

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Procurement No: 007/SYIG/PSDF/CC

Hiring of Call Center Services

APRIL 2022



Submission Date: April 29, 2022, on or before 11:00 AM


21 A, H-Block, Dr. Mateen Fatima Road, Gulberg II, Lahore – Pakistan.

UAN: 042-111-11-PSDF(7733) | Toll Free:0800-48627 (HUNAR) | Website: psdf.org.pk


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1) Advertisement/ Notice for Tender



Invitation to Bid For Hiring of Call Center Services



Punjab Skills Development Fund (PSDF) is the largest skills development fund in Pakistan. PSDF was established in 2010 as a not-for-profit company set up under the Companies Ordinance 1984 (now Companies Act 2017) by the Government of Punjab (GoPb). PSDF is revolutionizing the TVET sector through its innovative initiatives for vocational and technical trainings ensuring an economically bright and sustainable future for poor and vulnerable youth of Punjab.

PSDF invites bids under single stage two envelopes bidding procedure from well-reputed, experienced and tax registered companies / firms against the above-mentioned services. The interested companies / firms can obtain the bidding document containing all details with its evaluation criteria and terms & conditions from PSDF e-tendering portal (<https://etender.psd.org.pk/esop/guest/go/public/opportunity/current>) and PPRA website (www.ppra.punjab.gov.pk).

| Sr. No. | Description | Procurement No. | Total Tenure of Contract | Bid Submission Deadline (Date & Time) | Technical Bid Opening Date & Time | Estimated Cost of Procurement |
|---------|--------------------------------|------------------|-------------------------------------------------|---------------------------------------------|-----------------------------------|-------------------------------|
| 1 | Hiring of Call Center Services | 007/SYIG/PSDF/CC | 12 months (Extendable for another two terms) | April 29, 2022 on or before 11.00 AM | April 29, 2022 on 11:30 AM | PKR 3.8 Million |

- PSDF has launched e-tendering portal for the submission of bids which must be submitted online through e-tender portal till **April 29, 2022 by or before 11:00 AM** or system will not accept submission after deadline. The bids should **ONLY** be submitted online through e-tendering portal accessible at: <https://etender.psd.org.pk/esop/guest/go/public/opportunity/current>. No bid shall be accepted, if not submitted through e-tender portal.
- Tender shall be publicly opened on same day i.e., on **April 29, 2022 at 11:30 AM** in the presence of interested companies / firms or their authorized representatives who may wish to attend.
- The bidding procedure shall be governed strictly in accordance with the Punjab Procurement Rules 2014 through national competitive bidding procedure.
- For any clarification, please contact on the below-mentioned address.

Procurement Department, Punjab Skills Development Fund
21 A, H-Block, Dr. Mateen Fatima Road, Gulberg II, Lahore – Pakistan.
UAN: 042-111-11-PSDF(7733) | Toll Free:0800-48627 (HUNAR) | Website: psdf.org.pk

2) Invitation to Bids

Punjab Skills Development Fund (PSDF) is the largest skills development fund in Pakistan. PSDF was established in 2010 as a not-for-profit company set up under the Companies Ordinance 1984 by the Government of Punjab (GoPb). PSDF offers quality demand driven skills training to vulnerable and poor youth of Punjab helping them to create sustainable income generation opportunities in Pakistan and beyond.

Bids/ Proposals are invited from established firms/companies for “Hiring of an organization for Call centre services” (hereafter called as bidders) to PSDF. All interested and eligible bidders are requested to go through the Tender document and provide relevant information along with supporting documents mentioned in this tender document.

3) Instruction to Bidders

The selection of services will be based on **Least Cost Selection Method** through **Single Stage Two Envelopes** bidding procedure.

