

Request for Proposal (RFP)

FOR

THE PROVISIONING OF CONTACT CENTER SERVICES

A(01)/PSEB/2024-26

May 2024

**PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
GOVERNMENT OF PAKISTAN**

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1. Pakistan Software Export Board (G) Ltd, AN INTRODUCTION

Pakistan Software Export Board (PSEB) was established by the Government of Pakistan for the facilitation and development/advancement of the local IT industry globally. It is a guaranteed limited company totally owned and funded by the Government of Pakistan working under the Federal Ministry of Information Technology & Telecommunication. The company has its own Board of Directors, which is chaired by the Federal Minister of IT and Telecommunications.

Since the date of its inception, PSEB has done a tremendous job by providing timely and relevant policy input and by supporting the IT industry through the introduction of several projects and programs in the areas of Infrastructure Development, Human / Intellectual Capital Development, Company Capability Certification, International Marketing and Image Building, etc.

Major Functions of PSEB

Since its inception, PSEB has been facilitating the overall development of the IT/ITeS industry and accelerating exports of software and IT-enabled services in particular. Major functions are as follows:

- Formulate and implement policy frameworks and incentive packages for the IT/ITeS industry.
- Act as an interface between the Government and the IT/ITeS industry.
- Interact with the relevant regulatory bodies to develop the enabling infrastructure.
- Conceptualize and execute projects for the development of the Industry.
- Enhance the quality of IT education and carry out HR capacity development programs.
- Resolve problems/concerns of the IT/ITeS industry with relevant government quarters.
- Address queries by overseas investors or direct them to the appropriate channels.
- Maintain the competitiveness of the local IT/ITeS industry in the international market by creating a viable domestic environment.
- Market Pakistan as a viable and preferred Tech Destination globally.
- Monitor developments within the global IT/ITeS sector and formulate/implement policies to adjust to the changing environment.
- Accelerate the growth of the domestic IT/ITeS Sector.

2. INTRODUCTION TO THE WORK

To facilitate the development of the local IT industry by extending all possible help to prospective foreign and domestic investors, prospective and existing members and practitioners of IT ITeS industry, PSEB performs various functions and is running a number of programs and initiatives. An IT Industry Portal, TECHDESTINATION.COM of PSEB is comprehensively interacting with the IT industry and relevant stakeholders and is facilitating for online registration of companies, Contact Centers and freelancers, participation in various capacity building programs and events, download marketing collateral and availing various incentives of the government offered from time to time

To better facilitate our worthy members and visitors while interacting with us, either through the portal, phone calls, emails and/or messaging, Pakistan Software Export Board intends to establish an **Industry Facilitation Desk**. The Contact Center Service Providers are invited to submit their proposals offering a comprehensive plan to handle/respond to queries, complaints, and recommendations in a very professional, efficient, and swift manner.

In lieu of this, proposals are invited for the provision of round-the-clock Contact Center services under the mission statement of “**Zero Tolerance to Complaints delay**”. These resources will reside in the Contact Center and PSEB will pay the Contact Center for their resources and services as per seat.

3. DELIVERABLES

3.1 24/7/365 CONTACT CENTER SUPPORT TO ADDRESS QUERIES, COMPLAINTS, RECOMMENDATIONS OF IT/ITEsS/BPO/STARTUPS/FREELANCERS

This deliverable will include but not be limited to the followings:

