

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

Procurement No: 041/SYIG/PSDF/CC

HIRING OF CALL CENTER SERVICES

August 2023



Submission Date for Sealed Bids: September 7th, 2023, on or before 03:00 PM

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) 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 (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.

Sealed bids/proposals are invited from established firms/companies for **“Hiring of Call Center 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 and must be submitted online through e-tender portal.

PSDF Skills For Success						
Invitation to Bid for Hiring of Call Center Services						
<p>Punjab Skills Development Fund (PSDF) is the largest skills development fund in Pakistan, established in 2010 as a not-for-profit company set up by the Government of Punjab (GoPb).</p> <p>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)</p>						
Sr. No	Description	Procurement No.	Total Tenure of Contract	Bid Submission Deadline (Date & Time)	Technical Bid Opening Date & Time	Estimated Cost for 1 Year
1	Invitation to Bid for Hiring of Call Center Services	041/SYIG/PSDF/C C	One Year (Extendable for another two terms)	September 07, 2023 by or before 03:00 PM	September 07, 2023 on 03:30 PM	PKR 4.5 Million
<p>For further details and terms of reference, please visit:</p> <ul style="list-style-type: none"> etender.psd.org.pk/esop/guest/go/public/opportunity/current PPRA website ppra.punjab.gov.pk 						
<p>Important Information:</p> <ul style="list-style-type: none"> Follow instructions on etender.psd.org.pk Bids submitted only through e-Tender Portal shall be accepted while submission by other means shall be rejected. The bidding procedure shall be governed strictly in accordance with the Punjab Procurement Rules 2014 through national competitive bidding procedure. 						
<p>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</p>						

2) Instruction to Bidders

The Selection of Bidder will be based on **Least Cost Selection Method** through National Competitive Bidding following **Single Stage Two Envelopes** bidding procedure.

- a) The bid shall be submitted through E-tendering portal under Eligibility (Mandatory Requirements), Technical and Financial/Commercial envelopes with all the supporting documentary evidence.
- b) In the first instance, qualification/technical envelope shall be opened on the E tender portal, and the envelope marked as “Financial Proposal” shall be retained unopened
- c) PSDF shall evaluate Technical Proposals in a manner prescribed in section – **03 and 09** (Eligibility and Technical Envelope) available on the portal, without reference to the price and shall reject any proposal which does not conform to specified requirements.
- d) During the technical evaluation, no amendments to Technical Proposal shall be permitted.
- e) After the evaluation and approval of the technical proposals, the financial/commercial envelope (on E-tender portal) 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.
- f) The financial bids found technically non-responsive shall be rejected.
- g) Financial (Commercial Envelope) Proposal shall be evaluated based on PSDF’s evaluation criteria as provided in section **11** of the bidding document and envelopes available on portal.
- h) 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.
- i) The financial proposal of the bids found technically non-responsive shall be retained unopened and shall be returned on the expiry of the grievance period or the decision of the complaint, if any, filed by the non-responsive bidder, whichever is later: provided that the procuring agency may return the sealed financial proposal earlier if the disqualified or non-responsive bidder, contractor or consultant submits an affidavit, through an authorized representative, to the effect that he is satisfied with the proceedings of the procuring agency
- j) The lowest evaluated bid shall be awarded the contract
- k) 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.

3) Conditions for Eligibility (Mandatory Requirements)

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

1. Must be an Active Taxpayer as per “Active Taxpayer List” of FBR and provide General Sales Tax (GST)/ Provincial Sales Tax (PST). (Please attach proof to ascertain that the firm/company is on active taxpayer list of FBR and proof for registration in PRA (if applicable) in the name of the firm/Company is also required.)
2. Affidavit on stamp paper, declaring that the firm/company is not blacklisted by any autonomous body/government/semi-government or any organization. (Please attach copy of Affidavit on stamp paper of Rs 100, declaring that the firm/company is not blacklisted, and original affidavit must be delivered to PSDF office as per the mentioned address before the closing date and time of the bid.)
3. Evidence of the bidding firm/company’s registration/incorporation is required (Please attach Copy of certificate of incorporation/company registration certificate/firm 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 shall not be carried out.

4) 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 center (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.

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 programs, 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 programs, how they can enroll 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 programs.

8- Digital Programs

- CC will make calls to learners for course registration, enrollments, and completion of course within time. This applies to all digital programs (Coursera, Hybrid, etc.)

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.

2- Trainees

- Trainees can call over the helpline to know about new courses and training programs PSDF is offering.



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- Trainees can call to find out about their enrollment status in the training Programme they have opted for.
- Trainee calls for complaining about stipend amount.
- Trainees calls to know about updates on website related to courses, admission, new programs, etc.

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 is 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.



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- **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. The cost of all the necessary infrastructure such as office space, headsets, telephones, desktops, internet connectivity etc. shall be borne by the service provider. The 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 the telecom operator for any support related to PRI line. Any increment in the requirement of infrastructure due to an increase in volumes or due to adherence to the 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.



