

Round-01, Questions & Answers, RFP # 20181618

Q1. Is this a new or existing program?

A1. This RFP is for a new project. While mystery shopping has been conducted in the past by FCAC, most recently in 2004-05, the specific scope and methodology of this project is unique.

Q2. With regards to the overall budget, is there room for increasing this amount?

A2. No.

Q3. In M4: Project Requirement 4.2 – Geographic distribution. Could you provide where French mystery shoppers will be required? This will have an impact on the cost of the project.

A3. As per section 7.2 of the SOW and 4.2 in the project requirements: "Shops will be conducted in French in relative proportion to each province's French-speaking population." The estimated proportion can be found in the 2016 Census results from StatsCan (see Table 4). "In relative proportion" does not mean that the proportion of French mystery shoppers must be precise. Proportionate representation of French-speaking shoppers is a mandatory requirement for Québec, Ontario and Atlantic Canada. In the remaining regions, where the cost of recruiting shoppers and administering a shop in French may be prohibitive, the firm may choose not to meet this requirement.

Q4. In M4: Project Requirement 4.3 – Mystery Shopper Scenarios. Would you be able to provide detail on how many scenarios and what they are exactly. I.e Which will involve the shopper using their own personal information/banking information and which are just information gathering. The cost of a shop is dependent on what is required of the shopper.

A4.

- a. As per section 4.3: "4 -6 shopping scenarios"
- b. Section 4.4: "FCAC requires that mystery shoppers use their own personal details and circumstances wherever possible."
- c. As per Table 2, a "roughly equal" number of shops must be conducted by new and existing customers. All existing customers must use their personal information. New customers may use aspects of their personal information, and should realistically align with the scenarios.
- d. Section 9.1: The firm must... "Develop realistic and appropriate scenarios and profiles for mystery shoppers... Match mystery shoppers with profiles/scenarios..."

Q5. In M4: Project Requirement 4.4 – Mystery Shopper Profiles. Are you open to shortening this list of requirements in order to obtain the required number of shops?

A5. No, the profiles, as defined in sections 7.4 and 7.5 of the Statement of Work are required.