

Shortlisting - Technical Evaluation sheet - Media Monitoring and Analysis

Company name:

Evaluator Name:

Annexure A	Evaluation Criteria	Guideline on scoring	Weight	Score 1-5		Evaluator's Score	Evaluator's comments
			100.00%	0			
	Q	Company Profile					
1	16	Number of years doing media monitoring and analysis	Eskom requires a company who has experience providing the service	20%	5 - Excellent	5 years or more	
					4 - Strong	4 years or more	
					3 - Average	3 years or more	
					2 - Weak	2 years or more	
					1 - Poor	less than 2 years	
2	19	The number of clients to whom media monitoring and analysis services were provided in the past 24 months	The more clients the supplier has gives comfort that the supplier can provide the service as required	10%	5 - Excellent	3 or more	
					4 - Strong		
					3 - Average	2 clients	
					2 - Weak		
					1 - Poor	1 client	
4	17	How many clips (online, print, broadcast) does your agency analyse per week (7days) in total <u>for all clients</u>	The supplier should have the experience and capacity to analyse large quantities of coverage.	20%	5 - Excellent	1201 or more	
					4 - Strong	1001 - 1200	
					3 - Average	801 - 1000	
					2 - Weak	601 - 800	
					1 - Poor	401 - 600	
5	17	How many social media posts/coverversations does your agency analyse per week (7days) in total for all clients	The supplier should have the experience and capacity to analyse large quantities of coverage.	20%	5 - Excellent	200001 or more	
					4 - Strong	100001 - 200000	
					3 - Average	80001 - 100000	
					2 - Weak	50001 - 80000	
					1 - Poor	50000 or less	
6	17	The agency should be capable of monitoring and analysing media across all platforms	The supplier should have expereience in monitoring and analysing print, broadcast, online media and social media	20%	5 - Excellent	Has analysed all 4 platforms for clients	
					4 - Strong		
					3 - Average		
					2 - Weak		
					1 - Poor	The supplier has analysed on less than 4 platforms.	

7	21	The supplier should have an adequate number of staff servicing the Eskom account	Does the company have an acceptable number of resources to service an account of this size?	10.0%	5 - Excellent	6+ total employees		
					4 - Strong	5 total employees		
					3 - Average	4 total employees		
					2 - Weak	3 total employees		
					1 - Poor	2 or less		



18 October 2021