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- The proposed system shall support a report generation tool, to create and design customer specifications.
- Fully automated CMS with built in auto escalation capability. The 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 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



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- 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 the Software/CRM system. The bidder will be responsible for 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

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- 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 etc.
- **Analysis related to Tsps. queries and complaints.**
 - i) Trainee data updating / 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 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 about different relevant information from time to time. Back up/history shall be maintained for any future use.
- An SMS option shall be available for sending SMS to the customer when required. Access to SMS gateways and /or Short Message Service Center (SMSCs) of all cellular Mobile Operators
- An SMS feedback system should be available. The 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.



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- 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 whenever 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 set up OTP system in place to verify mobile numbers.
- Two-way communication SMS system & protocol to be put in place for SMS.

5) Condition for Contract /General Guidelines

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

- a) 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.

- b) 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.
- c) Bidders to ensure that their bid documents are submitted online through E-tendering portal by or before the closing date and time.
- d) All documents and information received by PSDF from bidders will be treated strictly confidential.
- e) All expenses related to participation in this bidding process shall be borne by the bidder.
- f) PSDF reserves the right to request submission of additional information from applicants to clarify/further understand aspects of the technical proposal, if required.
- g) PSDF reserves the right to verify any information provided by the bidder and can visit business premises to verify the information.
- h) Bidder presenting information intentionally incorrectly or fraudulently will be disqualified.
- i) 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.
- j) Successful bidders shall work with close coordination of PSDF M&C team.
- k) All the services shall be checked and verified by PSDF M&C team.
- l) Bidder shall provide the details of the staff to contact with PSDF on regular basis to provide the services without any failure.
- m) Clarifications/ queries may be requested by **September 01, 2023, before 5:00 PM** 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.
- n) Pre-bid meeting is scheduled on dated **August 29, 2023 on 11:00 AM**. Those bidders who are interested to participate through online link can request **on or before August 28, 2023 by 18:00 Hours** so that the link could be shared with them. The PSDF's Procurement Team will address and guide the bidders regarding the submission of bid on e-tender portal along with the other queries (if any).
- o) Punjab Procurement Rules, 2014 will be applicable for this procurement
- p) 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.

6) 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 shall sign a contract and shall provide the agreed services within the stipulated time agreed in the contract.
- c. The duration of the contract shall be 1-year; however, it can be extendable for another two terms based on the performance of the firm/company with the mutual consent of both the parties.
- d. If PSDF cancel the contract during the contract period, a notice period of 1 month shall apply.
- e. In case of any dispute arises regarding the services, the decision of the PSDF shall be considered final & binding.
- f. Failure to comply with any terms and conditions in the tender document and contract given out to the successful bidder could incur imposition of penalties as spelled out later in the contract.
- g. All the payments will be done on post monthly basis, after verification of satisfactory services by the M&C team of PSDF.
- h. All taxes will be deducted in accordance with the applicable laws.
- i. The bid shall remain valid for the period of **120 days** from the date of bid opening.

7) Form of Bid

The Bidders shall follow the Form of Bid specified in **Annex E** to submit the financial bid.

8) Delivery Timelines or Completion Date

Unless agreed otherwise, Call Center Services shall be started from the date of execution of the contract.

9) Technical Evaluation Criteria

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

10) Performance Security

Successful bidder will submit a performance guarantee in form of pay-order or bank guarantee or demand draft or Call Deposit Receipt (CDR) of 2% of contract value for number of call center agents at the time of signing the contract which will be returned after completion of contract.

11) Financial Evaluation Criteria

The Financial Proposals of only eligible bidders with technically qualified will 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.

12) Submission of Bids (Technical and Financial Proposal)

Complete bid containing the Technical (Qualification & Technical Envelopes) and Financial (Commercial Envelope), with all required information, documentary evidence, and annexures must be submitted on the e-tendering portal before closing dated i.e., **September 7th, 2023, at 03:00 PM**. Technical proposals shall be publicly opened on the same day **September 7th, 2023, at 03:30 PM** in the presence of bidder's representatives who wish to attend it.

a. Bid Security

Bid Security of 0.5% (i.e., Rs. 22500 (Twenty-Two Thousand and Five Hundred)) in the form of a pay-order or demand draft or bank guarantee 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 envelope). If original bid security is not delivered before the opening of the bid, the bidder shall be disqualified for further proceeding. ***The Bid Security should be valid for a period not less than 6 months and a scanned copy must be attached in the financial envelope of the 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 Organization		
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 Organization	
		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	Must be an Active Taxpayer as per “Active Taxpayer List” of FBR and provide General Sales Tax(GST)/ Provincial Sales Tax (PST).	(Please attach proof to ascertain that the firm/company is on active taxpayer list of FBR and proof for registration in PRA (if applicable) in the name of the firm/Company is also required.)	<input type="checkbox"/>	<input type="checkbox"/>
2	Affidavit on stamp paper, declaring that the firm/company is not blacklisted by any autonomous body/government/semi-government or any organization.	(Please attach copy of Affidavit on stamp paper of Rs 100, declaring that the firm/company is not blacklisted, and original affidavit must be delivered to PSDF office as per the mentioned address before the closing date and time of the bid.)	<input type="checkbox"/>	<input type="checkbox"/>
3	Evidence of the bidding firm/company’s registration/incorporation is required.	(Please attach copy of certificate of incorporation/company registration certificate/firm registration certificate.)	<input type="checkbox"/>	<input type="checkbox"/>

