



**Invitation to Tender (ITT)  
For  
“Customer Service Provider”**

**(Tender Pack)  
(Tender Ref: GTT-DH/0122/05)**

**25 January, 2022**

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## 1. Company Overview

### 1.1 Introduction

The company operates with a vision to ensure access to quality healthcare and health financing to everyone across the world and we are just getting started.

### 1.2 Background

Digital Healthcare Solutions (DH) aims to provide affordable and accessible healthcare on a 24/7 basis. DH not only provides basic care to those in need but also has services which offer 'Premium' health insurance bundles, DH also has 'Pay as you Go' services. Currently, DH's most popular services are as follows:

- 24/7 Doctor Call
- Coverage on Hospital Admission
- Discounts at different health-related outlets
- Outpatient Department treatment coverage

DH seek not only to provide its customers with affordable and high-quality services but also to ensure that our customers are satisfied with our services and entrust us with their health. DH believe in loyalty and trust on both sides which helps to grow as a company and enable customers to reap the benefits.

### 1.3 Objectives

Doctors-whenever, wherever:

- Medical advice, anywhere a patient wants- Call, Chat, Video Call
- International Clinical Standards, for everyone
- Empathy, warmth & human touch, every time

Integrated Healthcare:

- Digital Tools, Community Health Workers, & Micro Clinics as the 'New Front Door'
- Portable Health Passport, empowering the patients.
- Hospitals & Specialists that focus on Holistic Care, Disease, Prevention & Management

Date Driven Healthcare:

- Integration of Online Medical Records, Tools for Community Health Workers & Consumer Health Apps
- Predictive Proactive Support to manage Diabetes, Heart Disease, or a Healthy Heart
- Mapping Population Health Opportunities, Challenges & Solutions

## 2. Procurement Schedule

### 2.1 Query for Tender

Please confirm consolidated queries regarding this tender to [queries@dh.health](mailto:queries@dh.health) on or before **15 February 2022**. Please mention “Customer Service Provider” in the subject line for all queries.

### 2.2 Last Date of Submission of Tender

The application pack must be sent to [procurement1@dh.health](mailto:procurement1@dh.health) on or before **17 February 2022**. No submission will be accepted after this date.

### 2.3 Tender Opening Date

**20 February 2022 onwards**

### 2.4 Validity Period for the tender

The quotation must remain valid 60 days after the closing date.

## 3. Requirements for Tender Documents

### 3.1 Tender content (Application pack)

Application pack must be submitted with following:

- **Bidder Response Document for “Customer Service Provider” (Annex-2)** [Should be supplier’s company letterhead paper and with sign]. It includes-

- Financial Offer
- Technical Proposal
- Company Profile and other mandatory documents.

### 3.2 Format and Marking

The Quotation shall be submitted by e-mail to [procurement1@dh.health](mailto:procurement1@dh.health) . The preferred data file format is Microsoft Word for the tender response while all supporting documentation can be in any other Microsoft format or Adobe PDF.

The quotation and all communication related to this tender shall be marked with the following reference: **“Customer Service Provider.”**

## 4. Evaluation criteria

Digital Healthcare Solutions intends to select a service provider that submits the best bid that meets requirements and objectives of Digital Healthcare Solutions. Note that, price is not only but one of the factors for evaluation criteria.

The evaluation criteria are Essential, Commercial and Capability. The weightage distribution is as below-

Criteria	Weightage	Breakdown
<b>Essential</b>	Yes/No/Partially	Supplier has legitimate business/official premises, or they are registered for trading and tax as appropriate.
		Compliance with Digital Healthcare Solutions's standard policies mentioned in Annex-1 & Annex-2
		Meet specifications stated in Annex-1 (TOR)
<b>Commercial</b>	40%	Description of Goods / Services
		Quantity
		Cost
		Lead Time/Availability Date
<b>Capability</b>	60%	Previous experience
		Quality protocols and international certifications
		Reliability & experience (through identifying their customers, speaking/seeing references).
		Number of staff members (consultants in case of services)
		Financial health
		Capacity to meet the Supply needs
		Geographic coverage / No. of territories that can be served or no of territories with a physical presence in.
<b>Total scores</b>	100%	

## 5. Acceptance Criteria

Digital Healthcare Solutions will accept the quotation based on the following criteria which are obvious based on the requirements specified in **ANNEX-1 (TOR)**

1. Essential criteria to be met for entering evaluation.
2. Ability to comply with the compliances of DH.
3. Ability to meet the overall objectives of this tender.

