|**Promote Musharikat**

**Promote Musharikat Request for Expression of Interest (EOI)**

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| **Title of the EOI:** Installation, Commissioning and Maintenance of Call Center and Development of a One – Way & Two – Way text Messaging Platform |

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| **Issuance Date:** August 06, 2020 | **Closing Date/Time:** August 13, 2020 |

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| **EOI Reference Number:** EOI-Musharikat-KBL-20-0001 |

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| **Address EOI response by e-mail for the Attention of:** ICT & Innovation Department |

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| **E-Mail to Submit Applications:** Musharikat\_ProcurementINBOX@dai.com | **E-Mail for Questions:** [Musharikat\_Procurement@dai.com](mailto:Musharikat_Procurement@dai.com) |

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| DAI is issuing this Expression of Interest (EOI) for the Promote Musharikat project located in Kabul, Afghanistan. The purpose of the EOI is to pre-qualify specialized vendors who have experience providing technology solutions to install a comprehensive Call Center system that supports both inbound and outbound operations and functionalities with Interactive Voice Response (IVR) functions andnd, to support the project in development of a one and two-way Short Message Service (SMS) platform. This platform will provide messaging communication services to Musharikat’s beneficiaries from the five mobile networks in Afghanistan: Roshan, Etisalat, MTN, AWCC, and Salam.  This document presents the requirements that interested vendors must provide. Select vendors will be invited to submit, in the next week (August 13, 2020), their detailed quotations or technical/cost proposals for procurement opportunities anticipated by DAI.  **BACKGROUND INFORMATION**  DAI is implementing the USAID funded Musharikat project across Afghanistan, working in all 34 provinces with the goal of increasing the equality and empowerment of women throughout the country. Musharikat will provide opportunities for women’s rights activists and groups to jointly identify and carry-out discreet advocacy and public awareness campaigns designed to influence local, provincial and national public policies banning harmful social practices, advance women’s welfare and opportunities by specifically building a constituency supportive of women’s rights. Operating through five regional offices (Kabul, Herat, Mazar, Jalalabad and Kandahar), the project aims to achieve four complementary objectives:   * Build constituencies among national, provincial and local activists and civil society organizations (CSOs) focused on promoting women’s equality and empowerment; * Strengthen more effective advocacy for women’s equality and empowerment; * Increase awareness of, and support for, women’s rights in all 34 provinces in Afghanistan; and, * Increase the effectiveness of civil society and GIRoA in the development and implementation of gender policies.   **PURPOSE OF THE EOI/SCOPE OF WORK**  USAID's Promote Musharikat intends to fill the communication gap between its Coalition members across the country through SMS services and voice call technologies. Therefore, Promote Musharikat would like to explore the possibility of connecting with its members through voice calls and SMS technologies.  The qualified companies must have ability to provide the following general tasks (detailed level scope is attached below):   * Install and commission a call center on the DAI/Musharikat premises capable of Automatic Call Distribution, Call Queue, Interactive Voice Response (IVR), Call Routing, Call Transfer, Call Block, Voice Conferencing, Call Forwarding, Call Hold, Text Message, Group Text Message, and Voice Messaging; this shall include all hardware and software, 10 - 15 voice licenses, and a Voice over Internet Protocol (VoIP) gateway. Computer Telephony Integration (CTI) should be integrated with the core call center system. * Provide a PRI (E1) link 30 voice channels, to be billed monthly, over which call center and internet traffic will be routed so as not to monopolize DAI/Musharikat Project Headquarter internet bandwidth. * Implement a Call Center application (web based) that can be integratable with any applications defined by the project. It must initially support English, Dari and Pashto languages. Bidders may propose developing a custom application or deploying an existing application if it meets all Musharikat requirements outlined in this EOI. * Implement a mobile-based platform to enable communication with and between organizations and individuals, using one-way and two-way Short Message Service (SMS) technology via a local Afghan phone number (10 digit, long number), accessible by all subscribers to all mobile telecommunication companies in Afghanistan as named above. Bidders may propose developing a custom platform or deploying an existing platform if it meets all Musharikat requirements outlined in this EOI. Bidders must possess gateways with the five MNOs in Afghanistan and guarantee the ability to send and receive one- and two-way SMS messages. * The platform must provide a comprehensive suite of reports and analytics. All contact records and survey results shall be made available in chart form, web-based table, and downloadable in Excel format.   **FACTORS FOR CONSIDERATION**   * Past experience of similar assignment. * Confirmation of the ability to provide the equipment, technology and other technical solution described in the technical approach. The vendor must prove that they have the necessary financial resources to perform the assignment. * All companies must have a local business license. * All companies must confirm they are NOT using such equipment from the following manufacturers Huawei Technologies Company and ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).   **SUBMISSION DEADLINE**  The last date for submission of the Expression of Interest is **August 13, 2020**. Solicitations received after the deadline shall not be considered.  **CONTACT INFORMATION**  DAI will only respond to written questions regarding this EOI through the email address [Musharikat\_Procurement@dai.com](mailto:Musharikat_Procurement@dai.com) and any questions must be submitted by (deadline) |

