



PUNJAB SKILLS DEVELOPMENT FUND

Tender Document Feb 2018

“Provision of Call Center Services”

Submission Date for Sealed Bids: 26th Feb 2018, by 11.00 AM

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1- Invitation to Bids

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company set up under the Companies Ordinance 1984 by the Government of the Punjab. Sealed bids/proposals will be invited from established Business Process Outsourcing (BPOs) (hereafter called as bidders) for Call Center services on behalf of PSDF. All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned

2- Instruction to Bidders

The selection of Call Center Services will be based on **Quality and Cost through Single Stage Two Envelopes** bidding procedure.

- a) The bid shall be a single package consisting of two separate envelopes, containing separately Technical and Financial proposals. The envelopes shall be marked as “Technical Proposal” and “Financial Proposal”.
- b) In the first instance, the “Technical Proposal” shall be opened and envelope marked as “Financial Proposal” shall be retained unopened in the custody of PSDF. PSDF shall evaluate Technical Proposal in a manner prescribed in section - 9 given in the document, without reference to the price and condition shall reject any proposal which does not conform to specified requirements. During the technical evaluation no amendments in Technical Proposal shall be permitted.
- c) After the evaluation and approval of technical proposals, PSDF shall open financial proposals of the technically accepted bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.
- d) The financial bids of the organisations found technically non-responsive shall be returned unopened to the respective bidders. The technical and financial proposal will be evaluated based on PSDF evaluation criteria as provided in section - 9 and 10 of this document.
- e) This document has different sections carrying information of eligibility, technical evaluation and terms of references, conditions of tender, type of contract etc. to assist potential contractors to develop their technical proposals. Bidders those found eligible and qualify in technical evaluation will be short-listed for financial bid opening.
- f) Contract shall be awarded on quality and cost-based method with combined evaluation of the Technical and Financial Proposals. **The weightage of quality shall be 80% and 20 % weightage shall be given to cost.**
- g) **Minimum Passing Marks in Technical Scoring is 65.**

3- Conditions for Eligibility

The successful bidder, fulfilling the following criteria, will be considered as an eligible bidder for the evaluation process;

- a) Minimum 5 years of proven experience of providing Call Center services, preferably to multinationals, telecom, autonomous bodies/international clients. (copies of contract or work order by clients) should be furnished.
- b) The company must have registered office in Pakistan preferably in Lahore. (office address on signed letter head)
- c) Provide copy of tax returns of last year. (Copy Required)
- d) Evidence of company's registration / incorporation (Copy required)
- e) Affidavit on stamp paper, declaring that the company is not black listed by any Govt. agency / authority (Original required)
- f) NTN and GST/PST (if applicable) registration (Copy required)

Any, company fail to provide information as per the aforementioned or does not fulfil the requirement of , "Eligibility Criteria Checklist" (**Annexure B**) shall be dis-qualified and declared ineligible from the bidding process and its technical evaluation will not be carried out.

4- Terms of Reference/Scope of Work

- **Objective**

Punjab Skills Development Fund (PSDF) intends to significantly revamp its Contact Center (CC) services and relationship with customers through regular communication. These customers include Trainees, Training Service Providers (TSPs), Placement Service Providers (PSPs), Employers, Donors and Employees. PSDF is intended to have a dedicated CC and is looking for a reputable Business Process Outsourcing (BPO) for the services.

CC will help in data cleaning, conducting different surveys as per departmental requirements and verifications of payments and deliverables to the trainees. All results of the survey's need to be shared with PSDF in the defined time.

- **Detailed Scope of work is attached as annexure- E**

5- Guidelines

- a) Only short-listed bidders fulfilling the eligibility criteria will be considered for technical evaluation. All documents and information received by PSDF from applicants will be treated in strictest confidence. Documents submitted to PSDF will not be returned.
- b) All expenses related to participation in this bidding document shall be borne by the bidder.
- c) Documents shall be submitted in hard copies in a sealed envelope marked as "TECHNICAL PROPOSAL" as hard copy in a sealed envelope for "Hiring of Call Center services." The envelope containing hard copies of technical proposal shall be received on the postal address given below.

Procurement Department

Punjab Skills Development Fund, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore

E-mail: Procurement@psdf.org.pk Phone: +92-42-35752408-10, Fax: +92-42-35752190.

