

Kerala State Industrial Development Corporation Ltd.
T.C. XI/266, Keston Road, Kowdiar,
Thiruvananthapuram-695 003
Ph: 0471-2318922

Ref: No. KSIDC/TVM/IF/2019/01

Dated: 21.08.2019

TENDER DOCUMENT

**Call Center Facility for KSWIFT
(FULLY OUTSOURCED MODEL)**

I. ABOUT US

Kerala State Industrial Development Corporation (KSIDC) is the premier agency of the Government of Kerala, mandated for industrial and investment promotion in Kerala. Formed in 1961, KSIDC's primary objective was to promote, facilitate and finance large and medium scale industries and catalyze the development of physical and social infrastructure required for industrial growth in the State.

II. CONFIDENTIALITY

The information contained in this document is strictly confidential, a property of the KSIDC and must not be disclosed to any personnel without prior written permission of KSIDC. The KSIDC shall reserve the following rights:

- To use any Vendor's proposed solution either in part or in totality to obtain the best possible solution
- To accept all or any part of the Vendor's proposal.
- To reject any proposal partially or completely.
- To reject all proposals without stating any reason.
- To conduct at its discretion negotiate with one or more Vendors to best meet the interests and needs of KSIDC
- To make any changes to Vendor's recommendations including design.
- To reject any proposal that does not comply with the stated requirements and conditions.
- To reject any and all incomplete RFP Response, without assigning any reasons to the Vendor.
- To withdraw this RFP without assigning any reason and without any liability to the Bidder or any other person or party.

III. PURPOSE OF TENDER

Kerala Single Window for Fast and Transparent clearance (KSWIFT), a web based online facility for entrepreneurs desirous of setting up and running enterprises in the State, was launched by Hon'ble Chief Minister of the State on 11th February, 2019. The KSWIFT will be an integrated platform for entrepreneurs to apply for all requisite clearances in the State. The services of 14 Departments/ Agencies have been integrated in the system. By implementing the KSWIFT it is expected that there will be high impetus for more investment in Kerala as the process and red tapes been reduced and bring in more confidence among the potential investors.

Department of Industries now intends to establish a dedicated Call Centre for investor to function as a help desk to provide clarifications and support to the KSWIFT users during system usage and operations. Help desk will provide handholding support at all project location through Online/telephone line to handle teething issues of the departmental users and entrepreneurs. The Call Centre will have the facility to register complaints and grievances with respect to application processing through KSWIFT system. The Call Centre will also act as another channel to access information for investor community.

The functions of Call Centre agent would include:

- Recording of queries/Maintaining Logs and assigning them to appropriate officials.
- Providing accurate information about the Act, Rules, Regulations etc., in a timely manner
- Providing information on the licenses/ permits/ clearances required for setting up of an industry
- Providing information on KSWIFT system and address any issues related to KSWIFT system. (Agent should be conversant with KSWIFT system and technicalities related to operation of the system)
- Provide information relevant for investment accessible through the Knowledge repository – Invest Kerala Portal
- Access and provide information on status of applications for license request made against any investment by any investor or any company
- Provide status update on complaints/ grievances registered by the investors through KSWIFT system

IV. PRE-REQUISITES

The Bidder is expected to provide response specifically to the minimum eligibility criteria and support the same with necessary documentation, wherever applicable.

- a. Bidder should be an organization/company incorporated in the State of Kerala with a minimum of 5 years' experience in the Call center vertical.
- a. The bidder should have positive net worth as on 31.03.2019. Audited balance sheet shall be attached in support of this. If the audit for the year 2018-19 is

not complete, bidder may attach provisional audited balance sheet certified by qualified auditor.