Annex – C Relevant Experience

Relevant Experience		
Sr. #	Required Information	Response (Please provide exact information with the organization name, location/s, and duration) Provide data in the sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
2	Start and end dates of providing Goods/Services (For example – Jan 2010 to September 2020)	i.
		ii.
		iii.
		iv.
3	Goods/Services provided to Number of companies/firms	i.
		ii.
		iii.
		iv.

Annex – D Technical Evaluation Criteria

Technical Evaluation Criteria				
S. No.	Descriptions	Total Points	Category Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non - compliance no mark will be awarded)
1	Relevant Experience	15		Documentary proof (copies of contracts, purchase orders, or service orders) should be furnished. If no valid attachment is provided in Section 1.2.2, then no marks for this section will be awarded.
	Providing call center services equal to or more than 10 years		15	
	Providing call center services equal to or more than 8 years but less than 10 years		10	
	Providing call center services equal to or more than 6 years but less than 8 years		5	
2	Client Portfolio	20		Documentary proof (copies of contract or purchase orders or service orders) should be furnished. If no valid attachment is provided in Section 1.3.2, then no marks for this section will be awarded.
	Worked with more than 15 local / international clients for call center services		20	
	Worked with more than 10 but less than or equal to 15 local / international clients for call center services		15	
	Worked with 06 but less than or equal to 10 local / international for call center services		10	
3	Quality Control Department	5		Provide organogram of quality control department verified by Human Resource department on the letterhead of the company/firm. If no valid attachment is provided in Section 1.4.1, then no marks for this section will be awarded.
	Company/firm should have an in-house quality control department.		5	
4	Quality Team Experience	10		Provide CVs of the proposed team, clearly stating the education and job experience in quality assurance department. If no valid
	Quality Assurance Manager 14 Years of education with minimum 8 years of experience in Call Center Services for		7	

	Quality Assurance Department			attachment is provided in Section 1.5.1, and 1.5.2 then no marks for this section will be awarded.
	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 center agents currently working with the firm/company	15		Provide confirmation on the company/firm's letterhead stating the total number of agents, company name and contact person of the client (s). 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. If no valid attachment is provided in Section 1.6.2, then no marks for this section will be awarded.
	Equal to or more than 1000 call center agents		15	
	Equal to or more than 800 but less than 1000 call center agents		10	
6	Customer Relationship Management (CRM) system or Call Management System (CMS)	10		
	Providing support and developed customer relation management system or call management system to more than 7 companies		10	Provide copy of contracts of clients to verify the Scope of Work. If no valid attachment is provided in Section 1.7.2, then no marks for this section will be awarded.
	Providing support and developed customer relation management system or call management system to equal than 5 but less than or equal to 7 companies		5	
7	Customer Relationship Management (CRM) System development for (TVET) Sector	10		
	Developed or customized Customer Relationship Management for a Technical and Vocational Education and Training (TVET) Sector		10	Provide Copies of contract stating customer relationship management was developed or customized. If no valid attachment is provided in Section 1.8.1, then no marks for this section will be awarded.
8	Financial Capability/Annual Turn Over/Sales/Revenue	15		
	Annual turnover/ revenue is equal to or more than PKR 50 million		15	Copy of 20-21/21-22 financial audit report done by



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	Annual turnover/ revenue is equal to or more than PKR 40 million but less than PKR 50 million		10	ICAP/SBP registered auditing firm or Annual tax return of 20-21/21-22. If no valid attachment is provided in Section 1.9.2, then no marks for this section will be awarded.
	Annual turnover/ revenue is equal to or more than PKR 30 million but less than PKR 40 million		5	
		100		

Annex - E Financial Proposal

Cost A					
Sr. No.	Description	Quantity per month*	Unit Cost (PKR) inclusive of all taxes	Applicable Taxes%	Total Cost in PKR (inclusive of all applicable taxes)
1	Per Agent fee (2.1.1 of E-Tender)	4			
2	Per SMS cost (2.1.2 of E-Tender)	5,000			
3	Call center outbound calls/minute (2.1.3 of E-Tender)	5,000			
Total Cost A1 (Monthly) (Inclusive of all applicable taxes) (2.2.1 of E-Tender)					
Total Cost A2 (Annual) (Inclusive of all applicable taxes) (2.2.2 of E-Tender)					