- a) The bid shall be submitted through E-tendering portal under Qualification (Eligibility), Technical and Financial/Commercial envelopes with all the supporting documentary evidence.
- b) In the first instance, technical envelope shall be opened to ascertain the eligibility of the bidder as per the eligibility criteria on e-tendering portal.
- c) Technical Envelope comprising of “Technical Proposal” shall be opened for eligible bidders on E-tendering portal.
- d) PSDF shall evaluate Technical Proposals in a manner prescribed in section–09 and Technical Envelope available on the portal, without reference to the price and condition shall reject any proposal which does not conform to specified requirements.
- e) During the technical evaluation, no amendments to Technical Proposal shall be permitted.
- f) After the evaluation and approval of the technical proposals, the Financial/ Commercial Envelope comprising of financial proposal shall be opened for technically responsive bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the Bid validity period.
- g) The financial bids found technically non-responsive shall be rejected.
- h) The Technical (Qualification & Technical Envelopes) and Financial (Commercial Envelope) Proposals shall be evaluated based on PSDF’s evaluation criteria as provided in section **03, 09** and **11** of the bidding document and envelopes available on portal.

- i) This document has different sections carrying information on eligibility, technical evaluation, Scope of work, conditions of tender and form of contract, etc. to assist potential bidders to develop their Technical Proposals. Bidders those found eligible and qualifying in technical evaluation shall be invited for financial bid opening.
- j) Minimum passing marks are 65, a bidder who obtains a minimum of 65 marks or more shall be marked as technically qualified and shall be considered for financial bid opening.

4) Conditions for Eligibility (Qualification Envelope)

The bidders, fulfilling the following criteria, shall be considered eligible for the bidding process.

- a) Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of the Organization (Please attached copy of registration for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization.).
- b) Should be an Active Taxpayer as per "Active Taxpayer List" of FBR (Please attached Proof for "Active Taxpayer List" of FBR)
- c) Affidavit on stamp paper, declaring that the company is not blacklisted by any autonomous body/government/semi-government or any organization. (Please attached copy of Affidavit on stamp paper, declaring that the company is not blacklisted.)
- d) Evidence of the bidding firm/company's registration/Incorporation is required (Please attach Copy of certificate of incorporation/company registration certificate.)

If the bidder fails to provide information as per the above-mentioned or does not fulfil the requirement of, "Eligibility Criteria Checklist" (Annex B) shall be disqualified and declared ineligible from the bidding process and its technical evaluation will not be carried out.

5) Scope of Work

Scope of work is classified into 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 call centre (CC)
- 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- Training Service Partners (TSPs) Calls

- Outbound calls to be done to TSPs for invitation of different events i.e., Capacity building sessions, Road shows, Town Halls, Training sessions etc.

3- TSPs Feedback

- Outbound calls can be done to different students/trainees to take feedback of TSPs and quality of trainings they are conducting

4- Trainee 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

5- 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, if they are employed or not

6- Partnership & Placement Verification

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

7- Activation Campaigns & Trainee Mobilization

- CC will call to potential trainees for data correction i.e., 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

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- Trainees

- Trainees can call over the helpline to know about new courses and training programs PSDF is offering
- Trainee can call to know about their enrollment status in the training Programme they have opted for
- Trainee calls for complaining about stipend amount

3- 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
- **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 enough 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 7:00 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. The bidder will be responsible integrating CRM with PSDF's existing systems.
- Develop CRM functionality to integrate website complaint management and resolution system
- Integrate existing CRM with BSS for seamless data flow and complaint management 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)
 - i) Organization Profiling
 - Contact, POC, Heads, CEO Management
 - ii) 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.
 - i) Industry, Sector, Salutation
 - ii) Organization Name, Name of CEO, Designation CEO/COO, Name of Organizational Contact, Designation Manager or Head etc., Organization Address, Lead Owner, Team Lead
 - iii) 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

5d. BI- Tool

Business intelligence reporting tool to provide insightful information, which would help PSDF in taking the strategic decisions, following are some indicators.

