

1. How many search terms do you currently have in use in your ongoing monitoring? Please state the number?
 - 10
2. How many individuals within the UPU currently receive a daily media review, and in which format (PDF, mobile app, HTML, etc.) are the recipients supplied? Please state the number and delivery formats?
 - 5 to date, but we want to expand. Bidder should state how many recipients possible. We need an email (HTML) with active links.
3. You require an integrated media management system (press contacts, press release distribution, etc.). As a company specialising in monitoring (search, find, deliver, analyse), we work with a modern external and with a high reputation provider for this media management system service. Is this an effective exclusion criterion?
 - It is fine to work with partners as long as the contract with the main provider guarantees/covers any subcontracts.
4. As a firm specialising in media monitoring, we only offer the finding, delivery, and processing of social media posts. Therefore, we do not have the capability to plan posts on X, Facebook, LinkedIn and Instagram, including the ability to have 'contributors' and 'reviewers' so that posts can be submitted by some and approved by others. Is this an effective exclusion criterion?
 - We are looking for an all-in-one system, so any criteria not covered would downgrade the proposal.
5. We can provide a dashboard for analysing media by sentiment, geography, gender, language, topic, type of publication, etc., and for downloading a report. Are the UPU-specific sentiments (positive, negative, neutral, etc.) assigned by UPU staff, or must this be done by the provider with a sentiment/analysis concept and assignment approved by UPU?
 - This should be done according to the bidders system.
6. Will there be more documents than the one provided through simap`?
 - No.
7. Should the e-newsletters be prepared and curated by the service provider
 - Automatic newsletters based on UPU mentions are desired, but we expect to be able to curate a newsletter on our own for circulation to a broader audience.
8. Do you wish to curate and comment the e newsletters internally?
 - Yes we want to be able to do it ourselves as well.
9. would you prefer automatically generated or human curated e-newsletters?
 - AI could be used to generate an automatic newsletter whenever the UU is mentioned.
10. What is the expected volume/media buzz?

- Unsure.
11. How many topics/queries will be monitored initially?
 - At least 10.
 12. approximately how many recipients do you expect for the newsletters?
 - At least 20.
 13. How many persons will be using the media management system?
 - All 5 people with licenses need access to this. One person will be the primary manager.
 14. please indicate if the amount of users might grow over the period of 4 years, and by how many users it might grow?
 - We expect to maintain the 5 licenses.
 15. How many owned Social Media channels will be managed with the tool over all networks ?
 - 6 accounts will be managed on the platform. There is the possible addition of Threads and/or Blue Sky in the next year.
 -
 16. How many users should use the tool? (Including any approvals or validation processes)
 - 5 licensees, two validators for social media.
 -
 17. How many social media channels (owned media/competitors) should be monitored?
 - Our 6 channels. For benchmarking, we leave it up to the bidder to specify how many others can be monitored
 18. Do you wish the Social Media channel analytics to be commented by consultants with insights and recommendations?
 - Not necessary, but could be beneficial if it falls within the budget
 19. please state the size of the current team to be trained?
 - 5 people
 20. is the team likely to grow over the next 4 years?
 - Not sure - our budget will not be reviewed until end of 2025
 21. by how many people will the team grow?
 - Not sure - our budget will not be reviewed until end of 2025
 22. Does the team work exclusively from Switzerland, or are any other regional offices part of the team using the required services?
 - We work primarily in Switzerland, with occasional business travel globally.
 23. What print publications (NAMES), news outlets (are you referring to news articles?) would be needed to cover?