- d) Sealed Technical Proposals received after due date & time, will not be accepted.
- e) PSDF reserves the rights to request submission of additional information from applicants to clarify/further understand aspects of technical proposal, if required. PSDF also reserves the right to verify any information provided by the applicants.
- f) Questions about this technical proposal can be made only in writing: a letter or an e-mail and must be asked by or before **COB 22nd Feb 2018**. For any other related information please contact the undersigned.

6- Type of Contract

- g) The duration of the contract will be 1 year, If PSDF cancel the contract during the contract period, a notice period of 1 month will apply. Contract may be extended for one year based on the performance of the bidder on same terms & conditions.
- h) Successful company will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order. In case SLA parameters are not met, penalty will be imposed agreed mutually while signing the contract with successful bidder.
- i) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- j) The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PSDF shall upon request communicate to any firm, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- k) The PSDF undertakes to pay the valid invoice within thirty (30) days after the delivery of services. All taxes will be deducted in accordance with the applicable laws. The payments shall be made based on specified deliverables as and when produced and accepted as per the mutually agreed contract clauses.
- l) The bid shall remain valid for the period of **120 days** from the date of opening of financials.

7- Conditions for Tender

- a. PSDF reserves the right to award or not to award this contract. Bidders who fail to complete and attach all relevant documents shall be disqualified. No tender document shall be accepted, if not properly sealed, marked, signed and stamped.
- b. PSDF shall enter into a formal contract with the successful Bidder. The PSDF reserves the right to terminate the contract, if performance of Bidder is unsatisfactory.
- c. PSDF has the right to visit business premises to verify the information shared in tender documents. Bidder presenting information intentionally incorrectly or fraudulently will be disqualified.
- d. Bidders to ensure that their bid documents are submitted before the closing time and date of the tender. Bids received after closing time and date will NOT be considered.
- e. Although adequate thought has been given in the drafting of this document, errors such as typos may occur which the PSDF will not be responsible.

8- Delivery Timelines or Completion Date

The service provide shall provide the Call Center services two weeks from the date of signing off contract. Invoices shall be charged once call centre services are active and agents are on board.

Duration of the contract is for one year from signing of the contract. Contract may be extended for one year based on the performance of the bidder on same terms & conditions.

9- Technical Evaluation Criteria

This document is governed by the procedure approved by PSDF management. The technical proposal of eligible organisations will be evaluated against the requirements specified in the in “**Annexure – D**”.

10- Financial Evaluation Criteria

- a) The Financial Proposals of only eligible bidders with technically qualified specifications will be opened in the presence of all the bidders participated in the tender. All bids shall be opened by the evaluation committee publicly in the presence of the bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding and chairperson or member of the evaluation committee shall read aloud the unit price as well as the bid amount and shall record the minutes of the bid opening. All bidders shall sign an attendance sheet at the time of bid opening.
- b) Please provide information regarding Financials in **Annexure – F**”.

11- Submission of Bids (Technical and Financial Proposal): -

Complete bid containing Technical and Financial proposal along with CDR, all required information and documentary evidences must be submitted before closing dated i.e.-**February 26, 2018 at 11.00 AM**-. Technical proposals will be publicly opened on the same day i.e. - **February 26, 2017 at 11.30 AM**--in the presence of bidder’s representatives who wish to attend it. CDRs of disqualified bidders will be returned after awarding the business to successful bidder.

a. Call Deposit Receipt (CDR)

CDR of Rs. 5,000 (Five Thousand) in the form of pay order or demand draft favouring Punjab Skills Development Fund. The CDR should be valid for a period not less than 6 months and must be enclosed in financial bid.

b. Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **annexure I** shall be submitted with the proposal.

Annexures

Annex – A Organizational Information

Organization Information			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
	General / Punjab Sales Tax Number		
5	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organisation	
		Section 42 Company	
		Public Ltd. Company	
		Private Ltd. Company	
		Private Partnership Firm	
	Others (Please specify)		
6	Name and designation of 'Head of Organization'		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
8	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