## 6. Tendering procedures

### 6.1 Costs

All the relevant cost of the assignment needs to be included in quoted price. Vat & Tax will be deducted as per Government Policy. The Respondent's participation in the tendering process is at Respondent's sole risk and expense. Digital Healthcare Solutions shall not cover any of the Respondent's costs incurred in relation to the preparation of the quotation, negotiations, testing of equipment etc.

### 6.2 Conflict between various tender documents

If the provisions of any of the documents of the tender conflict with each other, Respondent shall without delay ask Digital Healthcare Solutions which of the provisions shall prevail.

### 6.3 Alternative solutions

The Respondent is encouraged to offer alternative solutions (activities) to meet the overall service objectives.

Where the Respondent thinks that a specific activity (or requirement) requested in the tender Response Form is not required to deliver the Service, they should state this clearly and provide explanation as well as alternatives (if applicable).

### 6.4 Rejection of quotations

Digital Healthcare Solutions reserves the right to reject:

- Any quotations that do not comply or lack of completeness to the tender.
- Any quotations delivered after the last date of submission of quotation.
- Any or all quotations completely or partially without stating any reason.

### 6.5 Confidentiality and property of the ITT

The Respondent shall not disclose information from the Request for Quotation to third parties without the written consent from Digital Healthcare Solutions.

The Respondent shall not discuss and disclose the Quotation or proposal that it submits to Digital Healthcare Solutions with other potential respondents or any third party.

## **6.6 Miscellaneous**

This tender response document does not in any way create any obligation on Digital Healthcare Solutions to consider or select Respondent for the Services or for any other services or to make any payment to Respondent in any way for any reason.

## 7. Annex-1 (TOR)

### Terms of Reference (TOR) or (Specification and requirements) for “Customer Service provider”

#### Background of this Procurement:

Digital Healthcare Solutions (DH) is one of the leading digital healthcare service providers of Bangladesh and it is continuously providing quality health services.

Digital Healthcare Solutions always provides best customers service experience to its customers. Customer Service (CS) is the first direct interface of DH to its customers. Customer service (CS) of Digital Healthcare Solutions is taken care of by third party vendor. It is an outsource facility managed by Digital Healthcare Solutions.

CS caters all sorts of customers' queries, supports, assistance, complaints both via hotline and online. Customer service provides inbound call, outbound call, manage customers query through Facebook page, email and google play store. On an average in a month, CS serves 8000-10,000 unique customers through hotline and online.

Service provider needs to provide agent desk with supporting devices & facilities (headphone, desktop, mouse, other required peripherals). Also, to ensure service quality, dedicated properly trained Personnel (Team leader and Quality analyst) needs to be available during operational hours.

In addition, service provider must provide operational/performance report on daily, weekly, and monthly basis. On top of that, service provider has the full responsibility and liability regarding service delivery, including readiness and availability of personnel /agents (representative, readiness training, schedule, monitoring, performance, management etc.) & service quality (transaction monitoring, ad-hoc audit reports etc.). Currently the whole customer service process is managed by 13 FTEs of the vendor.

Now DH would like to explore others vendor services to find out the best customer service provider who will be competent to maintain and fulfill DH standards and requirements for customer service. The scope of work for this project is further discussed in next sections.

#### Objective of the assignment:

- To ensure best quality customer service via inbound call, outbound call, facebook page, email and google play store
- To select the best customer service provider of the market

#### Duration and Location of Assignment:

Duration: Based on service quality, DH management will decide further.

Location: customer service operation will be managed from vendor's office premises.



## Specific Tasks for the Vendor:

Service Provider must perform the below responsibilities:

1. Provide dedicated end to end call center operational support as per DH's requirements in relation to inbound calls, outbound calls
2. Documenting 100% insights from such calls in formats/systems given by DH with 100% accuracy
3. Provide online customer support service through Facebook page, email and google play store
4. Ensure the data security of customer. ISO 27001:2013 certification would be preferred.
5. Provide detailed report on operation and performance on daily, weekly, and monthly basis, as per DH's requirements.
6. Ensure that enough properly trained Personnel (Team leader, Quality Analyst and Trainer) are always available during operational hours and appointed to ensure the best service quality.
7. Have full responsibility and liability regarding Service delivery, including readiness and availability of Personnel / Agents (representative, readiness training, schedule, monitoring, performance, management etc) & service quality (transaction monitoring, ad-hoc audit reports etc).
8. Ensure that necessary system resources (Desktop/mouse/ headphone and other required peripherals and hardware) that are used by Service Provider are compatible with DH's system, policies & applications.
9. Arrange daily knowledge booster session for all agents, live call monitoring for agents, monthly 121 feedback sessions for each agent
10. Ensure operational hour of hotline from 8am to 11pm and for online (Social media moderator) 8 hours within 9am to 10pm