- c. The bidder must have total turnover of Rs. 50 lakhs in each of last three preceding years ie., 2016-17, 2017-18 & 2018-19 and should have registered profits for all the three years. The bidder must attach audited accounts of the above three years as supporting documents. If the audit is not complete for the year 2018-19, bidder may provide provisional audited balance sheet certified by qualified Auditor. The bidder must attach the certificate from their Statutory Auditor certifying the total turnover from similar activity (Call Center operations) of Rs. 50 Lakhs in each during the last three years.
- d. The bidder must have at least 3 different ongoing Call Centre operations with a billing of Rs. 1.5 lakhs each per month at the time of bidding. Relevant documents in this regard shall be attached to support this.
- e. The Bidder should have its full-fledged office in Thiruvananthapuram/Kochi, Kerala to provide;
 - I. Call centre operations from the same premises.
 - II. In case, a bidder does not have an Office in Thiruvananthapuram/Kochi, Kerala, they shall require to setup an office in Thiruvananthapuram/Kochi along with availability of required manpower as per scope, to ensure regular interaction with KSIDC, within one month of signing of Work Order.
- f. Joint Ventures/Consortiums/Tie-ups are not allowed.
- g. The bidder must have valid and relevant ISO certification. The copy of the certificate must be submitted in Technical Bid.
- h. Bidder must have a valid GST No, other applicable licenses and certificates.
- i. The Bidder should not have been blacklisted by Governments or PSUs and should not be in the currency of any punitive measures against itself on the date of opening the tender.
- j. Bidder should provide an undertaking for providing adequate data and information security
- k. Bidder must have an experienced team member onboard with at least 5 years of exclusive contact center industry experience during the time of submitting bid.
- l. Bidder should have the necessary infrastructure to manage the below line items which will be exclusively used for KSIDC. Bidder should submit a self-certification in this regard (submit relevant software licenses).
 - I. IVR Services
 - II. ACD (Automatic Call Distribution)/Soft PBX Server
 - III. Contact Center Application
 - IV. CRM Modules
 - V. Related Hardware & Software

V. THE SCOPE OF WORK

KSIDC envisages outsourcing its Call Center for KSWIFT to suitable bidder, for a period of 3 years, who will be responsible for establishing, operating and managing the end-to-end Call Center for KSWIFT for KSIDC. The Call Center which is envisaged to be purely an outsourced model shall be set up fully at bidder premises, where bidder should set up all required infrastructure as required for operation of Call Centre, to the satisfaction of KSIDC.

The proposed application will have the following features;

1. Option to automatically record phone number of incoming calls, option to record calls for training purposes, provision to take, hold and transfer calls, option to enter other details of Investor (Name, Address, email id) and details of query raised by investors through call center.
2. Separate log in credentials for BPO professionals with capabilities to register query, generate reports (query resolved and pending) and check status of queries.
3. BPO professional will be able to register queries, categorize the query and assign it to respective official for further actions.
4. A Unique ID will be generated upon registering and it shall be forwarded along with key details via SMS and email to concerned officer and investor who raised query.
5. BPO workflow shall include functionality to forward query to concerned officer depending upon the type of query.
6. Concerned Officer shall log in to his KSWIFT Dashboard and access the Query Management Module through Single Sign On to view and furnish response for query. Integration with KSWIFT need to be done via web services.
7. Alerts to notify due dates of query resolution, provision to fix time limit for responding to queries and a workflow for escalation mechanism.
8. A repository of FAQ and key documents.

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

1. **Call Center Technology and Infrastructure**
 - A. Bidder shall be responsible for providing premises duly equipped with requisite infrastructure like connectivity, power, security systems etc.
 - B. Call center software should be integrated with dashboard of KSWIFT portal