Cost B					
Sr. No.	Description	Quantity*	Unit cost inclusive of all taxes	Applicable Taxes%	Total Cost in PKR (inclusive of all applicable taxes)
1	One Time Password (OTP) setup cost (2.3.1 of E-Tender)	1			
2	SMS-Two-way communication setup cost (One Time) (2.3.2 of E-Tender)	1			
3	CRM development/integration (One Time) (2.3.3 of E-Tender)	1			
Total Cost B (Inclusive of all applicable taxes) (2.4.1 of E-Tender)					

Total Financial Cost C (2.5.1 of E-Tender)		
C = A2+B		
Total Cost A2 (Annual) (PKR) (Inclusive of all applicable taxes) (2.2.2 of E-Tender)	Total Cost B (PKR) (Inclusive of all applicable taxes) (2.4.1 of E-Tender)	Total Financial Cost (C) (PKR) (Inclusive of all applicable taxes) (2.5.1 of E-Tender)

Note:-

- *Numbers in (Quantity per month in cost A & Quantity in cost B) are mentioned for calculation purposes only. Per unit rate will be locked for the above-mentioned Cost A & Cost B and payment shall be made based on actual utilization of resources/qualities on monthly basis.
- 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/company's 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 [Hiring of Call Center Services for PSDF] 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:



Annex - H Tentative Draft Contract

DATED _____ AUGUST 2023

AGREEMENT FOR HIRING OF CALL CENTER SERVICES

BETWEEN

Punjab Skills Development Fund

AND

-

This **Agreement for Hiring for Call Center Services (“Agreement”)** is made at Lahore, Pakistan this ___ day of August 2023 (“**Effective Date**”):

By and Between

PUNJAB SKILLS DEVELOPMENT FUND, a company incorporated under the Companies Act 2017, having its office at 21-A, H Block, Dr. Mateen Fatima Road, Gulberg II, Lahore (hereinafter referred to as “**PSDF**” which expression shall, wherever the context so requires or permits, include its successors and assigns);

And

[Name of the Company] [add details of the Company] (hereinafter referred to as the “**Company**” which expression shall, wherever the context so requires or permits, include its successors and assigns).
(‘PSDF’ and ‘Company’ shall individually be referred to as a “Party” and collectively as “Parties”)

RECITALS

A. Whereas, PSDF is a not-for-profit company established by the Government of Punjab to provide quality skills and vocational training opportunities to the underprivileged segment of the population in order to improve their livelihood prospects. In this regard PSDF desires to engage the Company in order to procure services of the Company to provide call center services as envisaged herein this Agreement and specified under Appendix-A (“**Scope of Services**”);

B. And Whereas, the Company is desirous of providing the aforesaid Services and submitted its proposal/bid on [add] and the proposal/bid has been deemed successful for awarding of this Agreement;

C. And Whereas, the Company has agreed to offer and PSDF has agreed to procure the envisaged Services on the terms and conditions set out herein below;

D. And Whereas, the Recitals and appendices attached hereto shall be read and construed as an integral part of this Agreement.

Now Therefore, in consideration of the promises and mutual covenants contained herein and other good and valuable consideration, the adequacy of which is hereby acknowledged, the Parties agree as follows:

1. Scope of Work

1.1. Company agrees to provide the Services in accordance with the specifications of call center services as specified under **Appendix A** subject to negotiations in accordance with the PPRA Rules 2014.

1.2. Company further agrees to provide all related services which may be required by PSDF at any time during the term of this Agreement.

2. Term & Payment

2.1. This Agreement shall come into force on the [add] its duration shall be 1-year; however, it can be extendable for another two terms.



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2.2. PSDF may extend the duration of this Agreement for another term with the mutual consent of both the Parties, on the same terms and conditions.

2.3. Time is of the essence in this Agreement and, whenever a date or time is set forth in this Agreement, the same has entered into and formed a part of the consideration for this Agreement. In case of any sort of delay in the performance by the Company, PSDF shall be entitled to deduct [•] of the total contract price per day till such delay continues as per the deliverables.

2.4. In consideration of the satisfactory provision of Services and related services, PSDF shall pay an amount (inclusive of all applicable taxes & out of pocket expenses) of PKR [add].

2.5. All payments made hereunder shall be made subject to applicable tax deductions.

3. Performance Guarantee

3.1. Company shall submit a Performance Guarantee (in the form of pay order or bank guarantee as is acceptable by PSDF) equal to the amount of 2% of the total value of this Agreement at the time of signing of this Agreement. The Company shall ensure that the Performance Guarantee is valid and enforceable for the duration of this Agreement.

3.2. The Performance Guarantee shall be returned after the successful completion of this Agreement.

4. Obligations

4.1. In providing the Services and related services to PSDF, Company shall, at all times, observe and comply with all the guidelines and policies of PSDF communicated to the Company from time to time.