## The Scope of Work is shared below table in detail:

### Expected Project Outline:

Name of the project	Spec. /SOW of each project
Customer Service Provider	<p><b><u>SOW for Customer Service Agents:</u></b></p> <p><b><u># Customer Service Agent's Role:</u></b></p> <ul style="list-style-type: none"> <li>• Average call handling time (AHT) needs to be 240 seconds (4 minutes) { Shall mean the customer's initiation of the <i>call</i> and including any hold <i>time</i>, talk <i>time</i> and related tasks that follow the transaction }</li> <li>• Average waiting time (AWT) needs to be 30 seconds { shall <i>mean average time</i> taken for an operator to answer a <i>call</i> or the <i>time</i> a customer waits in the queue before being answered }</li> <li>• Answered call ratio (ACR) needs to be 90% { shall mean the ratio of Answered contacts and Attempted contacts }.</li> </ul>

## Customer Service Provider

Formula of ACR calculation is = (Total Answered Contacts) / (Total Attempted Contacts)}

- Monthly Transaction Monitoring Critical Error (CE) needs to be 5%-6% {Transaction Monitoring Shall mean the observation or monitoring of a contact to measure the service quality accuracy. Reviewing the style, Format, Professionalism, Knowledge, and accuracy of information as it is provided by Agent to customer} {Critical Error Shall mean the inaccuracies that cause an entire transaction to be deemed defective from the customer's, business', and compliance's point of view. These errors will have a direct impact on customer's satisfaction/dissatisfaction, cost of business or violation of policy}.
- Monthly net promoter score (NPS) of customer service agents needs to be minimum 55% {shall mean the measuring of customer loyalty, feedback of those who interact after availing Telenor Health's services}
- Service Level (SL) needs to be 90% within 40 seconds threshold time

### **# Reporting Requirement**

- Quality Analyst should submit monthly call audit report for each agent by the first week of every month
- Operational reports (AHT, AWT, ACR) needs to be submit on daily and weekly basis
- Must share reports on ad hoc basis based on requirements of DH management

### **# Overall Team Management Requirement**

- Monthly 121 performance feedback session for each agent and live call monitoring to maintain the service quality
- Service provider needs to prepare agent roster, availability, and readiness
- Service provider needs to ensure daily knowledge booster for customer service agents
- Ensure that enough properly trained Personnel (Team leader, Quality Analyst/ Trainer) are always available during the service hour and appointed to ensure that service quality

### **Hardware and Software Support**

- Provide agent desk with supporting devices & facilities (mouse/ headphone and other required peripherals) in such numbers as may be required by GTT
- Provide OS (Windows 10 or latest version of OS with supporting Software
- Antivirus: It shall be paid version, not a free version.

	<ul style="list-style-type: none"> <li>• Service Provider shall ensure default installation of java in OS which is prerequisite of Softphone.</li> <li>• Good quality Headphones (Jabra Model HSC024 or similar model subject to GTT's approval)</li> <li>• Workstations (8GB RAM DDR/DDR3 or above to perform smooth operation)</li> <li>• Facilitate third party vendor(s) of GTT to lay redundant uplink Fiber cable in the switch</li> <li>• Ensure necessary system integration with GTT. Install &amp; upgrade necessary call center software provided by GTT.</li> <li>• Provide Rack Space &amp; Power to place redundant Mikrotik router at vendor premises.</li> <li>• Provide Layer-2 switch support for the LAN connectivity. Ensure LAN connectivity from Router to L2 switch to all agent PC's as per the desk count.</li> <li>• Manage LAN network uptime as per the SLA.</li> <li>• First level troubleshooting of network issue (Internet outage, Ping loss, slowness) &amp; notify the vendor accordingly</li> </ul> <p><b><u>SOW for Social Media Moderator:</u></b></p> <ul style="list-style-type: none"> <li>• Service provider needs to ensure online response (Facebook, email, google play store) within 25-30 minutes of each query</li> <li>• All the relevant SOW mentioned above for CS agent is applicable for social media moderator as well.</li> </ul>
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## Unit of Measurement (UoM):

01 Organization to be onboarded as "Customer Service Provider"

## Required Manpower under "Customer Service Provider"

1. 12 Nos. of Customer Service Agent
2. 01 Nos. of Social Media Moderator

## Requirements for the vendor:

- Service provider should have the experience of managing call center services of health care related service at least 2 years or more with a minimum capacity of 12 FTEs.
- Service provider should have the capacity & experience of managing the call center of emergency services minimum 8-10 years

