

<b>Briefing</b> <i>Project name</i>	<b>NPS Journey measurement</b>
<i>Background/objectives</i>	We are looking for a supplier to provide ongoing data collection for a customer satisfaction survey using NPS methodology on different touchpoints in order to be able to have the continuous measurement of all relevant journeys for 2021. No analysis is needed, this quotation is for data collection only.
<i>Timeline&amp; Questionnaire</i>	<ul style="list-style-type: none"> <li>• Ongoing measurement along 2021 starting 1st of Feb</li> <li>• Questionnaires (in Romanian) for each touchpoint will be provided by Delgaz Grid</li> <li>• Sample structure will be provided by Delgaz Grid at week level.</li> <li>• 2 questionnaires length: <ul style="list-style-type: none"> <li>- 5 minutes – 1 open question, up to 10 single answers (scale) questions</li> <li>- 10 minutes- 2 open questions, up to 20 single answers (scale) questions</li> </ul> </li> </ul>
<i>Survey method</i>	○ CATI (Computer Assisted Telephone interviews)
<i>Target group</i>	<ul style="list-style-type: none"> <li>• Residentials Customers who interacted with Delgaz Grid on different touchpoints in the week before the interviews.</li> <li>• Databases with contacts will be provided by Delgaz Grid at the beginning of each week (Monday/Tuesday at the latest)</li> <li>• All respondents will be deciders about energy topics in their households</li> </ul>
<i>Sample configuration</i>	<ul style="list-style-type: none"> <li>• 6 different touch-points to be investigated continuously over the year.</li> </ul> Total sample per month: ~2000 questionnaires, 25% long questionnaires and 75% short questionnaires Please quote for: <ul style="list-style-type: none"> <li>- 16000 questionnaires per annum</li> </ul> Expected response rate: 50% for long questionnaire 60% for short questionnaire Long questionnaire has all questions from short questionnaire and some additional questions.
<i>Recruitment</i>	<i>Delgaz Grid customers:</i> <ul style="list-style-type: none"> <li>• Based on address lists provided by Delgaz Grid in a sufficient over-fold (1:5 at least) for each touchpoint</li> <li>• Weekly databases, the questionnaire should be done in maximum 10 days after interaction</li> </ul>
<i>Market research institute responsibilities</i>	<ul style="list-style-type: none"> <li>- Sample execution according to specified instructions</li> <li>- Programing of the questionnaires for each touchpoint</li> <li>- Data collection</li> <li>- Weekly databases delivery in excel</li> <li>- Optional – dashboard report to be available online with customized charts</li> </ul>
<i>Timeline</i>	○ <b>Submit bid by 20.01.2021</b>
<i>Comments</i>	Please provide the costs in LEI, split by: <ul style="list-style-type: none"> <li>- Questionnaire programming</li> <li>- Fee/questionnaire for each variant and for each length</li> <li>- Additional features of your platform: dashboards, data acces, data download.</li> </ul>

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