4.2. Company shall exercise reasonable care and due diligence in the performance of all obligations arising out of or in relation to this Agreement.

4.3. Company shall carry out all activities under this Agreement with the highest standards of quality, professional and ethical competency and integrity.

4.4. Company shall ensure that the Services provided pursuant to the Agreement are up to the standards as communicated by PSDF and PSDF has the right to request changes to the Services provided by the Company to ensure that the Services are as per the requirement and expectation of PSDF.

4.5. Company shall ensure that the Services and all related services provided are of the best quality and comply with the specifications communicated by PSDF to the Company and as laid down in Appendix A.

4.6. Company shall retain and maintain all records related to the Agreement during the life of the Agreement and five (05) years after the expiry of this Agreement.

4.7. Company shall provide professional, objective, and impartial services, at all times holding PSDF's interest's paramount.

4.8. Company shall ensure that the professional staff required for performing the Services and fulfilling its obligations under this Agreement is available at all times.



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4.9. Company shall comply with the Business Rules, Monitoring Rules and all other rules of PSDF in providing the Services.

5. Warranties and Representations

5.1. Company' warranties and representations

- i. Company warrants and represents that it has submitted Performance Guarantee of two per cent (%) of the total value of this Agreement as stipulated herein.
- ii. Company warrants and represents that it has submitted the Bid Security of (0.5%) of the total value of this Agreement as stipulated herein.
- iii. Company warrants and represents that it has the legal right and capacity to enter into this Agreement and the execution and delivery of this Agreement has been duly and validly authorized and no proceedings on part of any person are necessary to authorize this Agreement or to consummate the transactions contemplated hereby.
- iv. Company is legally entitled, validly existing and carrying on its business under the laws of Pakistan and complies with the eligibility criteria set out in the expression of interest and the request for proposal document.
- v. Company warrants and represents that it has the required professional skills, knowledge, expertise technical and financial resources required for the purposes of providing the Services and related services and carrying out all related activities in relation to this Agreement.
- vi. Company warrants and represents that it shall comply with any alteration or replacement requests made by PSDF to ensure that the Services and are up to the standards and expectations of PSDF, at no additional cost to PSDF.
- vii. Company warrants and represents that the Services provided shall be in line with the code of conduct of PSDF and that the personnel engaged in the provision of the Services shall maintain professional etiquette while providing the Services at all times.
- viii. Company warrants and represents that it has the requisite experience of providing the Services required in connection with this Agreement.
- ix. Company warrants and represents that it shall be legally responsible for all acts of its employees, sub-contractors, independent contractors etc. (if any) providing the Services. Provided, that the Company has taken written permission from PSDF to delegate/assign any employee/contractor the obligations of this Agreement.
- x. The execution and performance of this Agreement does not constitute a violation of any applicable laws of Pakistan and/or any agreement/understandings to which any or each of the said Parties are bound by.
- xi. Company warrants that it possesses all requisite licenses, qualifications, certifications, registrations, regulatory approvals etc. for entering into, and performing its obligations under this Agreement.
- xii. Company warrants and represents that there are no proceedings pending, or threatened, (i) for its dissolution or bankruptcy or (ii) that could adversely affect the performance of its respective obligations under this Agreement or the transaction contemplated hereby.
- xiii. Company warrants and represents that it shall provide professional, objective and impartial Services and at all time hold PSDF's interests' paramount, strictly avoid conflicts with other assignments or its own corporate interests and act without any consideration of future work.
- xiv. Company warrants that it shall perform its obligations with all due diligence and efficiency and to the satisfaction of PSDF and shall exercise such skill and care in performance of the same in accordance with the best professional techniques, standards and practices in the training industry in engagements of similar scope, complexity and duration.



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xv. This Agreement and all documents to be executed by Company and to be delivered to PSDF are/shall be duly authorized, registered, executed and delivered, and are/shall be legal, valid, and binding obligations of the Company.

5.2. PSDF's warranties and representations

i. This Agreement and all documents executed or to be executed by PSDF and to be delivered to Company in connection herewith are/shall be duly authorized, executed and delivered, are legal, valid and binding obligations of PSDF enforceable in accordance with their respective terms, and do not violate the provisions of any agreement, judicial order, governmental ruling or applicable state or federal law or regulation to which PSDF is a party or to which PSDF is subject.

6. Indemnities and Liabilities of the Company

6.1. Company shall be fully liable for the obligations arising out of or in connection with this Agreement.

6.2. Company shall defend, indemnify and hold safe and harmless PSDF and its respective owners, employees, representatives and affiliates from and against any and all claims, demands, complaints or actions, including those by third parties (including employees of the Company, its subcontractors and government agencies), arising from or relating to this Agreement (including personal injury, death, property damage or damage to the environment) to the extent arising out of or in connection with any breach of this Agreement or violation of law by Company or any contractor thereof, and including claims of or actual joint or concurrent negligence, but not including any sole or gross negligence, or willful misconduct of PSDF. The claims, demands, complaints and actions covered hereunder include but are not limited to all settlements, losses, liabilities, judgments, court costs, reasonable attorneys' fees, fines, penalties and other litigation costs and expenses arising from or related to such claims, demands, complaints or actions.

