

REQUEST FOR PROPOSALS
RESEARCH INCENTIVE GIFT CARD SERVICES

July 23, 2020

Questions About the RFP

Q1: Can you please provide a brief description of your reward program?

A1: Currently, UH has no centralized program that researchers can use to obtain gift cards for use as research incentives. Instead, researchers are purchasing cards directly from companies (e.g., Amazon) or in stores (e.g., any retail or grocery store with a gift card kiosk) with various levels of success. We'd like to provide a means of obtaining gift cards to researchers with reduced procurement hassles so that they can focus on their research.

Q2: What is the number of rewards you need to send?

A2: The number of rewards is dependent on each researcher's individual needs. Currently, we're estimating that we'll need \$100,000-\$150,000of gift cards per year.

Q3: Do you have recipients outside the US? We can help you pick the right global rewards.

A3: Although our researchers are currently conducting surveys within the US, it is a possibility.

Q4: Do you need to integrate rewards with SurveyMonkey, Qualtrics, HubSpot, or other platforms?

A4: This is a possibility if a researcher plans to use one of the platforms to conduct online surveys.

Q5: Are you currently using a reward management/distribution platform for your programs?

A5: No. As mentioned in the answer to Question #1, researchers currently purchase gift cards directly from companies or in stores.

Q6: Is this a one time program or an on-going program?

A6: This will be an on-going program. It is not meant to support a specific research project.

Q7: Can you tell me what the forecast is for the gift card spend in a given year? Approximate is fine.

A7: Please see the answer to Q2 above.