

1. Brief program information

The program “Support to Technical and Vocational Education and Training” (TVET program) aims at developing a target-group differentiated and labor-market oriented vocational education and training system in Afghanistan. It supports the newly established TVET Authority to improve the three core elements constituting a formal TVET system: labor-market oriented curricula, training of pre-service and in-service TVET teachers and a TVET examination system, all of which having nationwide validity. Within the framework of a pilot system comprising a pool of vocational schools offering technical and commercial profiles, a reform project has been piloted. The program consists of six intervention areas:

- Intervention area 1: Improving the effective operation of selected pilot schools
- Intervention area 2: Improving vocational school education for apprentices
- Intervention area 3: Facilitating cooperation between the private and public vocational training sectors
- Intervention area 4: Developing curricula geared to labour-market needs
- Intervention area 5: Capacity development for vocational training specialists
- Intervention area 6: Rehabilitation of TVET schools

These Terms of Reference are related to intervention area no. **2** of the program.

2. Initial situation

Companies in the Afghan bazars are practicing a traditional apprentice training system. They are major trainings providers for youths. The existing Afghan Technical and Vocational Education and Training (TVET) system had in the past focused on providing full time education only, while the approximately 600.000 company apprentices were not targeted as learners. In April 2017 the Afghan Dual Track TVET (Ostad Shagerdi) pilot program had commenced, based on a request from the President of Afghanistan.

Ostad Shagerdi apprentices are attending TVET school classes from grade 10 to 12. The training in the companies is recognized as key part of their education, which is supplemented by 18 hours of learning in schools. The school education includes skills subjects, such as Dari, English and IT, but also eight hours of technical subjects (technology, applied mathematics and technical drawing).

As part of our support for the establishment of the Ostad Shagerdi, the GIZ is also contributing to the marketing. We are for example financing TV commercials. These commercials are ending with calls for action. The callers will be connected to a call center, which will answer their questions and record some data.

3. Mission goal

Provision of call center services during the OS-marketing campaign between January 15th and April, 10th 2019.

Terms of Reference for call center service

4. Expert profile

Professional call center, with the capacity to provide:

- 3 or 4-digit short code, connected through all Afghan Global System for Mobile (GSM)-telecommunication providers to the call center.
- Connection to each Afghan GSM-telecommunication providers to the call center.
- 5 bilingual Dari and Pashto speaking call center agents, operating from 8:00 to 23:59,
- 2 bilingual Dari and Pashto speaking call center agent, operating from 24:00 to 07:59 per day. The call center needs to be managed 24/7.
- Professional multi-line telephone system for handling inbound and outbound calls through the 3-4-digit short code.
- Interactive Voice Response (IVR) with a mechanism for managing follow-ups to handle the overflow (missed calls because all agents are busy). The IVR has to answer all calls, which are waiting 31 seconds to offer a call back.

5. Scope of work

Work Package 1:

- Providing of a server for the File Maker database and of online connection between GIZ and call center.
- Providing of a 3-4-digit short code, connected through all Afghan Global System for Mobile (GSM)-telecommunication providers to the call center with inbound calls chargeable to the caller and outbound calls chargeable to the call center.
- Configuring Interactive Voice Response (IVR) & short code for the campaign. (The Ostad Shagerdi needs to be named as one of the first or second selection options by the IVR.)
- Development of phone scripts for inbound and outbound calls.

The deliveries in work package 1 are to be completed by January 15th 2020.

Work Package 2:

- Providing of professionally trained call center agents for handling the inbound/outbound calls for up to 70 days between February, 1st and April, 10th 2020.
- Answering 80% of the inbound calls within 20 seconds.
- Providing follow-up calls to all missed calls, which are recorded by the IVR.
- Prequalifying the interested candidates on the phone and registering them in a database (GIZ will provide the database and define which data are to be collected).
- Conducting of up to 15.000 outbound follow-up calls to applicants, based on instructions from GIZ. The outbound calls will last 90 seconds on average.

The deliveries in work package 2 are to be provided in the period between February, 1st and April 10th, 2020.

Work package 3:

- Call monitoring and quality assurance.
- Daily provision of the updated database with all information from past calls.

Terms of Reference for call center service

The deliveries in work package 3 are to be provided in the period between February, 1st and April 10th, 2020.

6. Reporting and deliverables

The contractor will provide daily reports about the incoming and outgoing calls. The reporting will be done in a database, which will be provided by the GIZ.

GIZ will perform control visits or “mystery quality calls” to check the performance of the contractor.

7. Instructions for the technical proposal

The technical proposal must be written in English language. The technical proposals should be structured as follows:

- Institutional experience of the bidder, including details about:
 - Years of experience with providing call center services.
 - Information about the 3 to 5 biggest contracts during the past two years.
- Facilities and personal of the bidder, including details about:
 - Availability of a 3-4-digit short code with information about the number and the price per minute for inbound callers.
 - Number of available work stations for call center agents.
 - Pictures of the call center.
 - Details about the proposed call center agents with fluency in Dari and Pashto. Please provide CVs.
 - Used Interactive Voice Response System.
- Technical diagram of the call processing with details about the procedures for accepted calls and overflows (calls which cannot be accepted, since all lines are occupied).
- Attachments:
 - Valid license from a relevant Afghan Government entity. (Copy of valid license)