7. Indemnities and Liabilities of PSDF

7.1. Except for a breach of this Agreement, in no event shall PSDF be liable to the Company for any loss of profits, loss of business, interruption of business, or for indirect, special, incidental or consequential damages of any kind, even if such Company or PSDF received advance notice of the possibility of such damages.

7.2. The Company shall have no claim against PSDF for any liability whatsoever unless expressly provided in this Agreement. In this regard, PSDF's liability shall be excluded to the fullest extent permitted under law and to the extent it cannot be excluded under law; the maximum overall liability of PSDF shall not exceed value of the contract for any and all claims and losses.

8. Events of Default and Termination

8.1. The following events shall each constitute an "Event of Default" by Company and PSDF upon such Event of Default shall be entitled to forthwith terminate this Agreement without any notice:

i. If the Company fails to timely complete the Services or fails to provide the deliverables within the stipulated timeframes.

ii. If the Company fails to disclose any situation of actual or potential conflict that impacts its capacity to serve the best interest of PSDF, or that may reasonably be perceived as having such effect.



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iii. If the Company violates or breaches, or materially fails to fully and completely observe, keep, satisfy, perform and comply with, any agreement, term, covenant, condition, requirement, restriction or provision of this Agreement and does not cure such violation, breach or failure within thirty (30) days after PSDF gives the Company written notice of such violation, breach or failure, or, if such violation, breach or failure can be cured but not within thirty (30) days with the use of diligent efforts, if the Company does not commence to cure such violation, breach or failure within such thirty (30) days period.

iv. If the Services provided do not conform to any requirements of PSDF and subject to the same being informed to Company in writing the same is not replaced and/or rectified within [●] of such intimation and/or notification.

8.2. PSDF reserves the right to terminate the Agreement, in whole or in part, at any point in time without assigning any reasons whatsoever with a one-month notice.

9. Entire Agreement

9.1. This Agreement, together with the Appendices A and B constitutes the entire agreement and understanding of the Parties with respect to its object and supersedes and cancels any prior representation, commitment, undertaking or agreement between the Parties, whether oral or written, with respect to or in connection with any of the matters or things to which such Agreement applies or refers.

10. Record

10.1. Company shall retain all the record and working papers including monthly/quarterly reports, contracts, policies/ procedures invoices, receipts and other documentary evidence in connection with the execution of this Agreement for a period of five years after the termination of this Agreement.

11. Assignment and Sub-contracting

11.1. Company shall not assign, transfer or in any other way alienate any of its rights or obligations under this Agreement whether in whole or in part without the prior written consent of PSDF.

11.2. Company shall not sub-contract the provisioning of the Services or any related services without the express written permission of PSDF.

12. Confidentiality

12.1. Except as otherwise permitted by this Agreement, neither of the Parties to this Agreement may disclose to third parties the contents of this Agreement or any information (other than Tax Advice) provided by or on behalf of the other that ought reasonably to be treated as confidential and/or proprietary.

12.2. Either Party may, however, disclose such information to the extent that it:

i. Is or becomes public other than through a breach of this Agreement;

ii. Is subsequently received by the recipient from a third party who, to the recipient's knowledge, owes no obligation of confidentiality to the disclosing party with respect to that information;



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- iii. Was known to the recipient at the time of disclosure or is thereafter created independently;
- iv. Is disclosed as necessary to enforce the recipient's rights under this Agreement; or
- v. Must be disclosed under applicable law, legal process or professional regulations.

12.3. Either Party may use electronic media to correspond or transmit information and such use will not in itself constitute a breach of any confidentiality obligations under this Agreement.

13. Blacklisting

13.1. After signing the Agreement, if the Company is unable to fulfill its obligations and/or abandons the project without any cogent reason and/or commits fraud or corruption, harassment or discrimination, the Company may be blacklisted by PSDF and may be prohibited from participating in any PSDF funded schemes in the future.

14. Force Majeure

14.1. Any event or circumstances beyond the reasonable control of a Party and unavoidable by the affected Party by the exercise of due care shall be deemed as an 'event of Force Majeure'. This shall include, but not be limited to, earthquakes, tsunami, fire, explosion, terrorism, storm, flood, lightening, war and hostilities.

14.2. If either Party is affected by Force Majeure it shall forth with notify the other party of the nature and extent thereof.

14.3. Neither Party shall be deemed to be in breach of this Agreement, or otherwise be liable to the other, by reason of any delay in performance, or non-performance, of any of its obligations under this Agreement to the extent that such delay or non-performance is due to any Force Majeure of which it has notified the other Party, and the time for performance of that obligation shall be extended accordingly.