- C. There must be dedicated seating for Executives at the Call Centre with proper lighting, air conditioning and other necessary facilities for the smooth conduct of call centre.
 - D. Necessary training facilities should also be provided to FTE on KSWIFT Portal.
 - E. The Call Center for KSWIFT should have the scalability to accommodate additional number of seats, as per the KSIDC requirement.
 - F. PRI Lines and one Toll-free number shall be arranged by the bidder. There should be at least two hunting numbers preferably from two different service providers, at the bidder premises to support the toll free number.
 - G. Bidder shall arrange for all necessary related hardware, software and network components for running the Call Center for KSWIFT operations to accomplish the following scope;
2. Install, manage and maintain the IVR server/services as per the requirement of KSIDC
 3. Install, manage and maintain the call center application along with the soft PBX/switch/ACD as per the feature list below
 - I. Inbound call routing
 - II. Outbound call routing
 - III. Inbound + Outbound (blended) call routing
 - IV. Automatic call distribution
 - V. Call Disposition (Manual & Automatic)
 - VI. Supervision window for live agent status
 - VII. Skill based call routing
 - VIII. Call transfer & call conferencing
 - IX. Snoop-in & barge-in of live calls
 - X. IVR-based routing
 - XI. Agent DLI (Dialed Line Identification) mapping
 - XII. Voice broadcast feature
 - XIII. Inbound DID playback
 - XIV. Voice playback integration
 - XV. CTI Capability
 - XVI. PRI / SIP Trunk Connectivity Mode
 - XVII. ISDN Q931 cause code for failed calls
 - XVIII. Real time queue management
 - XIX. Missed call functionality
 - XX. Dialing Methods (Preview, Progressive & Predictive)
 - XXI. Lead upload and management
 - XXII. Lead & process mapping
 - XXIII. Campaign scheduling
 - XXIV. Auto Retry Mechanism for outbound calls
 - XXV. SIP Phone integration
 - XXVI. Call patching
 - XXVII. Missed call with call back

- XXVIII. External Pbx integration with extension dial out & conferencing
- XXIX. Scalable up to 30 agent licenses
- XXX. Integrated CRM with custom fields
- XXXI. Integrate with SMS & Email Gateway
- XXXII. A2P & P2P SMS trigger functionality via API
- XXXIII. API Functionality from call center suite to external applications
- XXXIV. Call billing dashboard for outgoing calls
- XXXV. Call billing CDR for outgoing calls
- XXXVI. All call center reports
 - 7. Productivity report
 - 8. Process/Skillset reports
 - 9. Hourly Report
 - 10. Occupancy/Utilization report
 - 11. Hourly/Daily/Weekly/Monthly – Summary Report
 - 12. Answered Level & Service Level Reports
 - 13. CDR Logs
 - 14. All other basic/standard reports
- 4. Install, manage and maintain the voice-logging server. The voice logs have to be on the live server for a period of 120 days and archived for a period of additional 120 days.
- 5. Manage and supervise the employees at the call center premises as per the guidelines & SLA's agreed upon by the Bidder.

2. Resource onboarding and Training, Monitoring, Evaluation and Reporting

- A. Bidder shall deploy qualified and skilled manpower as defined in the e-Tender document.
- B. KSIDC shall have the discretion to depute its officials as and when required to ensure quality of service provided by the Bidder.
- C. The qualification of FTE shall be;
 - a. Minimum 12th passed, preferably graduate or equivalent.
 - b. Must be able to speak, read and write Malayalam and English fluently
 - c. Must be able to communicate confidently and politely, with good speaking skills
 - d. KSIDC may verify manpower profiles at any point of time.
- D. The qualification of Call Center for KSWIFT Manager:
 - a. Must be a Graduate or equivalent with 5-year experience in call centre vertical
 - b. Must be able to speak, read and write in Malayalam and English fluently
 - c. Must be able to communicate confidently and politely, with good speaking skills

- d. Good management and effective problem-solving and decision-making skill
 - e. The bidder should ensure that all the FTE are put on actual duty only after providing them proper training on Soft skills, various related applications, Call Handling procedures, KSIDC Services and Schemes, other investor related information as per the knowledge base provided by KSIDC from time to time
 - f. There shall be provision for collecting caller's feedback through post call surveys with rating 1-5
- E. The bidder shall have facility to increase the number of FTEs as and when required by KSIDC. The cost of each additional FTEs, if required by KSIDC, shall not exceed the cost per FTE/month at the time of bidding.