Annex – B Eligibility Response Checklist

Eligibility Response Checklist			
Sr. No.	Necessary Eligibility Information	Response/Elaboration	
1	Minimum 5 years of proven experience of providing Call Center services, preferably to multinationals, Telecoms, autonomous bodies/international clients. Copies of contract or work order by clients should be furnished.		Copies of work orders or delivery receipts Attached
			Copies Not Attached
2	The company must have registered office in Pakistan preferably in Lahore.		Office address on signed letter head Attached
			Not Attached
			Not applicable. Public sector organisation
3	Provide copy of tax returns of last year (Copy required)		Copies Attached
			Not Attached
4	Evidence of company's Registration / Incorporation (Copy required)		Copy Attached
			Not Attached
5	Affidavit on stamp paper, declaring that the company is not blacklisted by any government agency/authority or any bi-lateral/multi-lateral financial institution? (MUST attach an undertaking by your firm's authorised person with this document)		We solemnly declare that our organization or any member of consortium has never been suspended/debarred or blacklisted.
			Our organization has been blacklisted once or more than once.
6	NTN and GST/PST (if applicable) registration copy required.		Certificate Copy Attached
			Copies not Attached

- Please mark/flag the supporting documents shared for Eligibility Checklist.

Annex – C Relevant Experience

Relevant Experience		
Sr. #	Required Information	Response (Please provide exact information with organization name, location/s and duration) Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
2	Start and end dates of providing call center services (For example – Jan 2009 to September 2017)	i.
		ii.
		iii.
		iv.
3	Services provided to Number of companies/firms	i.
		ii.
		iii.
		iv.

Annex – D Technical Evaluation Criteria

Technical Evaluation Criteria				
S. No.	Descriptions	Total Points	Categorized Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance no mark will be awarded)
1	Client Portfolio	20		Documentary proof (copies of contract or work orders) should be furnished.
	Currently working with above 9 local/international, Telecom, MNC clients, government and semi government /autonomous bodies.		20	
	Currently working with/for more than 7 less than 9 locals/international, Telecom and/or MNC clients, government and semi government /autonomous bodies.		15	
	Currently working with more than 5 and less than 7 locals /international, Telecom, MNCs' clients, government and semi government /autonomous bodies.		10	
2	Relevant Experience	20		Documentary proof (copies of contract or work orders) should be furnished.
	Providing call centre services for more than 9 years		20	
	Providing call centre services for more than 7 years but less than 9 years		15	
	Providing call centre services for more than 5 years but less than 7 years		12	
3	Call Center Performance	25		Letter of Satisfaction from at least 3 companies
	a) Service Level		5	
	b) Average Speed to Answer Calls		5	
	c) Abandoned Rate		5	
	d) Occupancy		5	
	e) Adherence		5	
4	Quality Control	10		Documentary proof (profiles of the proposed team, years of experience and details of relevant projects handled)
	Company has an in-house quality control department		5	
	Company does not have an in-house quality control department		5	

5	Call Center infrastructure (Resource & infrastructure details) for Evaluation of Following Parameters	10		Documentary details of infrastructure and resources deployed at Call Center Call (PSDF evaluation team may visit the actual site for revalidation)
	1.Call Center Setup/Environment		5	
	2. Call Center Agent Quality (Good communication skills, Call handling skills, follow-up of pending cases, compliance) etc.		5	
6	Software Design /CRM/CMS	15		Documentary proof (profile of the product that was developed, screenshots, reports, dashboards, customer feedback, change management process, records of the changes made, application design, development methodology etc.)
	Demonstration of minimum 3 Quality CRM/CMS development projects. Operated/designed and developed by company (evaluation will be based on quality assurance, records availability, data presentation, skills through of software design, technical approach/solution for client, understanding of the client needs operations.		15	
Total Points Awarded		100		

- **Minimum passing marks for technical qualification are 65. Please mark/flag the supporting documents shared for technical qualification scoring.**

Annex- E Scope of Work

Scope of work is classified in to below area's:

Outbound Calls Services

Outbound call services will be used for identification of training needs, surveys and feedback. Some major points are below:

1- Strategic Surveys

- Small scale skills need assessments can be done through CC for underserved districts.
- Rapid/Dipstick tracer surveys can be conducted to trace the graduates
- Verification of random sample data on surveyed individuals submitted by third party research firms.
- Invitations calls to individuals for large company events when a new policy is announced

2- TSPs Information Sharing

- Outbound calls can be done to TSPs to inform them about the schemes launched so they can bid

3- TSPs Feedback Sharing

- Outbound calls can be done to different students/trainees to take feedback of TSPs and trainings conducted

4- Perception Surveys

- CC will help in conducting different perception surveys to access the need of trainings for students in different sectors of industry
- Feedback on training programs to know about quality of training TSPs are conducting, and areas of improvements
- Calls to TSPs focal person to get feedback for field monitors

5- Student Verifications

- CC will call trainees for verification of training they are enrolled for and if they are attending the training
- Verification of stipend amount if given by TSPs to students
- Verification of School bag, Uniform, books and stationary etc.

6- Employment Verification

- After completion of successful training programmes, the next step is to arrange employment for trainees. Outbound calls will be done to trainees to verify their status of employment

7- Partnership Training Mobilisation

- Outbound calls to potential industries to know about their need for skilled employees
- PSDF will identify industrial needs and will train the students on same so they can be employed later in the same industry

8- Partnership Employment Mobilisation

- Outbound calls can be done to different employers for verifying employment status of trainees

9- Activation Campaigns & Student Mobilisation

- CC will call different students to get information about students like contact numbers, bay form numbers, etc.
- CC will conduct awareness surveys to tell students about PSDF training programmes, how they can enrol for these trainings and what benefit they will get from these surveys

- CC will call eligible students to inform them about the upcoming & current training programmes

10- Graduate contacts

- CC will call graduated trainees to guide them about employment opportunities in the market or get their updated status for record purpose

Inbound Call Services

Following Inbound Calls can be received on helpline

1- TSPs

- TSPs can call over the helpline to know about advertised schemes in different sectors
- TSPs can call to know about their invoices, cheques etc.

2- PSPs

- PSPs can call over the helpline to know about their invoices, cheques etc.

3- Students

- Students can call over the helpline to know about courses and training programmes of PSDF is offering
- Students can call to know about their enrollment status in the training programme they have opted for
- Student calls for complaining about stipend amount and other deliverables not received

4- Others

- Possible information-seeking calls from research consultants interested in bidding for our research studies
- General information queries related to PSDF

Scope of Services for Functional Requirement

The scope of services that need to be provided by the successful bidder can be broadly classified into the following areas

1- Business Services

- Outbound Calls, Inbound Calls, Interactive Voice Response (IVR) function, Customer Segmentation

2- Infrastructure & Technology, 3- Resources on boarding and training, 4- Quality Assurance, 5- Reporting and Analysis, 6- Software/CRM Development, 7- Marketing Promotions & Campaign Management, 8- Other Parameters

Functional Requirements

The successful bidder is expected to provide high quality services to PSDF and meet the required quality standards. Details related to functional requirements are below:

1- Business Services

The scope of the business services to be covered by CC are explained below

- **Inbound Call** services to answer general customer queries like enquiring about different courses, training programs /schemes and complaints if any
- **Outbound Call services** for different surveys, verifications of deliverables, stipends and promotional activities. Agents should also be trained in for upselling and cross selling
- **Interactive Voice Response (IVR)** shall be designed in consultation with PSDF. Basic functions of IVR must be available like language selection, timings of helpline, etc. The successful bidder shall provide features to broadcast important messages/ advertisements on IVR when the customer is waiting to talk to the agent. The content and time for such messages/advertisements shall be decided by PSDF. The content for advertisement would be provided by PSDF to be configure on the IVR
- **Segmentation** as per different schemes will be done for conducting surveys and same data would be utilize for running marketing campaigns

2- Infrastructure & Technology

The successful bidder shall provide in-scope CC services on an outsourced model i.e. from its premises. Cost of all the necessary infrastructure such as office space, headsets, telephones, desktops, internet connectivity etc. shall be borne by the service provider. Requisite number of Primary Rate Interface (PRI) lines shall be arranged and provisioned at the premises of service provider. The service provider shall directly coordinate with telecom operator for any support related to PRI line. Any increment in the requirement of infrastructure due to increase in volumes or due to adherence to Service Level Agreement (SLA) etc., shall be solely borne by the successful bidder.

The successful bidder is expected to provide the required applications and interfaces. An indicative list of technologies/ solutions to be provided by the successful bidder shall include:

- Customer Relationship Management (CRM)
- Call Monitoring System
- Voice logger
- Interactive Voice Response (IVR) Application
- Automatic call distributor (ACD)
- Application based dialer
- Complaint Managements System (CMS)
- Computer Telephony Interface (CTI) with comprehensive dashboard of customer details
- Reporting and Management Information System (MIS) tool
- Outbound dialer
- The calls being received, against each campaign must have proper logs, tagging over the dashboard with live stats, complaint management system
- Call Back Manager with Dialer, Screen recording, Online Reports, queuing statistics-real time screen-based information & Management Dashboards for PSDF. The bidder is obligated to provide new Business Intelligence (BI) Tools and their updates at any time during the contract if the company so desires at mutually agreed cost
- The ACD system should support call recording, storage and analysis for all incoming/outgoing calls
- ACD system should be capable of fully integrated with the voice logging system, IVR and CTI
- In case of the outage of CTI or IVR, ACD should be able to process the calls to agents
- The proposed system shall support a report generation tool, to create and design customer specification
- Fully automated CMS with built in auto escalation capability. System shall be integrated with SMS & E-mail system and with any other system which PSDF desires
- If PSDF implement its own CRM system, the successful bidder is required to integrate and support migration of all data from proposed CRM to PSDF CRM system
- The successful bidder shall warrant that the services provided under the contract shall be as per the Service Level Agreement (SLA) between the bidder and PSDF
- Successful bidder shall be fully responsible for the manufacturer's warranty in respect of proper design, quality and workmanship of all equipment, accessories etc. covered by the offer
- During the duration of contract, successful bidder is required to ensure that any repair/ replacement of defective components in the hardware provided by the bidder as per the scope of this RFP, is carried out by the bidder at no additional charge to PSDF

3- Resources on boarding and training

The successful bidder shall deploy adequately skilled and trained resources for answering and making calls, to provide a consistent and high-quality experience along with a high percentage of first time resolution to customers. They shall deploy sufficient number of agents to run the operation smoothly. They must have additional resources available for managing any absence of agent.

- Must be a graduate or higher

- Speak, read and write in Urdu and English
- Able to communicate confidently and politely
- At least 6 months experience in related field
- The CC will operate from 9:00 am till 6:00 pm, however number of shifts or operational hours may exceed as per increase in work volume.
- The successful bidder shall deploy minimum 4 dedicated agents. The count of agent might increase or decrease as per changing business requirement.
- CC operations will be carried out 6 days a week, including national holidays
- The successful bidder, in consultation with PSDF shall train all agents on processes of CC programs and services of PSDF
- The successful bidder shall give at least 6 days of on-boarding training so that all agents are able to take and make calls properly

4-Quality Assurance

The successful bidder is expected to deploy dedicated quality assurance team for entire duration of the contract which will be responsible for

- Monitoring the performance of agents
- Evaluation and calls listening of agents
- Executing Continuous Improvement Plan (CIP) to exceed the target of Service Level Agreement (SLA) & Key Performance Indicators (KPIs) mutually set
- Performing root cause analysis for repeated failure in service delivery and sharing the same with company

5 - Software/CRM development

The successful bidder shall incorporate below information in Software/CRM system.

5a- Existing Trainees Data and Campaigns

- The successful bidder shall provide CRM application to log the service requests and other customer interactions
- The successful bidder must have CRM (Licensed/Inhouse developed/open source) enabled software to record, process and maintain profiles of customers cohesively coupled with reporting module
- The system should log data of all existing and potential customers of PSDF like Trainees, TSPs, PSPs, Employer, Donors, student and Employees
- Sharing of Data Dictionary after every change updated with PSDF
- Real time view, Live screen monitoring/dashboard for ongoing campaigns
- CRM Should be able to map current PSDF business and maintain data accordingly

5b-Potential Sale Lead Management System

- Maintain Profiles of Organization with following fields
- Build a relationship between PSDF and external Partners(Organizations)
 - Organization Profiling
 - Contact, POC, Heads, CEO Management
 - Lead Management
 - Lead registration
 - Maintain Email & SMS templates, Account and contact management, Opportunity Management, Customizable sales process, Task Management, Activity feed, Calendar Tracking for Sale Opportunity, Products and price books, Quotes, Contract management, Configurable Reports and Dashboards
- System should be able to send personalized messages or e-shots as attachment via email or Via SMS
- Maintain Following data as basic requirement.

- Industry, Sector, Salutation
- Organization Name, Name of CEO, Designation CEO/COO, Name of Organizational Contact, Designation Manager or Head etc., Organization Address, Lead Owner, Team Lead
- Contact Details. Email of CEO, Email address Organization Contact, Website, Cell Landline, UAN, Date: First Contact, Previous meeting, Project Status: Lead, Proposal, Contract Signing, Ongoing, Contract: Value, # of Trainees, Female, Male, Start Date, End Date

5c- Campaign Management System

- **Campaign Summary:** Brief description of Campaigns Marketing goal and creative concept
- **Resources:** Projected Timeline to complete the campaign, people, tools
- **Talking Points:** Campaign description
- **Goal + Measurement:** What's the goal of our campaign, Results, gauge the success rate of any campaign
- **Marketing Campaign Timeline:** When the project will be completed

6- Reporting and Analysis

The successful bidder shall provide end to end call center reporting solution to generate all required reports at any point of time i.e.

- Key Performance Indicators, Service Level Agreement parameters, Ad-hoc/Customized Reports
- Number of incoming calls report having details as number of the caller, age, location and query for which they call
- Number of outgoing calls placed (date, time, number of attempts etc.)
- Average talk time for calls handled -measured, Average active time per call, Regular/Daily Performance Report
- Agent Report with complete calling details i.e. Total No. of (Calls, Auxiliary(AUX) Time, Occupancy, Login/Logout, hold time, Average Talk Time (ATT) Average Hold Time (AHT), After Call Work (ACW), Response, Abandoned by agent etc.
- Monthly SMS reports, Reports on response times of different PSDF departments on queries redirected to them
- Reports/Data needed for marketing/social media campaigns, Reports should also be available in web-enabled format & should be configurable to be e-mailed to a defined mailing list
- The report format shall be flexible and shall be available either in spread sheets or any other user-friendly structure/ format including graphics depending on the request of company time-to-time
- Periodic data sharing with PSDF
- Reports of outbound calls to be shared in tabular format along with graphs of key indicators. For example, data of employed trainees can be separately as slide show (what percentage are employed, sectors employed in, average salary, etc)
- Call Recordings for at least 1 year

7-Marketing Promotions & Campaign Management

The success full Bidder must provide below services for PSDF marketing campaigns

- SMS shall be used for marketing campaigns, to broadcast to customers informing about ongoing programmes
- Integrated auto-SMS shall be available to inform trainees for about different relevant information time to time. Back up/history shall be maintained for any future use
- SMS option shall be available for sending SMS to customer when required. Access to SMS gateways and /or Short Message Service Center (SMSCs) of all cellular Mobile Operators
- SMS feedback system should be available. History of SMS sent and received should be maintained

- SMS can be sent in a PUSH system or by a PULL system where customers may inquire certain information by sending an SMS to a number (long / short code) within the system (shall vary from campaign to campaign) and/or customers would reply to the SMS sent
- SMS should be sent with PSDF masking
- Voice Messages for different campaigns
- Approaching customers through Emails for different marketing campaigns when required

8-Other Parameters

These are critical parameters that shall be tracked on a regular basis to evaluate the Call Centre's performance. The successful bidder will ensure meeting the following SLA parameters and will enter in to an agreement with PSDF.

1-Call Answer, 2-Call Abandoned, 3- Service Level, 4-Average Handling Time, 5-FCR, 6-Occupancy, 7-Calls quality

- SLA's will be decided mutually and will be considered for penalties
- The successful bidder must strictly adhere to the delivery dates or lead times. Failure to meet the deadlines unless it is due to reasons entirely attributable to PSDF or any issue which is not reported before time may have an impact on bidder's performance. PSDF may levy penalties as per decided Service Level Agreement (SLA)
- All reports and survey results need to be shared in certain TAT shared by PSDF
- Key performance Indicators(KPI's) will be developed mutually to measure the performance of work
- Standard Operating Procedures (SOP'S) and protocols would be developed for each survey, all results would be shared in the defined Turn Around Time (TAT)
- Call Recording shall be available when ever required by PSDF and call record shall be maintained for at least 1 year
- Data analysis and data mining will be required

Performance Evaluation: (Service Level Requirement)

Key Performance Indicators: Key Performance Indicators will be mutually agreed by the parties hereunder: Key performance indicators (KPI) definitions:

1. Service Level

Service level will be determined by calculating the total number of calls answered within 60 seconds in an hour as compared to the total number of calls offered to agents within the same time. This will be measured on hourly basis and an aggregated daily average of 24 hours will be considered as service level of that day.

Example:

Total calls offered to agents in an hour = 50, Abandoned after threshold (30 seconds), 0 Answered after Threshold (30 seconds): 0, Total Calls Handled: 50, Service Level: 100° 0

The target for Service Level will be mutually agreed after assigning the agreement. Source: System generated reports from Call Centre Software.

