

RFI PROCESS



Issue/ publish RFI

**Responders' submission
of Questions & Clarification**



[usually 1 week
after issuance]

(usually 3-5 days later)



Customer responds to
Questions & Clarifications

RFI Response Deadline



(usually 1 week after
questions answered)

(usually max 3 candidates,
1 week after RFI response)



Shortlist to RFP

TOTAL DURATION OF RFI PHASE (NOT INCLUDING PREPARING DOCUMENTS) - 20 DAYS/4 WEEKS.

If you would like help with evaluating your current Martech and before deciding to start the RFI process, or if you need help picking a vendor, Purple Square CX are experts in this field and can assist you with the process, get in touch at letstalk@purplesquarecx.com