VI. KSIDC Services

- 1. KSIDC shall render support to the selected bidder by way of providing training in all aspects related to KSWIFT operations. The training is intended to help the call centre executives to understand the requirements and resolve the query by providing the information.
- 2. Facilitate support for selected vendor to integrate call center software with KSWIFT dashboard developed by M/s NIC

VII. OPERATIONAL WINDOW AND ROSTERING

- 1. The Call Center for KSWIFT will be functional from 8:00 AM to 8:00 PM, on all working days and must be capable of handling both English and Malayalam language skill sets
- 2. The following shift pattern shall be followed by the vendor.

A) Shift 1: 3 Executives [8:00 AM to 4:00 PM]

B) Shift 2: 3 Executives [12:00 Noon to 8:00 PM]

VIII. QUALITY ASSURANCE, MONITORING AND REPORTING

- i. The call data (voice logs) should be archived on to hard disk every 30 days. These records shall be retained on hard disk for another 120 days/copied to external storages.

- ii. It should be possible to monitor remotely the performance on all Agents and real time statistics like calls in queue, number of Agents logged in, number of Agent abandoned/ answered calls, query of the call logs of a particular customer etc.
- iii. Suitable reporting options should be available to generate standard report formats to verify the performance of Agents, IVRS, ACD etc.
- iv. Reports should also be available in common format like Excel, PDF, Word, etc.

IX. GENERAL DETAILS & SCHEDULE OF EVENTS

e-Tender Number	
Address to	Kerala State Industrial Development Corporation Ltd. T.C. XI/266, Keston Road, Kowdiar, Thiruvananthapuram-695 003 Ph: 0471-2318922
Scope of Work	Mentioned in the document
Mode of Submission	Online
Consortium	Not Allowed
Tender Document	www.etender.kerala.gov.in
EMD	50000/-
Date of e-Tender	21.08.2019
Pre-Bid Meeting	27.08.2019
Last Date and Time for submission of bid	05.09.2019
Date & Time for Technical BID Opening	07.09.2019
Date & Time for Presentation	18.09.2019
Date of Go-Live:	[Work order Date +30 Days]

X.

XI.

XII. X. PROJECT TIMELINES

XIII. The bidder has to comply the below mentioned timeline.

XIV.

1	Date of issuance of Work Order	T
2	Entire infrastructure setup of contact center including Software/ Hardware configuration and resource onboarding and training etc. Go-Live of Contact Center (T+30)	30 days (GL)

XV.

XVI.XI. BID VALIDITY PERIOD

XVII. The Validity of the offer should hold for a period of 90 Days from the last date of bid submission.

XVIII.XII. TRANSITION AND EXIT MANAGEMENT

1. At the end of the contract period or during the contract period, if any other agency is identified or selected by KSIDC for providing services, the bidder shall ensure a smooth transition to new agency/vendor
2. Bidder shall properly document all risks during transition stage and mitigation measures shall be planned in advance so as to ensure smooth transition without any service disruption.
3. The transition plan along with period shall be mutually agreed between Bidder and KSIDC and/or its designated agency when the situation warrants. Bidder shall be released from the project once successful transition is done meeting the parameters defined for successful transition

XIII. SERVICE LEVEL COMPLIANCE

Queue	Metric Name	Description	Formula	Target	Criterion	Tolerance
Inbound Queue	Service Level	% of calls to be answered within 10 secs	(Calls answered within threshold) / (Calls Offered - Calls abandoned in less than 10 seconds)	80% in 10 secs	30000 calls per month to be catered by 6 agents	-2%
	Abandon Rate %	% of calls that are abandoned before they are serviced	Calls abandoned > 10 secs / Calls Offered	<= 5 %	30000 calls per month to be catered by 6 agents	-2%
	Average Handle Time	The Time taken to service each call. This includes the Talk, Hold and Wrap component.	AHT = Average Talk time+ Average Hold Time+ Average Wrap Time	3 Mins		
	First Call Resolution	No of calls resolved within first contact	(Transactions where customer requests resolved on first contact) / (Total No of Transactions)	30%	Reporting ability within CRM required	-2%
	Quality	The Quality of service delivery is monitored on a pre-defined format	Total No of Audits done - 4 Calls / Agent/Week	90%	85% by Bidder & 15% by KSIDC	-2%
	CRM Tool	Tagging of all calls in CRM	Total of CRM tagging / Total number of calls received	100%		-2%