- a. Provision of bilingual contact center services (English & Urdu). In future there may be a need to support additional foreign languages also (e.g Arabic, Mandarin, French etc.)
- b. Assist companies/Contact Centers s/freelancers in the registration process with PSEB.
- c. Assist companies/Contact Center s/freelancers in the membership renewal process.
- d. Respond to queries regarding IP whitelisting and queries related to the Contact Center Inspection visit.
- e. Respond to the queries regarding remittance NOC, Visa Facilitation, Startup's, SBP code for IT Exports, PRC's and Tax return related issues.
- f. Problem identification and rectification and satisfy the client in accordance with the query.
- g. Respond to queries regarding PSEB programs, incentives and initiatives for the industry.
- h. Address typical queries regarding tax incentives/holidays for IT industry.
- i. Provide information relating to events, exhibitions, workshops, webinars, conferences, roadshows, etc., and help/guide members how to attend/participate.
- j. Attend any query/question received from the IT industry while using calls, SMS, WhatsApp, Facebook, X, Website, etc., and solicit its response/rectify in coordination with internal/relevant stakeholders, if not already available as part of the knowledgebase.
- k. Coordination/Liaison with internal stakeholders to get callers' queries/complaints/concerns resolved and logged in CMS.
- l. Cold calling for the marketing of the registration department, PSEB led surveys, or any program awareness campaign.
- m. The current expected volume is as follows:
 - i. Inbound calls: 80-100 calls per day
 - ii. Emails: 200-300 emails per day
 - iii. Live chat Support: 50-60 interactions per day

- n. Expected service levels are 70/40 i.e. 70% of the calls to be answered within 40 seconds of the call. The detailed KPIs will be allocated while awarding the contract to the most advantageous bidder.
- o. Detailed cold calling activities will be done based on the directions of PSEB. Metadata will be provided by PSEB.
- p. PSEB will require access to call recording as and when needed but will not be older than 06 months.
- q. **PROVISION OF COMPLAINT MANAGEMENT SYSTEM DASHBOARD** - The project awardee will provide a comprehensive Dashboard for live monitoring of complaints/queries received through Calls/emails/WhatsApp and issue necessary instructions from time to time. The Dashboard should consist of elements like of following, which may be amended at the time of its implementation.
 - Number of incoming and outgoing calls.
 - Queue Status
 - Average Handle Time
 - First Call Resolution
 - Service Level/Response Time
 - Call Abandonment Rate
 - Call Volume by Time
 - Customer Satisfaction Score
 - Net Promoter Score
 - Quality Assurance Scores
 - Adherence to Schedule
 - Operational Efficiency
 - Real-Time Monitoring
 - Current number of calls waiting, average wait time, and longest wait time.
 - Trend Analysis
 - Historical Data Comparisons
 - Predictive analytics for anticipating call volumes and staffing requirements.
 - Customizable Views
 - Alerts and Notifications
- r. The Preferred location of the center where operations are to be managed by the vendor is Islamabad.

4. PAYMENT TERMS

- a. The vendor is to propose per agent basis costing inclusive of all applicable taxes. (The deduction and submission of income tax on salary, EOBI, etc., if applicable, to Govt treasury shall be the sole responsibility of the vendor).
- b. PSEB reserves the right to increase or decrease the number of seats depending upon its requirements at the time of issuance of requisition and the duration of the contract, based on business needs.

- c. If requested by the project awardee, 20% mobilization advance to be paid upon signing of the agreement and project awardee shall submit an un-conditional bank guarantee/Pay Order equivalent to the amount of 20% mobilization advance before the release of mobilization advance.
- d. A comprehensive SLA will be signed to ensure the quality of services. In case calls are not being answered efficiently and professionally, a penalty will also be levied as quality is the first priority of this **Industry Facilitation Desk**.
- e. Payments will be made on monthly or quarterly basis (as mutually agreed) within 30 days of the issuance of invoice and subject to meeting the quality parameters (like number of calls managed by each agent, responded, missed, callbacks, resolved and pending issue ratio, etc., as per agreed upon SLAs) mutually agreed under the contact.

5. SELECTION CRITERIA

The Company will use “Quality and Cost Based Selection Method” under “Single Stage Two Envelope Methods” under Public Procurement Rules, The evaluation shall be carried out keeping in view the following criteria:

1. The weightage of Technical Proposal =70%.
2. The weightage of Financial Proposal = 30%

5.1 Technical Bid Criteria

The bidding companies securing 70% or more score will be considered as technically responsive and subsequently selected for financial bid opening.