- **Analysis related to trainees' queries and complaints**

- i) Admission criteria information / Course information and concerns
 - ii) Tsp location address information
 - iii) Monthly stipend information and complaints
 - iv) Certificate related concerns
 - v) Trainer/ Teacher related concerns on behaviours, quality of training, operation issue related to institute and etc.
- **Analysis related to Tsps queries and complaints**
- i) Trainee data updation / correction i.e., contact number, father name, trainee name, CNIC and etc.
 - ii) Invoice related queries and concerns
 - iii) Expression of interest (EOI), Reference for proposal (RFP), Prequalification rounds related concerns i.e., confirmation of status, dates and etc.
 - iv) Tender evaluation and bidding related concerns

All mentioned details/analytics should be displayed in system on parameters defined by PSDF i.e.

- PSDF Scheme wise
- Tsp wise
- Trainee gender wise
- PSDF defined sector and cluster wise

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 successful Bidder must provide below services for PSDF marketing campaigns

- SMS shall be used for marketing campaigns, to broadcast to customers informing about ongoing programs
- Two-way SMS communication through a dedicated short code shall be provided
- 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
- Provide OTP service integration for PSDF systems

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 into 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 Calls 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) |

9- OTP & Two-way communication

- Organization will be responsible to setup OTP system in place to verify mobile numbers
- Two-way communication SMS system & protocol to be put in place for SMS

6) Condition for Contract /General Guidelines

The successful bidder shall agree to the following terms of references to provide services to PSDF:

- PSDF reserves the right to award or not to award this contract, bidders who fail to submit complete and attach all the relevant documents shall be disqualified.
- PSDF shall enter into a formal contract with the successful bidder only and reserves the right to terminate the contract if the performance of the Bidder is unsatisfactory.
- Bidders to ensure that their bid documents are submitted online through E-tendering portal by or before the closing date and time.
- All documents and information received by PSDF from bidders will be treated strictly confidential.
- All expenses related to participation in this bidding process shall be borne by the bidder.
- PSDF reserves the right to request submission of additional information from applicants to clarify/further understand aspects of the technical proposal if required. PSDF also reserves the right to verify any information provided by the applicants.
- 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.
- Clarifications/ queries may be requested by April 26, 2022 before 15:00 through message box option of e-tendering portal and no response shall be given if not requested through the message box of e-tendering portal.**

- i) The pre-bid meeting will be conducted on April 21, 2022 at 11:00 AM on Microsoft Teams (ONLINE). Bidders who want to join shall have to write an email to Procurement@psdf.org.pk before 5:00 PM, April 20, 2022 for **registration** and the link will be shared via email before start of the session. The purpose of the meeting is to provide clarification and an understanding/capacity building of the E-Tender portal in case there are any queries or ambiguities in this regard.
- j) The bidding procedure shall be governed strictly in accordance with the PPRA Rules 2014. 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.

7) Form of Contract

- a. The successful bidder shall sign and execute the standard contract of PSDF including any general conditions on the terms and conditions specified therein. Any amendment to the standard contract shall be made with the mutual consent of both parties.
- b. The successful bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase Order.
- c. The duration of the contract shall be 1-year extendable for another 2 terms on mutual consent of both parties.
- d. If PSDF cancels the contract during the contract period, a notice period of 1 month will apply.
- e. In case of any dispute regarding services, the decision of the PSDF shall be final & binding.
- f. 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 bidder, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- g. All taxes will be deducted in accordance with the applicable laws.
- h. The bid shall remain valid for the period of **120 days** from the date of bid opening.

8) Form of Bid

The Bidders shall follow the Form of Bid specified in **Annex E**.

9) Delivery Timelines or Completion Date

Unless agreed otherwise, Press and Public Relations Management Services shall be started from the date of execution of the contract.

10) Technical Evaluation Criteria

The technical proposal of eligible organizations shall be evaluated against requirements specified in the in **“Annex – D”**.

11) Performance Security

Successful bidder will submit a performance guarantee (bank guarantee or any other form of performance security acceptable to PSDF) of 3% of contract value at the time of signing the contract which will be returned after completion of contract.

12) Financial Evaluation Criteria

The Financial Proposals of only technically qualified bidders shall be opened publicly in the presence of bidders or their representatives who may choose to be present, at the time and place announced prior to the opening. Please provide information regarding Financials in Annex – E” and commercial envelope of the E-tendering portal.

