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1. Is there any existing chat widget or customer interaction interface or should we propose one as part of this solution from scratch?

Please propose one from scratch. There is no current widget or interface for this functionality. We will be able to provide some existing Figma design files for our website but this whole interaction is new.

2. Where should customers interact with this platform (website, mobile app, email, WhatsApp, or other messaging apps or all of these provisions should be there)?

The widget should work on native Racemappr.com event pages, link out as a webapp feature from the Racemappr mobile app event pages and also be displayable on a customers own webpage. It must also include an email solution. WhatsApp would be a bonus.

3. Do you want us to integrate our solution with the platform that already exists at your end? Or should we make a fresh new platform for automated messaging system.

Yes it would need to be able to integrate with our current platform where the event information is shared / edited between our existing platform and the fresh messaging system that you would build.

4. How do you currently manage customer questions before, during, and after events—what tools and systems do you use?

We have no current tool or process at Racemappr. Customers don't reach out to us yet. They try to contact event organisers directly through their websites, email, social channels. This is a task we want to solve for organisers.

5. On analytics dashboard: where it should reside - on the website or any other platforms (like gcp looker, superset, power bi) are also acceptable solution.

This should be within the one management environment that the customer has access to. They will be able to control settings for the automations (if a human intervention is preferred) and see the results of the interactions. We assume this would be through giving customers tracking code to add to their sites to see if a user goes ahead with a registration (if the registration is not on the Racemapp platform directly).

6. On analytics dashboard: How you want it to be updated daily /weekly/real time.

We assume real time but please advise on what you think is best / most practical.

7. On analytics dashboard: On the sales matrix (refers user time spend vs purchase) are there any functionality present or we have to provide new functionality?

New functionality. Nothing exists.

8. Should the chat be **embedded** on event websites or operate independently as a support desk?

We assume embedded but please propose what you think works best.

9. Is voice-based interaction or IVR integration expected later?

We have not planned this but you can include recommendations or references to future potential in your offer.

10. Should messages be sent **per attendee, broadcast**, or both?

The chat function is a customer service function. So it would be per enquiry to the person with the question. Therefore we assume from the question attendee.

11. Do you want the automated system to handle logistics of the events? For example, track the arrival of VIP guests and automatically remind those responsible for their pick up?

No this is not intended. But feel free to include ideas and recommendations on what could be possible in the future.

12. When the event is in planning stage, depending on the objective of the event, kind of event, expected footfall, do you want the system (the solution we are supposed to provide) to throw up venue options?

No. We are a platform for endurance sport event organisers. They arrange all event logistics. We are a discovery, registration and marketing platform for them to increase sales of their event.

13. Do you want the system to track and send out automated messages regarding obtaining mandatory permissions and licenses required to organise an event? Different kinds of events mandate different set of licenses and permissions and according to the event, an event specific automated messaging can be activated.

No. This is a customer facing tool to solve customer service issues and enquiries.

14. Do you want an event specific messaging archive where all messages sent out related to that particular event is stored?

Yes. Each event organiser needs to see all messages relating to all their events and be able to filter per specific event.

15. What is considered "event context"? (Schedule, venue, ticket type, live status, weather?)

All details related to controllable or known information about the event. Weather could be an integration fed from another API but we would assume the question would be 'what is the refund policy if there is high winds and the event is delayed or cancelled?'

16. Is multilingual event data needed beyond English + Latvian?

Yes. All EU languages to start.

17. Who approves automated messages – event admin or central authority?

Event admin - the event organiser company. Only registered / approved organisers will have this feature and access to the tool.

18. Should approval blocks be configurable at **message, event, or channel** level?

Message. But creating different settings per channel would be good. E.g. we want to review emails but if its an on page chat it can proceed without approval unless the answer is unknown and then it feeds into an email thread.

19. Do rejected messages require edit + resubmit functionality?

You mean messages that we were unable to answer? We would assume it is part of a thread where we ask for more information or for them to ask again.

20. Should there be SLA timers for pending approvals?

We would want to send notifications / reminders to the event organiser. It would be good to track and maybe notify of 'expected response time' if approval is in the process. Again we welcome advise here.

21. Is there a need for emergency broadcast mode (send without approval in critical cases)?

No. Not at this stage.

22. How many user roles are expected? (Admin, Coordinator, Support Agent, Viewer?)

For now 3 would be good. But we can start with 1. Admin. Manager and Viewer.

23. Should each event have isolated permissions or shared access across teams?

An event has an organiser which can have several managers to it. So the event has set permissions.

24. Will external event partners and end customers also need temporary system access?

This is only for external event partners. We don't manage this it's a SASS tool for them.

25. Which registration system(s) must be integrated? (Eventbrite, RaceMappr internal system, custom CRM?)

Racemappr. And tracking of third party. We won't integrate others to start.

26. Will CRM identification be email-based or ticket/QR code-based?

We assume email but please advise.

27. Expected data flow direction:

- One-way data sync?
- Bi-directional sync?
- Real-time webhook triggers?

We assume real-time webhook triggers but please advise what you think is necessary.

28.Required formats for import/export? (CSV, XML, JSON?)

We want to make this easy for event organisers but can restrict formats to start. We assumed docx, PDF, CSV. But remain open to suggestions. Assume most organisers are non technical and have a collection of documents in PDF format.

29.What qualifies as a conversion – ticket sale, attendance check-in, upsell, merchandise?

Ticket sale. Possibly also a positive response if we add a 'review' feature to the chat.

30.Do they expect attribution modelling (which message led to action)?

This would be useful but not essential to start.

31. Should analytics be per event or cross-event dashboarding?

Both. At organiser level.

32.Data retention duration required? (3 years / 5 years GDPR requirement?)

GDPR compliant.

33.Should the UI support English & Latvian, or only output messaging?

UI is EN to start but should support the option for multi-language. We will be translating the whole platform in the near-ish future.

34.What is the expected post-launch support – 6 months / 12 months / hourly contract?

This depends on the test / bug fixing faze included. 6 months minimum. But please advise.

35. Is 24x7 support needed or business-hour coverage?

Please advise what can be included. We haven't defined this. But if there is something business critical then beyond business-hour would be expected.

36. Preferred deployment strategy:

- Cloud
- Self-hosted
- Hybrid

Hybrid but to be discussed further during discovery.

37. Required documentation set: user manuals, admin manuals, API docs, training sessions?

API docs and user manuals at a minimum. We would aim to prepare user guides in our style.

38. Expected monthly volume of messaging? <5k / 5k-25k / 25k-100k / 100k+ messages

Unknown. We assume ever increasing but this is dependent on our sales. We assume over 100k within 2 years.

39. What is the **Primary User Type**: Organizers | Support Staff | Volunteers | Admin HQ | Others

Event organisers. Most teams are small so cover many roles. And often are volunteers at a sports club.

40. Is there any specified format in which you want our proposal? If so, please provide us that format.

No. However you believe is best to present the proposal and offer.