- We do not have a specific list – we want the widest possible coverage. If there are any exclusions in the bidders offer, they should be listed.
24. Links to clippings should be accessible to anyone, not only those with login credentials --> Please could you elaborate on this with more information or with an example?
- i.e. We should be able to send a newsletter of clippings, or individual clippings to our management team and other selected individuals whereby they can open the links without needing to login to the media monitoring platform.
25. The tool should allow for the preparation and sending of press releases --> Please could you explain it with an example?
- We should be able to upload our own press release into the tool and send it to a list of journalists through that tool.
26. This includes personalization of the press release format with the UPU's branding, as needed --> Would this be sent/published to a list of email addresses? Can you share a sample format?
- Yes it would be sent to a list of email addresses through the tool. Sample attached with UPU logo.
27. The platform should provide the ability to select international media contacts based on beat, publication, region and nation -> Please elaborate on this more in details or with examples.
- Ex. Journalists who write about logistics for the Financial Times/or in Asia/or in China.
28. Is the ceiling about 25,000CHF meant for the whole duration of the services which is envisaged for four years, or it is ceiling for one year?
- This is the ceiling per year.
29. Are there specific systems or platforms the UPU currently uses that our solutions should integrate with?
- Any newsletter emails should be viewable on Outlook.
30. Could you confirm the expected integration capabilities of the media monitoring platform with existing UPU systems, if any?
- None
31. Are there specific platforms or APIs the UPU prefers for social media scheduling and analytics?
- No
32. What level of historical data access is required for media monitoring? How many months or years of records should the platform provide?
- At least 5 years, ideally more.
33. Are there specific branding guidelines or templates the UPU expects for newsletters, dashboards, or reports?

- Yes, we want the ability to include our logo in press releases and create a branded header for newsletters. No need for branded dashboards.
34. Will the UPU require any training materials or tutorials to be customized to their branding?
- No
35. Does the UPU have priority regions or languages for media monitoring and reporting?
- All regions should be included equally. The official languages of the UPU are French, English, Spanish, Arabic, Portuguese, Russian and Chinese, but it would be preferable to have a tool that scans as many languages as possible. It would be beneficial if the system has a built-in translation tool to read publications in English and/or French.
36. Should the platform support sentiment analysis in multiple languages, and if so, which ones?
- Yes, in whichever languages offered.
37. Are there any planned campaigns or unique social media strategies the UPU would like the vendor to address specifically?
- We have a number of planned campaigns for the next year, including an annual campaign for International Women’s Day and a series of campaigns (around 5-6) around the UPU Congress in Dubai. There for sure will be more campaigns, apart from these. We would expect around 10-15 campaigns next year in total. In this relation, we need to be able to track campaign performance (reach, engagement, sentiment, demographics), using hashtags and key words.
38. What is the expected volume of social media posts per platform monthly?
- 120-130 on X, Facebook & LinkedIn, around 100 on Instagram.
39. How many internal users will require contributor/validator roles on the platform (within or in addition to the 5 licences expected in the tender)?
- All five license holders are expected to have this ability.
40. Can you provide examples of the types of analytics reports the UPU expects (e.g., format, key metrics)?
- For media, we need to track the number of mentions in media by region and globally, as well as sentiment, reach, type of media we are published in, location, and languages. We would also like to be able to track the pick-up of our press releases in other sources.
41. Should the system provide comparative analytics with other international organizations or competitors?
- Benchmarking with similar organizations would be an asset.
42. How does the UPU measure the success of media monitoring and social media management services (e.g., KPIs)?

- The measure of success would be the number of the needs in the Call for Tenders which are addressed by the proposed platforms.
43. Are there any specific KPIs for the 24/7 support system?
- We need to have support in English and we need to ensure any queries are addressed quite quickly – within a few hours.
44. How often does the UPU foresee requiring training for new users, beyond the initial onboarding?
- Maybe once or twice in the year.
45. Are there predefined budget constraints for the services, or should proposals suggest pricing models without constraints?
- Around 20,000 – 25,000 CHF per year would be ideal. But if there are add on services that would cost more, please indicate.
46. Could you provide more details on how “quality of tender” will be assessed during evaluation?
- This refers mainly to how the needs of the tender are addressed by the bidder (i.e. the bidder addresses each need with a detailed answer).
47. Will there be an opportunity for bidders to receive feedback on their proposals if not selected?
- Unfortunately the requesting unit does not have time to address each bidder with this amount of detail.
48. Our headquarters is in Serbia, with additional registered entities in the UK and Romania (part of the EU). Would this allow us to apply for the tender through one of these offices?
- Yes, our service provider can be located anywhere in the world.
49. Are the closing dates for submissions and inquiries still set as 26/12/2024 and 03/12/2024, respectively?
- The deadlines reflected in the tenders document are concrete.
50. Eligibility of Ukrainian Organizations: Could you please confirm if Ukrainian entities are eligible to participate in this tender process?
- Yes, our service provider can be located anywhere in the world.
51. Additional Documentation: Besides the Call Document, are there any other supporting documents or guidelines available that would further clarify the scope and requirements, particularly regarding the nature of the proposal expected?
- No, all the requirements are described in the Call for Tenders.
52. Templates for Budget and Proposal Submission: Is there a specific template or format recommended for the budget and technical proposal, or may we submit these in our preferred format?