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| Vendor Response Form |

**To:** ICT & Innovation Department (Musharikat)  **EOI Reference Number:**

**From:**

**Subject:**

To be completed by the Vendor (All fields marked with an ‘\*’ are mandatory)

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| **Company Information** |

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| **A. Name and Address:** | | | | |
| Company License Number\*: | | | | |
| Legal Company Name (Not trade name) \*: | | | | |
| Registered With \*:  MoICT  ATRA  Others | | | | |
| Focal Point: | | | | |
| Address \*: | | | | |
| City \*: | | State: | | |
| Country \*: | | | | |
| Phone Number \*: | | | | |
| Email Address \*: | | | | |
| Year of Establishment \*:      /     / | | | | |
| Organization Leadership/Staffing \*: | | | **Key Leadership Positions (***3 most senior positions***)**  1.Name/Title:  2.Name/Title :  3.Name/Title: | |
| Core Area of Expertise: | Mobile Application Development  Web Development and hosting  One & Two – Way SMS Platform Development & Connectivity  Network Solution  Live Pooling Service  Social platforms and plug-ins  Database Development  Graphics | | | GIS  Media base engagement  Video Conferencing  Security Solution  PABX Solutions (Call Center)  Printing & Advertisement  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Company Website: | | | | |

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| **B. FACTORS FOR CONSIDERATION** | |
| **General Technical Approach** (Please describe what technical approach you will use to address the requirements presented in the scope of work) |  |
| **Resources** (Please describe the resources – human, technological, equipment, etc. that your organization has available/on hand to fulfill the technical approach you describe above. Please confirm that these are resources your organization is readily able to provide.) |  |
| **Financial Resources** (Please provide copies of your organization’s most recent financial reports that demonstrate you are in good standing with the financial authorities in Afghanistan and confirm that you have adequate capital to perform the work without relying on contract financing by DAI, such as advances.) |  |
| **Relevant Experience of the company that best fit with proposed assignment** (Use Table 1 to list your organization’s relevant experiences related to this assignment during the last five years) | |

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| **C. Supporting Documents** (DAI may require a respondent to submit additional information in order to better judge a response) |
| 1. **Company Profile,** if any |
| 1. **Legal documents** (Provide copy of the legal registration; with their latest renewals where applicable) |
| 1. **Work Experience Certificate** (Provide supporting document for the completed contract assignment, especially indicating those which are relevant to proposed assignment and completed within last three years) |

**Table-1:** Relevant Experience of the Firm during the last five (5) Years (Top three 3 relevant experience)

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| --- | --- | --- | --- | --- | --- | --- |
| **Assignment Name** | **Client Name and Address** | **Number of Participants** | **Duration of Assignment** | | **Description of Work Performed** | **Explain how this assignment is relevant to the scope of work for this EOI** |
| **From**  ***Date***  ***(M/D/Y)*** | **To**  ***Date***  ***(M/D/Y)*** |
|  |  |  | to | |  |  |
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| **D. CLIENT REFERENCE** (List three references) | | | | | | | |
| **No** | **Client Name** | **Address** | **Point of Contact Name** | **Telephone** | **Email** | **Similar Work Performed** | **Period of Performance** |
| 1. |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |

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| **D. Certification:** | | |
| I hereby certify that the information provided above is accurate to the best of my knowledge. *(Please write your name, title and countersign the Expression of Interest before submission.)* | | |
| Name: | Stamp/Signature | Date: // |
| Title: |

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| **E. For Promote Musharikat Use Only** |

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| Date Evaluated: / / |

[**END OF ATTACHMENT A]**

|**Promote Musharikat**

**Scope of Work**

**Installation, Commissioning and Maintenance of Call Center and Development of a One – Way & Two – Way text Messaging Platform**

1. **BACKGROUND**

DAI is implementing the USAID funded Musharikat project across Afghanistan, working in all 34 provinces with the goal of increasing the equality and empowerment of women throughout the country. Musharikat will provide opportunities for women’s rights activists and groups to jointly identify and carry-out discreet advocacy and public awareness campaigns designed to influence local, provincial and national public policies banning harmful social practices, advance women’s welfare and opportunities by specifically building a constituency supportive of women’s rights.

1. **OBJECTIVES**

Musharikat project intends to supply and install a comprehensive Call Center system that supports both inbound and outbound operations and functionalities with Interactive Voice Response (IVR) functions. Also, establishment of a one and two-way SMS technology, in order to provide messaging communication service to Musharikat’s beneficiaries from the five mobile networks in Afghanistan: Roshan, Etisalat, MTN, AWCC, and Salam. The project has the two following objectives:

* ***Objective 1:*** *Installation, commissioning and continued operational support of a call center within the project’s Kabul HQ compound.*
* ***Objective 2:*** *Development of a mobile - based platform that provides One and Two – Way SMS connectivity between beneficiaries and the project staff.*

1. **SCOPE OF WORK**
2. **Scope of Proposed Solutions for Call Center:**

The project intends to fill the communication gap between its Coalition members across the country through SMS services and voice call technologies. Therefore, under this subcontract, the service provider will install and commission a call center on the Musharikat HQ office compound in Kabul, including all equipment and connections necessary for up to ten – fifteen (10 - 15) call center operators working simultaneously.

Provide an E1 link, a carrier system specifically designed for multiple voice calls, over which DAI/Musharikat call center communications traffic will be routed. Service provider tasks are listed below - but are not limited to:

* Install and commission a call center on the DAI/Musharikat premises capable of Automatic Call Distribution, Call Queue, Interactive Voice Response (IVR), Call Routing, Call Transfer, Call Block, Voice Conferencing, Call Forwarding, Call Hold, Text Message, Group Text Message, and Voice Messaging; this shall include all hardware and software, 10 - 15 voice licenses, and a Voice over Internet Protocol (VoIP) gateway. And, Computer Telephony Integration (CTI) should be integrated with the core call center system.
* Provide a PRI (E1) link 30 voice channels, to be billed monthly, over which call center and internet traffic will be routed so as not to monopolize DAI/Musharikat Project Headquarter internet bandwidth.
* Develop a Call Center application (web based) that can be integratable with any application’s defined by the project.
* Call center application should have the following features:
  + Support Ticket options for the agents. Agents should be able to log and track every ticket.
  + Enable project lead to monitor the overall performance of the Call Center agents and interact with agents when needed.
  + Application should allow agent to place outgoing calls, handle incoming calls, and perform workforce management.
  + Allow agent to auto dial from his/her screen.
  + Should support the relaying of the informative message (program messages) to voice callers waiting in queues or on hold.
* The call center must initially support English Dari & Pashtu languages. Other local language support will be required in subsequent phase.
* Provide all connectivity services for the call center, including basic maintenance/troubleshooting as required.
* Provide one (1) week training for DAI/Musharikat for up to 10 - 15 call-center staff on the use of the system upon completion of call-center installation.
* The service provider must provide a comprehensive User (application and administrative) manual to Musharikat.

