Formulation of a Response Mechanism involving all stakeholders (viz. Agency and bank) which facilitates end-to-end tracking of the response. Creation of FAQs specific to brand, products and services for first level response (FLR)	Kindly elaborate the current response mechanism process	We have a set SOP for ORM. This will be shared post empanelment

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
192	67	NA	Creation of a content plan for all the Social Media channels.	Are there any compliance or legal guidelines to provide gratification/rewards to context/quiz/event participants on Social Media? What are the kind of rewards provided? (For e.g. - vouchers, travel stays, hampers, etc.)	Mostly YONO vouchers. Any other recommendations may be considered.
193	68	NA	Online Reputation Management - Integrated system for response management and escalation may be developed with facility to prioritize posts.	Need more clarity on this	All the queries/complaints do not require same level of attention/priority. Hence, the ORM team should be able to prioritize the queries/complaints as per our requirement. Set SOP will be shared post empanelment.
194	68	NA	Online Reputation Management - 24X7 Online Reputation Management	What is the current team size for ORM? And what is the hierarchy level of the team?	Refer page 77 of RFP Hierarchy will be communicated by us.
195	68	NA	Online Reputation Management - First level of response should be managed by the Agency within 5 minutes of the post, provided FLR's are pre-defined and approved by SBI.	In case FLR's are not pre-defined for a specific usecase, what is the TAT in such cases?	Within 05 minutes the agency has to either respond or escalate the queries falling out of approved FLR Bank to the SBI Social Media team.
196	68	NA	Online Reputation Management - As per the requirement of the situation and need given by the bank, the Agency should be able to provide multi language support for response management. Further any response given in vernacular language should be translated and given in English Language in the report submitted to the bank	Define the number of languages that we are expected to respond in?	English and Hindi will be the main language. However, agency should have capability of responding in regional languages as well. Please refer Eighth Schedule to the Constitution. Agency having maximum language capability may be preferred.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
197	68	NA	Online Reputation Management - Any other need-based requirement given by the bank.	Kindly define what any other means in this case?	Social Media is dynamic in nature. Hence agency should be capable of handling any requirements related to Social Media. These may related to different types of reports, deep diving on any issue, understanding the cause and effects etc.
198	68	NA	Tools & Their Usage - The tool should crawl the web including Social Media Platforms, Forums, Blogs, News, Communities, Websites, etc. to aggregate content / mentions related to the Bank's Products / Services, key competition	Kindly share a list of key sites (blogs, forums, communities etc.,) that you think are critical for SBI	Tool should be capable of listening Social platforms as well as web. More details on this will be shared post empanelment.
199	68	NA	Tools & Their Usage - The tool should be able to be used for social listening, sentiment analysis and posting & tracking responses	Is it okay if the tool used for listening is different from the one used for response management and uploading of content? Or are you looking at a tool which does all of this in 1?	We may take a call after live demo. SWOT analysis on this needs to be done.
200	69	NA	Tools & Their Usage - 24X7 listening, monitoring and responding capability on social media space.	Will Listening also be 24*7?	Yes. Refer page 68 of RFP for details
201	70	NA	Command Center Expectations - Any other data analysis as required by the Bank	Kindly define what any other means in this case?	Social Media is dynamic in nature. Hence agency should be capable of handling any requirements related to Social Media. These may related to different types of reports, deep diving on any issue, understanding the cause and effects etc.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
202	70	Annexure E - SEM	Develop an appropriate social/ digital advertising plan for promoting the Bank's Official Social Channels within a fixed TAT, as per the agreement which will be signed by the selected agency.	Kindly share the list of official pages/handles/channels across social platforms	Social Platforms https://www.facebook.com/StateBankOfIndia https://www.instagram.com/theofficialsbi/ https://twitter.com/TheOfficialSBI https://www.linkedin.com/company/state-bank-of-india https://www.youtube.com/user/TheOfficialSBI/ https://www.quora.com/profile/State-Bank-of-India-SBI-1 https://in.pinterest.com/TheOfficialSBI/
203	70	Annexure E - SEM	Develop an appropriate social/ digital advertising plan for promoting the Bank's Official Social Channels within a fixed TAT, as per the agreement which will be signed by the selected agency.	Kindly share the list of official pages/handles/channels across social platforms	Same as above
204	71	NA	Reports - Report Types	It would be great if you could elaborate some of the reports. For e.g., What will the monthly report cover and what is expected of it?	Will be shared post empanelment
205	71	NA	Reports - Report Types	Can we get to see an example of each of these reports?	Social Media is dynamic in nature. Hence agency should be capable of handling any requirements related to Social Media. These may related to different types of reports, deep diving on any issue, understanding the cause and effects etc.
206	72	NA	Reports - Any other report/ presentation as and when required by the bank.	Kindly define what any other means in this case?	Social Media is dynamic in nature. Hence agency should be capable of handling any requirements related to Social Media. These may related to different types of reports, deep diving on any issue, understanding the cause and effects etc.