- Service provider should have DR (Disaster Recovery) site availability in different seismic zone. So that service will not down during any kind of disaster (i.e.: fire incident, earthquake)
- Ensure the data security of customer. ISO 27001:2013 certification would be preferred.
- Ensure fixed seating of 2 representatives of DH at the Service site of Service Provider to monitor the Services.
- Before hiring the new customer service agents, service provider will provide the resumes of each customer service agents. Digital Healthcare will review, evaluate, and make final decision regarding them
- Service provider needs to ensure one dedicated meeting/training room for customer service agents
- Service provider needs to ensure late night drop service for customer service agents
- Service provider needs to ensure a cafeteria space with proper cleanness and hygiene maintenance inside the service premises

### **Payment:**

- Payment will be made based on flawless service delivered by the vendor, all requirements of outlined projects must be met by customer service agents and vendor.
- Proof of work needs to be submitted along with the bill to get the payment
- Bills need to be submitted to DH Finance along with the agreement/PO, TIN, BIN, trade license and Mushak Challan as soon as the work is completed
- Payment will be made within 60 days from the submission of invoice
- The payments may be made through BEFTN/Account Payee Cheque.
- VAT coupon can be provided in terms of VAT amount (if applicable)
- Deliverable services/outcomes need to be rendered and acknowledged by DH team – before each project/task deadlines & invoice(s) need to be submitted accordingly.

### **Financial Clauses:**

All the relevant cost of the assignment needs to be included in the quoted price. VAT and AIT will be deducted as per Government policy.

8. **Annex-2 (Bidder Response Document for “Customer Service Provider”)**

**Bidder Response Document  
for  
“Customer Service Provider”**  
(Fill up in your business pad with seal and sign)

**SECTION 1 (GENERAL INFORMATION)**

**A. Confidential Business Questionnaire**

*(Please note that giving false information under this section will result in your application being disqualified automatically)*

1. The questionnaire must be fully and comprehensively completed in all respects.
2. Information given by the applicant shall be treated in strict confidence.
3. Digital Healthcare Solutions – Grameen Telecom Trust reserves the right to visit and inspect the business premises of the company/firm that will participate.
4. Any information given under and later found to be incorrect shall lead to disqualification from the tendering process.

**B. Business Information**

No.:	PARTICULARS	RESPONSE
1.	Full name of Business Entity:	
2.	<div>Is your business organization (Please tick as appropriately)</div> <div> a. A Public limited company?  b. Public listed company?  c. A Private limited company?  d. A partnership?  e. A sole trader?  f. Other, (please specify) </div>	
3.	Date of Registration:	
4.	Full physical address of principle place of business: Full postal address:	
5.	Telephone No.:	
6.	Email Address;	
7.	Website address (if any)	
8.	Business Establishment year	
9.	Associated company / partnership (if any)	

### C. Contact Point between buyer and supplier

Please list your employees who would be involved with Digital Healthcare Solutions – Grameen Telecom Trust. One employee should be the key point of contact for Digital Healthcare Solutions – Grameen Telecom Trust.

Name	Job Title	Role for DH - GTT	Direct telephone number	Email address

### D. Business activities and Compliance

Please mention the following things:

- State your organization's main business activities.
- Can your company meet our expectations and requirements specified in "ToR"?
- How much does your company comply with the requirements?

a) Ans:

b) Ans:

c) Ans:

## **SECTION 2 (EVALUATION CRITERIA)**

### **A. Required Essential Qualifications of the supplier:**

- a) Supplier has legitimate business/official premises, or they are registered for trading and tax as appropriate.

[Yes / No]

- b) Compliance with Grameen Telecom Trust standard - Digital Healthcare Solutions (DH)'s requirements stated in Annex-1 (TOR)?

[Yes / No]

- c) Meet all specifications (Scope or works) stated Annex-1 (TOR)?

[Yes / No]

### **B. Required Capability Qualifications of the Vendor:**

- a) Previous Experience of your company in this field or this type of work/service.

Total = \_\_\_\_\_ Years

- b) Quality Protocols & Certificates (buyers appreciation / acknowledgment certificates)

How many certificates = \_\_\_\_\_ Nos

*[Attach all scanned certificates here as **MUST**]*

- c) Reliability & Experience

(Through identifying their customers, speaking/seeing references) / No of Customers & PO references from your customers/clients.

1. Total Number of customers deal with = \_\_\_\_\_ Nos

*[Attach client list here as **MUST**]*

## 2. Work References:

No.;	Customer Organization (Name)	Customer Contact name & Phone no.:	Brief description and contact amount	Date contract awarded	Period of contract
1.					
2.					
3.					