15. Notices

15.1. A notice or other communication under or in connection with this Agreement shall be:

- (a) in writing;
- (b) in the English language; and
- (c) delivered personally, sent by courier or transmitted by email to the Party to which it is intended to be delivered.

15.2. Addresses:

PSDF	Company
21-A, H Block, Dr. Mateen Fatima Road, Gulberg II, Lahore	-



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16. Severability

16.1. In the event that any provision of this Agreement shall be found to be void or unenforceable, such findings shall not be construed to render any other provision of this Agreement either void or unenforceable, and all other provisions shall remain in full force and effect unless the provision(s) that is/are invalid or unenforceable shall substantially affect the rights or obligations granted to or undertaken by either Party.

17. Variations

17.1. No variation of this Agreement shall be effective unless in writing and signed by or on behalf of all the Parties.

18. Intellectual Property and Data Protection

18.1. All Services and work provided by the Company for the purposes of this Agreement shall be considered to be commissioned works provided during the course of this Agreement for PSDF and shall be the intellectual property of PSDF solely and nothing in this Agreement shall construe that the Company is either in whole or a joint owner of any of the materials produced.

18.2. The Company may use the intellectual property of PSDF only for the purpose of this Agreement, with the express, written consent of PSDF. However, it may not sub-license the intellectual property to any other entity or persons nor shall the Company share the works with any third party during or after the term of this Agreement.

18.3. The Company shall in no event make use of any Intellectual Property right of PSDF including trademark, copyright, logo, patent and design or any other material without prior written approval of PSDF. The Company shall in no event represent itself as owner or licensee or assignee of the said intellectual property rights.

18.4. All data provided by PSDF to the Company shall at all times remain the property of PSDF. The Company shall not disclose any part of the data to any third party, unless as permitted under this Agreement and the Company shall ensure that it complies with all applicable data protection laws while dealing with the data. All data and Confidential Information provided by PSDF to the Company under this Agreement shall be immediately returned or destroyed upon the termination of this Agreement, or as instructed by PSDF. PSDF shall have the right to immediately terminate this Agreement and claim any damages in the case of any default of this Clause 18 by the Company.

19. Counterparts

19.1. This Agreement may be entered into in any number of counterparts and by the Parties to it on separate counterparts and each of the executed counterparts, when duly exchanged or delivered, shall be deemed to be an original, but taken together, they shall constitute one and the same instrument.

20. Amendments



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20.1. Any amendment to this Agreement shall only be binding if executed in writing by the Parties through their duly authorized representatives.

21. Arbitration and Governing law

21.1. This Agreement shall be governed by, construed and enforced in accordance with the laws of the Pakistan and the Parties consent and submit to the jurisdiction and service of process to the courts in Lahore.

21.2. The Parties agree that in case of any dispute regarding the quality and quantity of the Services and/or any related services the decision of PSDF shall be binding and final.

21.3. The Parties agree that in all other disputes, differences and questions in respect of any matter under this Agreement, whether during the term of this Agreement, or any renewals thereof, or after the expiry of this Agreement, arising between them may be referred to arbitration as stipulated in the Arbitration Act 1940.

22. Harassment

22.1. The Company is expected to treat all persons with whom it interacts or whom it engages for the purpose of providing the Services, with respect and dignity. No worker shall be subjected to corporal punishment, abuse of power, threats, violence, intimidation, or harassment of any kind under the applicable laws.

23. Discrimination

23.1. In the process of providing the Services, the Company shall not engage in discrimination based on race, colour, biological sex, nationality, religion, any type of disability or physical characteristics, marital status, sexual orientation, gender identity, social class and age.

24. Anti-Bribery and Anti-Corruption

24.1. The Company shall ensure that the Company, the Company's personnel and any other person responsible for providing and performing the Services are in compliance with all anti-corruption and anti-bribery laws, and will remain in compliance with all such laws during the term of this Agreement.

24.2. PSDF shall have the right to terminate this Agreement if the Company breaches this Clause 24.

25. Waiver

25.1. Neither the failure by either Party to insist on any occasion upon the performance of the terms, conditions and provisions of this Agreement, nor time or other indulgence granted by one Party to the other, shall act as a waiver of such breach or acceptance of any variation or the relinquishment of any such right or any other right hereunder, which shall remain in full force and effect.

In witness thereof, each Party has executed and delivered this Agreement as a deed on the date, which first appears above.

For and on behalf of PSDF	For and on behalf of the Company

Witnesses:

1.

2.

Appendix A Scope of Services

➤ 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:

9- Strategic Surveys

- Small scale skills need assessments can be done through the Company
- 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.

10- 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.

11- TSPs Feedback

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

12- Trainee Verifications

- Company 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

13- 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.

14- Partnership & Placement Verification

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

15- Activation Campaigns & Trainee Mobilization



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- Company will call to potential trainees for data correction i.e., contact numbers, bay form numbers, etc.
- Company 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.
- Company will call eligible students to inform them about the upcoming & current training programs.