- There is no preferred format. However, we do encourage bidders to itemize their services as much as possible and to ensure that all the requirements in the Call for Tenders are addressed, even if some of them cannot be met by the bidder.
53. Expected Quantities and Staffing: Are there any forecasted quantities for deliverables or guidance on expected personnel involvement over the project period?
- The expectations are listed in the Call for Tenders.
54. Could you please provide information on the approximate budget or ceiling for this call for tender?
- The ceiling would be approximately 25,000 CHF.
55. What is the approximate number of keywords to be monitored, and what is the required geographical coverage?
- We need a minimum of 10 key words, but we need the ability to change them through the year if needed.
56. Should the tool for preparing and sending press releases be integrated into the media monitoring tool, or can it be a separate tool?
- It can be separate, but the quote should be inclusive of this other tool.
57. Will the content of press releases be provided by UPU, or will it be the responsibility of the Bidder?
- The UPU will draft the content and send the releases independently.
58. Should press releases be sent from a UPU email address?
- Yes.
59. Will UPU provide a list of journalist contacts?
- The UPU wishes to be able to include its own contacts, but expects the bidder to provide access to an international media contacts database.
60. What is the approximate number of contacts in this database?
- The UPU has several hundred contacts of its own.
61. Will the database include detailed media contact information for each journalist?
- The database should be searchable by name, company, beat, publication type.
62. Is the Bidder required to maintain and update this database?
- The bidder should have and maintain its own international media contacts database and give UPU access to that database.
63. Will UPU require access to this tool for database management, or will it remain exclusively managed by the Bidder?

- The UPU requires access.
64. Will the content for social media posts be created by UPU, or is it the Bidder's responsibility to create and publish content on various platforms?
- All content will be created by UPU.
65. Could you elaborate further on the reasons you are conducting this tender. Are you OBLIGED to tender or do you WISH to tender as you truly seek an improved solution? Please elaborate
- We are obliged to tender for this length of contract and amount.
66. Are there any content challenges or gaps you are currently experiencing and what other current inefficiencies do you face that you are looking to improve upon?
- With our current solution we are unable to schedule tags in photos for X and we cannot schedule carasel posts or stories for Instagram, meaning that work is done manually in every case. That would be a point to improve on.
67. Can you elaborate which stakeholders will be involved in the evaluation process?
- Representatives from the UPU's Communication and Outreach Programme and the UPU Tenders and Procurements Committee.
68. In case there is an existing contract with the current supplier of UPU, are we correct in the assumption that UPU will be open to amend and prolong the existing contract, should they win this project? This could ensure to keep the existing, favourable conditions and payment terms.
- All bids will be evaluated objectively against the same criteria, which includes that the technical requirements are met and there is a competitive financial offer.
69. Is it necessary to have all services on one platform (social media management, social listening, monitoring, media relations)?
- Not necessarily, but they should be covered under the same agreement according to a fixed price for the four-year term.
70. Do you require AI enhancements and assistance to easily build boolean search queries and analyze content?
- This is not a requirement, but if this helps the bidder deliver better searches It is welcomed.
71. Do you require AI enhancements and assistance to create press releases and media lists?
- This is not a requirement, but if this helps the bidder deliver better searches It is welcomed.
72. Does your service provider have to offer the option to integrate MS Teams, Slack or other communication applications?
- No

73. Do you require unlimited data as well as unlimited searches and queries and uncapped results?

- Yes, this is ideal.

