

UNHCR South Africa telemarketing services	
QUESTIONS	ANSWERS
1 Are there set fundraising targets we need to achieve?	<p>UNHCR PSP Africa expects to achieve the following results: Year 1: 0.7 Return on Investment (ROI) Year 2: 1.5 Return on Investment (ROI) Year 3: 2.0 Return on Investment (ROI) Effective contact rate (minimum): 40%; effective contact rate can be defined as 'talking to the specific lead and not i.e. leaving a message to a voicemail. Min. conversion rate: 7% (year 1) and 8% (year 2 and 3) Average monthly gift: ZAR150 Average Once-off Gift: ZAR800</p> <p>These requirements are UNHCR PSP South Africa's estimations based on its annual plan for three years. The fundraising operation expects approximately 25% market growth each year. Agencies are also requested to indicate in their bids their maximum capacity and availability, as well as to give feedback on the expected percentages and KPI's to get realistic indication, even if it is different from UNHCR's requirements. In addition, the agencies are also required to present their overall strategy as per the requirements below for delivering their telemarketing services.</p>
2 Would we need to supply the data to be dialled?	<p>The vendor (telemarketing agency) will be responsible for generating convertible leads to be dialled for acquisition and miscellaneous/emergency campaigns. This could be done in-house or sub-contracted to a third party using sources such as social media, online pledges or third party networks. Details on volume of leads to be generated can be found in Annex A.</p> <p>For reactivation/conversion, UNHCR will provide a data list to be called.</p>