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
207	73	NA	Reports - Dashboards for top management and various Business Units on brand, product, service, competition, etc. Any complex applications to support or enable better experience for customers which needs to be purchased from third party platforms other than the agency's associate/ subsidiaries, will be paid on actuals, as per scope defined, subject to banks prior approval	Kindly provide the names that need to be tracked.	Will be shared post empanelment
208	73	NA	Market Intelligence Reports (To be enabled within 7 days from signing the agreement, with necessary access controls and approvals from State Bank of India required for tool configuration and access)	What all is expected from this report? Kindly elaborate more on this.	Refer RFP page 73 (i,ii, iii, iv, v)
209	74	NA	Reports - Any other report/ presentation as and when required by the bank	Kindly define what any other means in this case?	Social Media is dynamic in nature. Hence agency should be capable of handling any requirements related to Social Media. These may related to different types of reports, deep diving on any issue, understanding the cause and effects etc.
210	76	5	Understanding of technology requirements to enable for analytics, tracking and measurement – ability to communicate the same internally.	What analytics are we using for measurement metrics? GA3, GA4, Adobe Analytics or SBI LMS/Internal Dashboard	All the relevant tools are to be used
211	76	5	Understanding of technology requirements to enable for analytics, tracking and measurement – ability to communicate the same internally.	Has GA dashboard been migrated to GA4?	Will be shared with the selected bidder

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Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Query / Suggestions	OUR RESPONSE
212	78	Annexure F SI No.3	Digital and Social Content Management/ Creation along with SEO	Could you give us a sense of the frequency of volume of content generation needed for SEO? What is the monthly content requirement breakup between English + Regional Content How many regional languages targeted for SEO Content	Not available
213	61/71	Annexure E - Campaign Tracking & Monitoring	end to end tracking.	In regards to tracking is there any client mandate to use particular tracking tool or agency can suggest tools to be used? Also, is there any requirement to track BAV?	Agency may suggest as per the approved guidelines and industry practices.
214	26	31		Can supplier avail services from its Group companies?	No change in clause
215	87	3	If the agency after taking up the work for a campaign, leaves it in incomplete due to any reason, the agency would have to pay 5 times the cost of the event to the bank.	How will the penalty be calculated? Need clarity.	Refer page 71 of RFP
216	40	53	The bank will make the payment within the period of 60 days after receiving the bill from the agency.	As per industry norms, Agency has to make the payment within 60 days from the end of activity month. Hence, let us know, if there is any scope for changes.	No change in clause
217	40	53	The Agency will submit monthly invoice for retainership fees and invoices on the completion of the activity/campaign for necessary settlement. The invoices should be submitted along with list of work initiated /completed, along-with all supporting documents and bills as well as copies of the supplier bills where relevant.	Media invoicing are always done monthly instead of end of complete campaign. Hence, let us know, if there is any scope for changes.	No change in clause