74. How many owned social media profiles do you require?

- We currently have 6 owned accounts. We have discussed the possibility of adding Blue Sky and/or Threads in the 2025.

75. How many saved searches do you require?

- At least 10.

76. Are there any specific technical requirements for the media monitoring service?

- Requirements are listed in the call.

77. Do you have any preferred platforms for this service?

- No

78. Can you confirm that there are no restrictions on the number of keywords?

- There are no restrictions from our side on the number of keywords available.

79. Can keywords be changed as needed without incurring additional costs?

- This is a requirement listed in the call.

80. What essential features and functionalities do you expect from the media monitoring platform?

- All functionalities required are listed in the call.

81. Do you require real-time monitoring and alerts for certain keywords or topics?

- Yes

82. Should the media monitoring platform integrate with existing UPU systems or tools?

- We would like to send newsletters by email, so they should be viewable on Outlook (our system)

83. Are there specific APIs or data formats that the platform must support for integration?

- No

84. To what extent do you require customization of the media monitoring dashboards and reports?

- Unclear. The dashboards should meet the requirements listed in the call.

85. Can the platform be tailored to specific needs or preferences of different UPU departments?

- No, we don't need customization at this level – only the Communication Programme will have access to the tool itself.

86. Are there specific regions or countries that are a priority for media monitoring?

- We want coverage that is as global as possible. The bidder should list any regions or countries included/excluded.

87. Does the platform need to support multiple languages for monitoring and reporting?
- It should be able to pick up mentions in various languages. Reporting only needs to be done in English.
88. Are there particular types of media sources (e.g., news websites, blogs, forums) that are essential to monitor?
- News websites and blogs are a must, others are a bonus.
89. Should the platform include monitoring of print media and broadcast media in addition to online sources?
- Print and broadcast media monitoring would be an advantage.
90. How far back in time do you need to access historical media data?
- 5 years would be ideal, but more would be welcome. As indicated in the call, bidders should specify what is possible.
91. Is there a specific retention period for media data that needs to be supported by the platform?
- This should be in line with the above
92. How many users will need access to the media monitoring platform?
- All 5 licensees
93. What levels of access and permissions are required for different user roles?
- For social media publishing, we would need contributors and approvers.
94. What types of reports (e.g., daily, weekly, monthly) do you expect the media monitoring platform to generate?
- We do reporting on a monthly, quarterly and yearly basis. It would be good to see down to a specific day or period though (for example, for specific awareness campaigns and events)
95. Are there specific analytics or visualizations you need, such as sentiment analysis or trend graphs?
- Mention trends, sentiment, reach, locations
96. What are your requirements for data privacy and security for the media monitoring and social media management services?
- I don't know the answer to this. If it is related to GDPR, we are not subject to this regulation.
97. Are there specific security standards or certifications that the platform must meet?
- N/A
98. How important is the scalability of the platform to handle large volumes of data?

- The platform should be able to handle the amount of data necessary to meet the requirements of the call for tenders.
99. What performance metrics (e.g., response time, uptime) are critical for the platform's operation?
- Requests for support should be met same day. System outages would ideally not be done during core business hours.
100. Are there any specific tools or software preferred by the UPU for scheduling social media posts?
- No
101. Should the social media management tool integrate with any existing systems or platforms used by the UPU?
- Just the platforms listed in the call for tenders (social media accounts).
102. Besides X, Facebook, LinkedIn, and Instagram, are there any additional social media platforms the UPU is particularly interested in monitoring?
- We have recently been discussing Threads and Blue Sky
103. Are there specific metrics or KPIs that the UPU prioritizes in the social media analytics reports?
- In particular we monitor impressions, engagement (clicks, likes, comments, reshares), number of posts, and growth in followers, as well as the most popular piece of content each month on each platform. We also monitor specific campaign performance by hashtag.
104. What format do you prefer for the training sessions provided to the licensed users (e.g., in-person, online, etc.)?
- Online is preferable, supported by videos or guides for later reference.
105. How frequently do you expect the training sessions to be conducted?
- Once at the beginning of the contract and again for any new colleague (rare) or when there are changes to the platform.
106. Are there any specific training materials or methods preferred by the UPU for these sessions?
- Not other than listed above.
107. Can you clarify the expectations regarding the 24/7 support mentioned in the document?
- We generally expect to be able to have questions addressed within our business hours (8 a.m. to 6 p.m. CEST) on the same day. From time to time we work outside of our time

zone or have the occasional issue outside these business hours, so it would be good if there is an emergency support line available if needed.