16- Digital Programs

- Company will make calls to learners for course registration, enrollments, and completion of course within time. This applies to all digital programs (Coursera, Hybrid, etc.)

➤ **Inbound Call Services**

Following Inbound Calls can be received on helpline.

4- TSPs

- TSPs can call over the helpline to know about advertised schemes in different sectors.

5- Trainees

- Trainees can call over the helpline to know about new courses and training programs PSDF is offering.
- Trainees can call to find out about their enrollment status in the training Programme they have opted for.
- Trainee calls for complaining about stipend amount.
- Trainees calls to know about updates on website related to courses, admission, new programs, etc.

6- 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 Company 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,



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- 5- Reporting and Analysis,
- 6- Software/CRM Development,
- 7- Marketing Promotions & Campaign Management,
- 8- Other Parameters

➤ **Functional Requirements**

The Company 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 the Company is 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 Company 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.

10- Infrastructure & Technology

The Company shall provide in-scope call center services on an outsourced model i.e., from its premises. The cost of all the necessary infrastructure such as office space, headsets, telephones, desktops, internet connectivity etc. shall be borne by the service provider. The 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 the telecom operator for any support related to PRI line. Any increment in the requirement of infrastructure due to an increase in volumes or due to adherence to the Service Level Agreement (SLA) etc., shall be solely borne by the Company.

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

- Customer Relationship Management (CRM)
- Call Monitoring System
- Voice logger
- Interactive Voice Response (IVR) Application
- Automatic call distributor (ACD)
- Application based dialer.



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- 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 Company 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 specifications.
- Fully automated CMS with built in auto escalation capability. The 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 Company is required to integrate and support migration of all data from proposed CRM to PSDF CRM system.
- The Company shall warrant that the services provided under the contract shall be as per the Service Level Agreement (SLA) between the Company and PSDF.
- Company 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, Company is required to ensure that any repair/ replacement of defective components in the hardware provided by the Company as per the scope of this RFP, is carried out by the Company at no additional charge to PSDF

11- Resources on boarding and training

The Company 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 Company 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 Company shall deploy minimum 4 dedicated agents. The count of agent might increase or decrease as per changing business requirement.
- Company operations will be carried out 6 days a week, including national holidays



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- The Company, in consultation with PSDF shall train all agents on processes of Company programs and services of PSDF
- The Company shall give at least 6 days of on-boarding training so that all agents are able to take and make calls properly

12- Quality Assurance

The Company 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

13- Software/CRM development

- The Company shall incorporate below information in the Software/CRM system. The Company will be responsible for 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 Company shall provide CRM application to log the service requests and other customer interactions.
- The Company 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)
- iii) Organization Profiling
 - Contact, POC, Heads, CEO Management
- iv) 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,



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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.
- iv) Industry, Sector, Salutation
- v) Organization Name, Name of CEO, Designation CEO/COO, Name of Organizational Contact, Designation Manager or Head etc., Organization Address, Lead Owner, Team Lead
- vi) 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.**
 - vi) Admission criteria information / Course information and concerns
 - vii) Tsp location address information
 - viii) Monthly stipend information and complaints
 - ix) Certificate related concerns
 - x) Trainer/ Teacher related concerns on behaviours, quality of training, operation issue related to institute etc.
- **Analysis related to Tsps. queries and complaints.**
 - v) Trainee data updating / correction i.e., contact number, father name, trainee name, CNIC and etc.
 - vi) Invoice related queries and concerns
 - vii) Expression of interest (EOI), Reference for proposal (RFP), Prequalification rounds related concerns i.e., confirmation of status, dates etc.
 - viii) 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



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

14- Reporting and Analysis

The Company 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

15- Marketing Promotions & Campaign Management

The Company 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 about different relevant information from time to time. Back up/history shall be maintained for any future use.
- An SMS option shall be available for sending SMS to the customer when required. Access to SMS gateways and /or Short Message Service Center (SMSCs) of all cellular Mobile Operators
- An SMS feedback system should be available. The 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.



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- 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.

16- Other Parameters

These are critical parameters that shall be tracked on a regular basis to evaluate the Company's performance. The Company 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 Company 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 Company'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 whenever 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 the Company's software.



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Service Level for Inbound

Particulars	Desired KPIs
Service Level	Should be $\geq 85\%$
Average Handling Time	Depends on system reports
FCR	Work code based FCR (calculated on 72hrs) should not be $\leq 90\%$
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 the Company’s 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)

17- 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.

Appendix B Payment Terms

Payment Terms:

- PSDF shall pay a total of PKR [add] to the Company for the performance of its obligations under the Agreement.
- Payment will be made within 30 days after the submission of invoice and service acceptance by the user department on monthly basis.
- PSDF may levy penalties as per decided Service Level Agreement (SLA)
- All payments shall be made in PKR after the applicable taxes.