XIV. EVALUATION CRITERIA

The objective of the evaluation process is to evaluate the bids to select an effective and best fit Service at a competitive price. KSIDC will undertake the evaluation. KSIDC may consider recommendations made by external experts/consultant. The decision of KSIDC shall be final. KSIDC may call for any clarifications/additional particulars required, if any, on the technical/ commercial bids submitted. The bidder has to submit the clarifications/ additional particulars in writing within the specified date and time.

The competitive bids shall be evaluated in the following stages:

Stage 1-Eligibility Criteria Evaluation

As per Prerequisite in Section IV

Stage 2-Technical Bid Evaluation

The agency has to submit its technical expertise, experience, proof for similar assignment handled in the past, audited/certified financial statements and other relevant details as a part of technical bid through online eTendering system.

Stage 3-Commercial Bid Evaluation

The bidders, who are technically compliant, shall be eligible for Commercial Bid Evaluation. The bidder has to quote “**Cost for 6 Executives per Month**” (1 FTE=8 Hours x No. of Days / Month, inclusive of taxes) and the bidder with the lowest commercials will be declared successful L1 bidder and shall be considered for award of the Contract. The successful bidder shall execute a Service Level Agreement with KSIDC for the proposed Call Center for KSWIFT Operation.

XV. Force Majeure

4. The terms and Conditions mutually agreed upon in this assignment shall be subject to Force Majeure
5. Neither KSIDC nor the Vendor shall be considered in default in the performance of its obligation hereunder for such period as Force Majeure conditions prevail, if such performance is prevented or delayed because of war, hostilities, acts of terrorism, revolution, civil commotion, general strike, epidemic, accident, fire, wind, flood, earthquake or because of any law or order proclamation, regulation or ordinance by any Government or of any sub division thereof or any order by Court of Law, any act of God and State or any other cause whether of similar or dissimilar nature beyond the reasonable control of the party affected.
6. In the event of any Force Majeure as aforesaid, the Party affected shall, by a notice in writing, intimate the other party within 30 days of occurrence of such event. Similarly a notice will be sent within 30 days of cessation of Force Majeure.
7. Should one or both the Parties be prevented from fulfilling their contractual obligations by a state of Force Majeure lasting continuously for a period of forty-five days, the parties shall consult with each other regarding future implication of this contract and arrive at a mutually agreeable resolution.
8. In the event of Force Majeure both parties shall put in their best efforts towards resumption of the works at the earliest and the client shall put in best efforts towards mitigating the losses incurred by the bidder

XVI. Dispute

9. Any dispute arising out of this assignment shall be solved amicably by mutual discussions. The Laws of India shall have exclusive jurisdiction in relation to any claim, dispute or difference concerning the assignment and any matter arising from it. The courts of Trivandrum shall have the jurisdiction, exclusively, in all matters of dispute.

XVII. Standard of performance

10. The Bidder shall carry out the tasks/services assigned and carry out its obligations under the scope with due diligence in accordance with generally accepted norms and practices used in the industry. The Bidder shall always act in respect of any matter relating to this contract as faithful advisor to KSIDC/Government of Kerala and shall at all time, support and safeguard KSIDC/Government of Kerala's legitimate interests in any dealing with third party. In case the services of the consultant are found to be not satisfactory during any stages of the assignment, KSIDC shall terminate the services of consultant by giving a notice period of 15 days.