108. Are there any specific guidelines or templates that should be followed when presenting the detailed pricing structure in Swiss Francs?
- We should understand exactly what is included in the total cost and any added services should be indicated separately with their cost (i.e. extra “opt-in” services not included in the needs)
109. Should the pricing structure include a detailed breakdown of all potential costs, including any additional fees or charges?
- Yes
110. Are there any specific invoicing formats or additional documentation required for the monthly invoices?
- Invoices should be in CHF, not include VAT and should reference the agreement.
111. Can you confirm the payment terms and any conditions for invoicing in arrears on a monthly basis?
- We pay within 30 days.
112. Are there any specific clauses or conditions in the UPU General Terms and Conditions for the Provision of Services that need to be highlighted or addressed in the tender submission?
- Everything is listed in the Terms and Conditions.
113. Are there any additional compliance requirements or certifications needed to meet the UPU's General Terms and Conditions?
- Everything is listed in the Terms and Conditions.
114. Can you provide a detailed timeline for the implementation of the media monitoring and social media management services?
- The system must be operational in January.
115. Are there any identified risks or challenges that the UPU anticipates for this project?
- No.
116. What are your requirements for data privacy and security for the media monitoring and social media management services?
117. Are there specific security standards or certifications that the UPU requires?
- we'll get back to you as soon as possible.
118. What performance metrics or KPIs will the UPU use to evaluate the success of the media monitoring and social media management services?
- KPIs are that the needs of the call for tenders are met.

119. Are there specific reporting requirements or formats that need to be followed?
- No
120. Do you currently have any monitoring tools for traditional or digital media that are not related to social media, press release distribution, or contact databases? If so, which one? (This is to evaluate possible integrations with the chosen social listening tool.)
- None that will be valid in January 2025 – this is why we’re looking for an all-in-one provider
121. What tool do you currently use for newsletter template customization and email list automation?
- We have used Meltwater previously, which allowed us to have these features.
122. Given that UPU has an audience in 192 countries, which of them would be prioritized? (to account for mention volumes)
- We do not prioritize member countries. We need the widest possible reach. The Bidder should list any exclusions.
123. Will the UPU team provide training on social media processes, including internal escalation and reporting procedures for our operations team?
- Yes, we can have a call on the entire process if the bidder is selected.
124. How many different categories should we monitor on social media, and are there specific areas of focus?
- We should monitor selected UPU campaigns (ad hoc basis), UPU mentions, and benchmark with similar organizations or “competitors”.
125. Should the platform offer the capability to select international media contacts based on their beat, publication, region, and nation? Can you clarify the workflow expected here?
- There should be a filter or something whereby we can search for ex. “logistics reporters in USA”
126. Is the tool expected to facilitate the preparation and distribution of press releases directly from the platform? Who is going to provide the content ? Can you elaborate on this request, please?
- Yes we should be able to send the press release in the platform, to a list of media contacts available in the platform. The content is provided by the UPU – we just need access to a global media database and platform to send it through.
127. What are the expected operational hours for monitoring and responding to social media activity? Is it regular business hours or 7/24 ?
- We need access to do this ourselves at any time – we sometimes work outside of our time zone.

128. What procedures should be followed if a complaint is received via social media, and should it be redirected to a specific country contact? What action should be taken?

- We will handle all content and responses, we just need a monitoring tool

129. You have indicated that you require at least 5 licensed users? Who are these users (internal or external), and do they need access to reports and analytics?

- Users are internal and need access to reports and analytics, as well as the ability to make searches and post content or send press releases.