Sr. No.	Evaluation Criteria	Max Score	Marks Allocation	
1	Company Profile (company shall be SECP and PSEB registered and have active NTN and GST numbers – Proof to be provided)	10	Minimum 05 years	3
			06-09 years	5
			10+ years	10
2	Relevant Experience of at least 03 Public Sector completed projects of similar nature. <i>(Janitorial, Security resources/projects will not be considered for marking/scoring)</i>	10	Successfully complete project of similar nature (01 point = 01 project) Minimum 03 project is mandatory. The type of project and its successful completion will be the key decision point.	10
3	Annual Turnover for each of last 02 years.	10	Annual Turnover of up to 20 Million	4
			Annual Turnover of 21 to 45 Million	6
			Annual Turnover of 45+ Million	10



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4	Client List where similar Contact Center services are provided along with required details. (similar resource/positions provisioning)	20	Details shall include details of customer, customer POC, services provided and value of contract (01 point = 1 reference) References are mandatory)	10
			Satisfactory report /clients reference letters for the contact center services to be provided as reference.	10
6	No of Employees	10	Upto 40 Employees in the Contact Center vertical of the organization	3
			45-75 Employees in the Contact Center vertical of the organization	7
			75+ Employees in the Contact Center vertical of the organization	10
7	Lock-in & Exit terms.	10	Provide documented policies around data access, data location and jurisdiction, confidentiality, and usage /ownership rights. Policies on how to transfer data if a client decides to exit.	10
8	ICT Infrastructure used to operate Contact Center	10	The details of latest ICT tools like use of ACD, AI, UCaaS, CRM, and Analytics & Reporting	10
8	Comprehensiveness Dashboard for live monitoring of Contact Center Services	10	Dashboard for live monitoring of complaints/queries received through Calls/emails/WhatsApp and issue necessary instructions from time to time. A storyboard shall be provided in Technical Proposal. (Ref clause# 3.1/q)	10
9	Presentation on the proposed solution	10	Bidder shall present it proposal covering the setup especially designed to respond queries, complaints and recommendations received at Industry Facilitation Desk .	10
Grand Total		100		

5.2 Financial Bid Evaluation Criteria

The financial bids of only technically qualified companies will be opened. The pricing shall include all applicable taxes.

The evaluation of financial bids will be calculated as follows:

- The weightage of financial proposal is 30% in the total score.
- The financial weightage will be calculated by the formula as given below:
- Financial score= (lowest bid/bid offered) *30

The score achieved by a bidder will be aggregated as follows:

Total score obtained by a bidder = Technical weightage + Financial weightage

The contract for the provisioning of Technical & Support Staff shall be awarded to the bidder who achieved the maximum score and shall be considered a **Most Advantageous Bidder**.

The financial bids shall follow following format:

Sr. No.	Description	Amount (PKR)
1	Proposed number of agents based on estimated call volume shared above	
2	Proposed service charges per agent per shift	
3	Proposed set-up costs - One time	
4	Total Cost per month– Inclusive of all Applicable Taxes	
5	Total Cost per annum – inclusive of all applicable taxes and incidentals.	

TERMS & CONDITIONS

- a. Prices quoted must remain firm for acceptance up to 90 days from the date of its opening.
- b. PSEB management will select the most suitably experienced organization based on its experience and submitted details.
- c. Quoted price shall be in Pak rupees and exclusive of all applicable taxes. Prices quoted without any tax remarks will be treated as inclusive of tax. Any change in Government duties or taxes shall be borne by the successful bidder(s).

- d. The bidders must submit the bid security/earnest money for Rs. 120,000/- in the shape of demand draft/ pay order from the schedule bank in the favor of Pakistan Software Export Board.
- e. Bids should be submitted electronically ONLY through EPADS.
- f. For registration and training on EPADS or in case of any technical difficulty in using EPADS, prospective bidders may contact PPRA Team, Director MIS Room No.109, 1st Floor, FBC building Sector G-5/2, Islamabad. **Contact Number 051-111-137-237.**
- g. The bids, prepared in accordance with the instructions in the bidding documents along with bid security instrument (Copy) & Proof of Eligibility documents as specified in bid documents in favor of the PSEB must be submitted through EPADS by **June 3rd, 2024 at 03:00 pm**. Technical bids only will be opened on the same day at 03:30 pm at below mentioned address in the presence of vendors/bidders or their authorized representatives who desires to attend the bid opening session. The financial bids will be opened only of those bidders who qualifies in technical proposals evaluation. The opening of financial bids will be notified separately once technical evaluation has been completed. Please note that submission date and time shall be strictly adhered, and it will be bidders' responsibility to ensure the submission of bid at given date and time.
- h. Note: Original Bid Security instrument **MUST BE** submitted to the undersigned before closing hours of the bids submission time, along with the sealed hard copies of original bids (Technical and Financial). Softcopy of technical proposal should also be provided in USB.
- i. Only those bids will be entertained who applied through EPADS <https://eprocure.gov.pk>
- j. The initial contractual period will be for 01 year, which may be extended with 10% annual increase, subject to satisfactory performance. The contract is extendable with mutual consents as per rules and regulations. The contract can be terminated by PSEB at any time by serving sixty (60) days advance notice and without assigning any reason.
- k. The bidder shall be registered with Income Tax and Sales Tax Departments and active tax payers on FBR website for eligible to provide services the evidence of which will be provided with Technical proposal.
- l. The Technical Proposals will be opened in the presence of all those bidders/ companies that wish to attend the bid opening meeting.
- m. The proposal without/short of earnest money will be directly rejected and not considered.
- n. It is very important that bids should be submitted carefully with right information and document, in case any document or information is fake/wrong in the submitted bid then bid security shall be forfeited in favor of PSEB.
- o. Bids shall be evaluated as per evaluation criteria prescribed in serial # 3.
- p. Affidavit that the document/information/details submitted is true and liable to be rejected if proven false should be attached with Technical Proposal on 100 Rupee Stamp paper. In case of submission of false information, blacklisting of the bidder can be initiated.
- q. Affidavit on legal paper that the bidder has never been blacklisted by any National /International organization.

- r. The bidder is to provide an undertaking stating that none of its employees are current employees of PSEB and none of Owner's/Shareholders' or their immediate family members or company Directors have a relation /association with the procuring agency (PSEB).
- s. The bidder should provide an undertaking that he/she is not a partner of any employee of the procuring agency (PSEB).
- t. PSEB reserves the right to accept or reject any bid and to annul the bidding process and reject all bids at any time prior to the award of the contract, without thereby incurring any liability to the affected bidder or bidders.

6. PRE-BID MEETING.

A pre-bid meeting will be held on 23rd May, 2024 at 3:00 pm to address the queries, if any, of the prospective bidders. Please use following link join meeting:

<https://bit.ly/3V9Tbip>

7. MAILING ADDRESS / CONTACT INFORMATION

The following address will be used for all correspondence;

Manager Administration

Pakistan Software Export Board (G) Limited
Plot # 61, 06th Floor, New State Life Tower, Jinnah Avenue,
Blue Area, Islamabad.
Telephone: +92-51-9202295, Fax: +92-51-9204075
Website: <https://techdestination.com/>

Format of Financial bids:

Annexure-I

Option 1: (In this model, the vendor will manage all resources, IT infrastructure, hardware, and location.)

Sr. No.	Description	Amount (PKR)
1	Proposed number of agents based on estimated call volume shared above	
2	Proposed service charges per agent per shift	
3	Proposed set-up costs - One time	
4	Total Cost per month– Inclusive of all Applicable Taxes	
5	Total Cost per annum – inclusive of all applicable taxes and incidentals.	

Option 2: (In this model, PSEB will provide only space and furnishing. The rest of the ICT infrastructure required to operate contact center services will be the sole responsibility of the selected service provider).

Sr. No.	Description	Amount (PKR)
1	Proposed number of agents based on estimated call volume shared above	
2	Proposed service charges per agent per shift	
3	Proposed set-up costs - One time	
4	Total Cost per month– Inclusive of all Applicable Taxes	
5	Total Cost per annum – inclusive of all applicable taxes and incidentals.	



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Relevant Experience of the firm/Bidder

Annexure -B

Provisioning of Contact Center Services.

Title & Project Synopsis	Name and contact details of Focal Person of Bidder	Client Name, Focal Person Name & Contact Info	Project Worth (PKR)	Project Duration	Completion Date

*Please attach relevant documents to corroborate your information.