XVIII. Termination

By KSIDC

- K. KSIDC may terminate this Contract, by giving thirty (15) days' notice in writing to the Vendor, on the occurrence of any of the events specify herein below:
 - a. Non-remedying a failure on the performance of its obligations under the Contract, within thirty (30) days of being called upon by the KSIDC to do so;
 - b. Insolvency or bankruptcy of the bidder; and;
 - c. Non-performance by the Vendor of the services due to subsistence of force majeure event for forty-five days.
 - d. If there is any deficiency in the quality of services provided by the bidder as per this tender document

By the Bidder

2. The bidder may terminate this Contract, by giving not less than thirty (30) days' written notice to the KSIDC, such notice to be given after the occurrence of any of the events specified herein below:
 - a. If KSIDC fails to pay any monies due to the Vendor pursuant to this Contract within thirty (30) days after receiving written notice from the Vendor that such payment is overdue beyond the agreed 60 days from the date of invoice of the Vendor, or final approval of report by

KSIDC/Kerala State Government, whichever is later

- b. In the event of any Force Majeure, the Vendor is unable to perform a material portion of the Services for a period of not less than forty-five (45) days.

XIX. LIQUIDATED DAMAGES AND LIMITATION OF LIABILITY

3. The Vendor/firm/party selected for the work shall be liable to pay liquidated damages to KSIDC for delays; total liquidated damages shall be limited to the engagement fee agreed.
4. The total limitation of any liability under this agreement shall be the one-time fee for this engagement

XX. PAYMENT TERMS

The Call Center payments will be paid on monthly basis after adjusting, penalty (if any) as per the conditions in the SLA.

Bidder shall submit all the reports as mutually agreed between KSIDC and bidder, after respective period before the payment of that period.

General Tender Terms & Conditions for e-Procurement

This tender is an e-Tender and is being published online for setting up a call center for KSWIFT Portal. The tender is invited in 2 cover system from the registered and eligible firms through e-procurement portal of Government of Kerala (<https://www.etenders.kerala.gov.in>). Prospective bidders willing to participate in this tender shall necessarily register themselves with above mentioned e-procurement portal.

The tender timeline is available in the critical date section of this tender published in www.etenders.kerala.gov.in.

E. . **Online Bidder registration process:**

Bidders should have a Class II or above Digital Signature Certificate (DSC) to be procured from any Registration Authorities (RA) under the Certifying Agency of India. Details of RAs will be available on www.cca.gov.in. Once, the DSC is obtained, bidders have to register on www.etenders.kerala.gov.in website for participating in this tender. Website registration is a one-time process without any registration fees. However, bidders have to procure DSC at their own cost.

Bidders may contact e-Procurement support desk of Kerala State IT Mission over telephone at 0471-2577088/188/388 or through email: etendershelp@kerala.gov.in or helpetender@gmail.com for assistance in this regard.

2. . **Online Tender Process:**

The tender process shall consist of the following stages:

- i. **Downloading of tender document:** Tender document will be available for free download on www.etenders.kerala.gov.in. However, tender document fees shall be payable at the time of bid submission as stipulated in this tender document.
- ii. **Pre-bid meeting:**
- iii. **Publishing of Corrigendum:** All corrigenda shall be published on www.etenders.kerala.gov.in and shall not be available elsewhere.
- iv. **Bid submission:** Bidders have to submit their bids along with supporting documents to support their eligibility, as required in this tender document on www.etenders.kerala.gov.in. No manual submission of

bid is allowed and manual bids shall not be accepted under any circumstances.

- v. **Opening of Technical Bid and Bidder short-listing:** The technical bids will be opened, evaluated and shortlisted as per the eligibility and technical qualifications. All documents in support of technical qualifications shall be submitted (online). Failure to submit the documents online will attract disqualification. Bids shortlisted by this process will be taken up for opening the financial bid.
- vi. **Opening of Financial Bids:** Bids of the qualified bidder's shall only be considered for opening and evaluation of the financial bid on the date and time mentioned in critical date's section.