[Attach 03 scanned PO copies here as **MUST**]

### d) Number of staff members

Permanent Employees = \_\_\_\_\_ Nos

Number of Temporary Employees = \_\_\_\_\_ Nos

Number of Field Employees = \_\_\_\_\_ Nos

Number of consultants (in case of services) = \_\_\_\_\_ Nos

### e) Financial Health

[Revenue and Net Profit for last three years]

Classification	2019 BDT amount	2020 BDT amount	2021 BDT amount
Revenue			
Net Profit			



**f) Capacity to meet supply needs.**

1. PO/WO quantity & and business volume for last three years:

Classification	2019 PO/WO Quantity	2019 Business Volume (BDT)	2020 PO/WO Quantity	2020 Business Volume (BDT)	2021 PO/WO Quantity	2021 Business Volume (BDT)
Business capacity						

**g) Ability to provide 60 days of credit facility as per DH business Modality. (Tick the answer)**

1. 4 Lac – 10 Lac = Yes/No
2. 10.1 Lac – 20 Lac = Yes/No
3. 20.1 Lac – 30 Lac = Yes/No
4. 30.1 Lac – 40 Lac = Yes/No
5. Above 40 Lac = Yes/No

**h) Geographic Coverage**

Number of districts with physical Office= \_\_\_\_\_ Nos

**C. Required Commercial Qualifications of the Supplier:**

**a) Description of your material delivery / service and the way you like to provide this service?**

**Ans:**

**b) Are you able to meet/provide/justify the required quantity as 12 Nos of CS Agents and 01 Social Media Moderator along with call center setup for this job?**

[Yes / No]

**c) Lead time**

1. Tentative date for job starting: Job will be started tentatively on May, 2022. Do you agree with this timeframe?

[Yes / No]

2. How many days you will you take to start the job after getting approved PO/agreement?

..... = Days to start the job after getting the PO.

#### d) Price Quotation

Please give us the price quotation to by covering overall Terms of Reference (TOR)/Scope of works (SOW). Price quotation should be including VAT, AIT, and other charges in terms of BDT only. AIT will be deducted as per Govt. rule and VAT (Mushok) Challan must be provided by the supplier.

*[Attach the price quotation below]*

Item Name	Item Specification/ SOW in Details	Manpower in required Field	Required Quantity of Manpower under “Customer Service Provider” (Nos)	Role/Responsibilities/SOW in details for each Manpower	Unit Price/Agent and Moderator [Per Month]	Total [Per Month]
Customer Service Provider	Agreed and understood that is covered by TOR	Customer Service Agent	12	Agreed and understood that is covered by TOR		
		Social Media Moderator	1	Agreed and understood that is covered by TOR		
Any other Charge (AIT, ASF, Others, etc.), [if any]						
VAT (%)						
GRAND TOTAL						
Payment Term						
Bank Details						
VAT (Mushok) Challan will be provided with invoice						Yes as <b>MUST</b>

**Note:** You can provide individual financial offer with cost breakdown for your above Price quotation. For information, above price quotation table is **MUST** to fill up and attach here to keep uniformity.

### **SECTION 3 (OTHER IMPORTANT FACTORS)**

#### **a) Dependencies on Grameen Telecom Trust-Digital Healthcare Solutions?**

Please mention below all dependencies that you would have on Digital Healthcare Solutions – Grameen Telecom Trust to ensure proper establishment of this assignment. Please expressly mention all activities and deliveries that you would need from Grameen Telecom Trust-Digital Healthcare Solutions to ensure optimum service delivery.

#### **b) Required Documents**

The following documents **MUST** be submitted in another file/attachment along with this “**Bidder response document for “Customer Service Provider” (Annex-2).**

- a) Company Profile
- b) Technical Proposal: The way you like to implement the job by covering overall TOR/Scope of works mentioned in Annex-1
- c) Audit Report of 2020 [if not available, please mention the reason clearly]
- d) Copy of Trade License (Updated)
- e) Copy of Bank Solvency Certificate
- f) Incorporation certificate (if applicable)
- g) Copy of utility bill (latest)
- h) Copy of ETIN.
- i) Copy of NID against Trade License
- j) Copy of VAT Registration Certificate (BIN)
- k) Tax exemption certificate (if applicable)
- l) Copy of cheque’s void leaf.

**Declaration, acceptance by the Bidder:**

I declare that to the best of my knowledge the answers submitted in this bidding questionnaire (and any supporting documentation) are correct. I understand that any misrepresentation will render my organization ineligible to participate in any future business activities with **Digital Healthcare Solutions of Grameen Telecom Trust.**

.....

Official seal and Signature

.....

Name

.....

Job Designation

.....

Company

.....

Date