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

Complete bid containing the Technical (Technical Envelopes) and Financial (Commercial Envelope), with all required information, documentary evidence and annexures must be submitted on e-tendering portal before closing dated i.e., **April 29, 2022, at 01:00 AM**. Technical proposals shall be publicly opened on the same day **April 29, 2022, at 11:30 AM** in the presence of bidder’s representatives who wish to attend it.

a. Bid Security

Bid Security of 1% of estimated prices in the form of a pay-order or demand draft favouring Punjab Skills Development Fund shall reach to PSDF, **Procurement Department on 21 A, H-Block, Dr. Mateen Fatima Road, Gulberg II, Lahore – Pakistan** before the opening of the bid (Please mention the title of the procurement on envelop). If original bid security is not delivered before opening of the bid, bidder shall be disqualified for further proceeding. ***The Bid Security should be valid for a period not less than 6 months and scan copy must be attached in financial envelope of e-tendering portal.*** Bid Security of disqualified bidders will be returned after awarding the business to the successful bidder on request.

b. Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **Annex G** shall be submitted with the proposal.

Annexures

Annex – A Organizational Information

| Organization Information | | |
|--------------------------|----------------------------------------------------------|----------|
| Sr. # | Required Information | Response |
| 1 | The 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 organization? 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 Check List | | | | |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--------------------------|
| Sr. No | Eligibility Criteria Details | Response/Elaboration/Proof Required | Attached Supporting Documents/Proof and mark Yes/No | |
| | | | Yes | No |
| 1 | Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of the Organization | (Please attached copy of registration for National Tax Number (NTN) and General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of organization.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Must be an Active taxpayer in FBR and registered for General Sales Tax (GST)/ Provincial Sales Tax (PST) (if applicable) in the name of the firm | Please attach proof to ascertain that firm is on active taxpayer list of FBR and proof for registration for GST/PST (if applicable) in the name of the firm is also required.) | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization. | Please attach scanned copy of Affidavit on stamp paper, declaring that the company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Evidence of the bidding firm/company's registration/Incorporation is required | Please attach Copy of certificate of incorporation/company registration certificate. | <input type="checkbox"/> | <input type="checkbox"/> |

Annex – C Relevant Experience

| Relevant Experience | | |
|---------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| Sr. No. | 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 /Services (For example – Jan 2010 to September 2020) | i. |
| | | ii. |
| | | iii. |
| | | iv. |
| 3 | /Services provided to Number of companies/firms | i. |
| | | ii. |
| | | iii. |
| | | iv. |

Annex – D Technical Evaluation Criteria

| Sr · No. | Description | 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 | | |
| | Worked with equal to or more than 14 local/international/Telecom/MNC /government / semi government/autonomous organisations for call centre services | | 20 | Documentary proof: Provide copies of contract or purchase or service order. |
| | Worked with equal to or more than 10 but less than 14 local/international/Telecom/MNC /government / semi government/autonomous organisations for call centre services | | 15 | |
| | Worked with equal to or more than 6 but less than 10 local/international/Telecom/MNC /government / semi government/autonomous organisations for call centre services | | 10 | |
| 2 | Relevant Experience | 15 | | |
| | Providing call centre services for equal to or more than 10 years | | 15 | Documentary proof: Provide copies of contract or work order or service order along with the client satisfaction letter. |
| | Providing call centre services for equal to or more than 8 years but less than 10 years | | 10 | |
| | Providing call centre services for equal to or more than 6 years but less than 8 years | | 5 | |
| 3 | Quality Control | 5 | | |
| | Company has an in-house quality control department | | 5 | Provide organogram of quality control department verified by Human Resource department on the letter head of the bidder |