Service Level for Inbound

Particulars	Desired KPIs
Service Level	Should be >=85%
Average Handling Time	Depends on system reports
FCR	Work code based FCR (calculated on 72hrs) should not be <=90%
Call Quality	Quality scores should not be less than 90%

The target for Service Level will be mutually agreed after assigning the agreement, Source: System generated reports from Call Centre Software.

Service levels for Outbound Calls

Particulars	Desired KPIs
Connected /Completed Ratio	Variable for different projects. All Data should be attempted as per decided protocol and results should be shared in a define tat. All information shall be provided to customer as per the designed survey and timelines
Quality Score	90% (QA feedback evaluations)

2. Average Speed Answer (ASA) QUE

This is the average time to answer a call after opting for agents. This is inversely proportional to service level. The time to answer the call goes down; the service level goes up and vice versa. This is calculated on hourly basis on the number of callers waiting for agents during an hour and the average wait time of all the calls during that time. The target for ASA will be discussed with service provider after awarding the contract. **Source:** System generated reports from Call Centre Software.

3. Calls per Day per Agent

This will be calculated on 24-hour basis on total number of answered calls for 24 hours /, Total number of working shifts in that period. The target for calls per day per agent will be 60-70 calls (8 hours shift with 1-hour break). **Source:** System generated reports from Call Centre Software.

4. Abandoned call is a call hung up by the caller after the 60 second time period specified in the service level (above) has expired. Any calls abandoned within the 60 second window do not come under the definition of abandoned calls. Abandoned calls should not be more than 10%. **Source:** System generated reports from Call Centre Software.

5. KPI target during a day

Number of Calls (Inbound and Outbound) in Day	Service level Target (%)
100 – 300	85

In overall calculation KPIs any days having a call volume higher than set limits, as mentioned in above tables, will be excluded from the overall calculation of KPI's for that month.

6. Severity Level Definitions

Service Level	Service Description	Service Description Resolution Time
Service Level-I Top Critical Business Impact. (All Services Down)	Complete loss of Services and Operations or wide scale business outage or Impact significant impact to business. 1) Switch over to alternate service provider 2) Resolution time for service provider.	1). 24Hours 2) 48 Hours
Service Level-II Highly Serious Business Impact (Service Outage)	Significant or degraded service. Time sensitive issues important to productivity High- Impact problems where business is proceeding but is significantly impaired	1) 24 Hours
Severity Level III Medium Minor Business Impact	Minor Loss of service or services in the working mode but failure to meet the service levels defined	4 Days

Service Level for Software/CRM	Service Description	Service Description Resolution Time
Request for Change Minor	Implementation/Development of Minor Changes	1 day
Medium Level Change in the existing Module	Change Request in the Existing Module	7 Days
Redesigning of Existing Module	Change Request of existing module based on change in Business Dynamics	14 Days
Development of New Module	Development of new Module based on new Business requirements	30 Days

Note: This shall be strictly followed and incase of breach Penalty shall be imposed according to the contract.
Penalty Clause: Should be discussed by Procurement and vender

Annex - F Financial Proposal

Form of Bid/ Financial Proposal

Sr. No.	Description	Unit Price without Applicable Taxes PKR	Unit Price with all Applicable Taxes PKR	Total Price with Applicable Taxes PKR
1	Call Center Agents per agent			
2	Outbound Calls per minute cost			
3	Per SMS Cost			

PSDF requires 4 agents now however, quantity of the agents may increase and decrease according to the business requirements.

CRM Development Cost

Sr. No.	Description	Per Unit	Cost PKR
1	CRM development onetime cost	Total Cost	
2	CRM development cost	Per Man Hour	

Annex - G Key Management Staff

Key Management Staff of Company				
Sr #	Name of Management Staff	Designation	Area of Expertise	Number of years with company

Annex- H Declaration

Declaration

Kindly provide the declaration as per format provided below at the end of proposal.

I, _____ hereby declare that:

- all the information provided in the technical proposal is correct in all manners and respects
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of "[Click here and type the name of organization]"

Name	
Designation	
Signature	
Date and Place	

Annex- I Cover Letter

Cover Letter for the Submission of Technical Proposal

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guide lines]

Re: Technical Proposal in respect of [Insert title of assignment]

Dear Sir,

We offer to provide the Services for [Insert title of assignment] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the services as per the client's request if our proposal is accepted. We understand that you are not bound to accept any or all proposals you receive.

Thank you.

Yours sincerely,

Signature

Name and title of signatory:

Note: Kindly fill all the above relevant annexures and attach with the proposal.