1. **Scope of Proposed Solutions for (One Way - Two Way) SMS Platform:**

The service provider may propose developing a custom mobile-based platform or deploying an existing platform if it meets all Musharikat requirements outlined in this scope. The SMS platform shall enable communication with and between organizations and individuals advocating for women’s rights in Afghanistan using (One and Two - Way) Short Message Service (SMS) technology via a local Afghan phone number (10 digit, long number), accessible by all subscribers to all mobile telecommunication companies in Afghanistan as named above. The system shall include a web-based interface that will allow Musharikat staff to administer contact lists and communications. The SMS platform must be comprised of two main communication modules:

1. **Alerts: One-Way SMS:**

* Musharikat staff shall be able to create groups of contacts and send SMS alerts to targeted groups or individuals.
* Musharikat staff shall see all registered subscribers in the system to send SMS alerts.
* The SMS platform must be capable of sending bulk one-way messages to approximately 6,000 users at a time.
* SMS alerts shall be sent to groups or selected individuals based on the subscriber’s language preference chosen at registration stage.
* The service provider shall make sure that the platform support all the three languages English, Dari, and Pashto, as mostly all the messages will be sent in either Dari or Pashto.
* Service provider to use different types of standard connection, HTTP & SMPP protocols for sending SMS. For high security.

1. **Surveys: Two-Way SMS:**

* Musharikat staff shall be able to create custom SMS surveys and send them to subscribers via a user-friendly web interface that works on desktop computers or smart phones.
* The subscribers shall not be charged while responding to any survey they receive by the project.
* The SMS platform will allow five types of questions: multiple choice, free text, numeric, yes/no, or subscriber information, in addition to a welcome and final message for each survey.
* Musharikat staff shall be able define/select the survey time.
* The SMS platform must be capable of sending surveys to approximately 6,000 users at a time.
* The service provider shall make sure that the platform supports English, Dari, and Pashto language surveys, as mostly all the messages will be sent in either Dari or Pashto.
* The service provider shall ensure to white list Musharikat’s long number (to be defined by the project) to all telecommunication networks.
* Service provider to use different types of standard connection, HTTP & SMPP protocols for sending SMS. For high security.

For both option **1)** and **2)** above, a comprehensive suite of reports and analytics shall be provided with the platform. All contact records and survey results shall be made available in chart form, web-based table, and downloadable in Excel format. Since all subscribers are geotagged after registration, district-by-district map visualizations shall also be available for all contact data and survey results. A dynamic dashboard shall be provided for easy perusal and visualization of data.

1. **DESCRIPTION OF DELIVERABLES**

* Call center installation, meeting the specifications outlined above.
* Comprehensive call center user manual
* Finalized call center web-based platform, meeting the specifications outlined above.
* Call center operator training
* Design of SMS platform, meeting the specifications outlined above.
* Full implementation/operationalization/installation of SMS platform, meeting the specifications outlined above.

1. **ELIGIBILITY CRITERIA**

The service provider should:

* Be in business of Software development & implementation for at least 3 (Three) years with added advantage to vendor specialization in Call Center solution.
* Have installed call center technology in at least 3 organizations with 5+ call representatives.
* Have developed both one and two–way SMS based platforms for local and international organizations.

1. **PERIOD OF PERFORMANCE**

August 2020 – March 2021

[**END OF ATTACHMENT B]**