| | | | | |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4 | Quality Team Experience | 10 | | |
| | Quality Assurance Manager 14 Years of education with minimum 8 years of experience in Call Center Services for Quality Assurance Department | | 7 | Documentary proof: Provide CVs of the proposed team, clearly stating the education and job experience in quality assurance department |
| | Quality Assurance Supervisor 14 years of education with minimum 2 years of experience in Call Center services for Quality assurance Department | | 3 | |
| 5 | Total number of call centre agents currently working with the organization | 15 | | |
| | Equal to or more than 1000 | | 15 | Documentary proof: |
| | Equal to or more than 800 but less than 1,000 | | 10 | Provide confirmation on the letter head stating the total number of agents, company name and contact person of the company. Also attach the relevant agreements to whom the services are being currently provided. PSDF team may visit the venue to confirm the strength of agents. |
| 6 | Customer Relationship Management (CRM) system or Call Management System (CMS) | 10 | | |
| | Providing support and developed customer relation management system or call management system for minimum 7 companies | | 10 | Documentary proof: Provide copy of contracts to verify the Term of reference/ Scope of Work |
| | Providing support and developed customer relation management system or call management system for equal to more than 5 but less than 7 companies | | 5 | |
| 7 | Customer Relationship Management (CRM) System development for Technical and Vocational Education and Training (TVET) Sector | 5 | | |

| | | | | |
|----------|-----------------------------------------------------------------------------------------------------|------------|----|---------------------------------------------------------------------------------------------------------------------|
| | Developed or customized Customer Relationship Management for a TVET Sector | | 5 | Documentary proof: Provide Copies of contract stating Customer relationship management was developed or customized. |
| 8 | Financial Capacity | 20 | | |
| | Organization turnover/ revenue is equal to or more than PKR 50 million | | 20 | Provide audited financial statements for 2020/21 or copy of last year tax return (2020-2021) |
| | Organization turnover/ revenue is equal to or more than PKR 40 million but less than PKR 50 million | | 15 | |
| | Organization turnover/ revenue is equal to or more than PKR 30 million but less than PKR 40 million | | 10 | |
| | Total Points Awarded | 100 | | |

Minimum passing marks for technical qualification are 65.

Annex – E Financial Proposal

| Cost A | | | | | |
|---------|-----------------------------------|---------------------|----------------------------------|--------------------|--------------------------------------------------------------------|
| Sr. No. | Description | Quantity per month* | Unit Cost inclusive of all taxes | Applicable taxes % | Total Amount inPakistan Rupees (inclusive of all applicable taxes) |
| 1 | Per Agent fee | 4 | | | |
| 2 | Per SMS cost | 5,000 | | | |
| 3 | Call centre outbound calls/minute | 5,000 | | | |
| 4 | Total Cost A1 (Monthly) | | | | |
| 5 | Total Cost A2 (Annual) | | | | |

| Cost B | | | | | |
|---------|--------------------------------------|-----------|----------------------------------|------------------|--------------------------------------------------------------------|
| Sr. No. | Description | Quantity* | Unit cost inclusive of all taxes | Applicable PST % | Total Amount inPakistan Rupees (inclusive of all applicable taxes) |
| 1 | One Time Password (OTP) setup cost | 1 | | | |
| 2 | SMS-Two-way communication setup cost | 1 | | | |
| 3 | CRM development/integration | 1 | | | |

| | | | |
|---|--------------|--|--|
| 4 | Total Cost B | | |
|---|--------------|--|--|

| Total Financial Cost C | | |
|---------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------------------|
| C=A2+B | | |
| Total Cost A2 (Annual) (PKR) (Inclusive of all applicable taxes) | Total Cost B (PKR) (Inclusive of all applicable taxes) | Total Financial Cost (C) (PKR) (Inclusive of all applicable taxes) |
| | | |

***Numbers are mentioned for calculation purposes only, billing will be done based on actual utilization of resources.**

Note: Business will be awarded based on the Least Cost Based Selection Method and total financial cost (C) will be considered for this purpose.

Payment Terms:

- Payment will be made within 30 days after the submission of invoice and service acceptance by the user department on monthly basis.
- All payments shall be made in PKR after the applicable taxes.

Annex- F Declaration

Declaration

Kindly provide the declaration as per the format provided below at the end of the 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- G Cover Letter

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guidelines]

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

Dear Sir,

We offer to provide the services for [Press and Public Relation Management] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal including the required documents on E-tendering portal.

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: