



Information Technology Department,
South Delhi Municipal Corporation

Tender Document for Setting up of Call Centre in the
South Delhi Municipal Corporation (HQ).

email: ao-it@mcd.gov.in

Website: www.mcdonline.gov.in

A handwritten signature in black ink, consisting of a stylized 'Y' followed by a flourish.

TENDER NOTICE


Ref: Advt. No:-DIT/SDMC/2018/10/D- 1 2 8 3

Date: 14-03-2018

IT Department, South DMC invites sealed tenders, from reputed parties for setting up of Call Centre at Civic Centre, South Delhi Municipal Corporation.

1.	Tender No.	DIT/SDMC/2017/10
2.	Date of issue of Tender Document	15.03.2018
3.	Prebid Date and Time	22.03.2018 at 02:00 PM
4.	Last date & time of receipt of Tender	05.04.2018 at 03:00 PM
5.	Date & time of opening of Technical Bid	05.04.2018 at 03:30PM
6.	Date & time of opening of Financial Bid	To be decided later
7.	Validity of Tender	90 days
8.	Cost of the tender document (Rs) (non refundable)	Rs.2000.00 (inclusive of taxes)

The above tender document can be obtained from IT Department, South DMC or can be downloaded from our web site www.mcdonline.gov.in. Bidder downloading the tender document from the web site needs to attach demand draft for the cost of tender document.


14/3/2018

Administrative Officer (IT),
South DMC

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SOUTH DELHI MUNICIPAL CORPORATION

IT Department, 24th Floor

Dr. S.P.M. Civic Centre, Minto Road

New Delhi – 110002

Tender notification-cum-document for setting up of a Call Centre with trained professionals for the call centre as well as Social media activity in Civic Centre, South Delhi Municipal Corporation (HQ).

Priced at INR 2000/- (Rupees Two Thousand only) for a set of form to be filled in and signed and put in sealed covers and submitted in a duly sealed cover along with two separate a/c payee drafts (as per Sl. No 2 A and 2 B) to be enclosed with the original tender form upon downloading the same from the web-portal of this corporation.

Pre-Bid Conference: 02:00 pm on 22.03.2018

[Bidders are encouraged to attend the above conference, but it is not mandatory to attend the same]

In case the day is observed as a holiday or is closed for rest of the day, the time will stand automatically extended to 02:00 pm on the next working day

Last Date & Time of Receipt of Tenders: 03:00 pm on 05.04.2018

In case the day is observed as a holiday or is closed for rest of the day, the time will stand automatically extended to 03:00 pm on the next working day.

1. Background

SOUTH DELHI MUNICIPAL CORPORATION (SDMC), serves the South Delhi area of the capital. It provides a range of quality urban services to about six million population. The range of services provided by the SDMC include drainage, solid waste management, maintenance of municipal roads, parks and squares, street lighting etc running of around 535 primary schools in the city etc. Recently, the SDMC initiated various programmes that aim to bring about holistic improvements in its operations with focus on citizen services, revenue generation, efficiency enhancement and social responsiveness. Considerable progress has been achieved in this direction by streamlining of work procedures, improvement in work culture and greater transparency in interaction with stakeholders thus ensuring a higher level of satisfaction of the citizens of the city.

SDMC is committed to the cause of continuous improvement in services with its vision to "be efficient, effective, equitable, citizen-responsive, financially sustainable and transparent, delivering quality service to the citizens". The SDMC understands that IT is a crucial enabler in its path of technological advancements. It also understands that it must have the necessary IT systems and infrastructure in place, but it must also ensure that the requisite processes, staffing and governance model should be in place



to ensure that the full benefits are obtained. The SDMC desires to further improve the overall effectiveness of the various services that would enable it to carry on its vision.

SDMC intends to establish a call centre managed by trained professionals. This Centre will answer queries of citizens regarding the services provided by this Corporation and will also register complaints, forward them to concerned officers of SDMC, get resolution status and will update the complains. Queries and complaints will be directed to the Call Centre Professionals who would respond to the citizens through voice media. The Call Centre Professionals will also manage Social Media. The Call Centre will be manned by an agency selected through open tender.

The Commissioner, SDMC is pleased to invite Sealed Tenders for setting up call centre with TRAINED CALL CENTRE PROFESSIONALS FOR SOUTH DELHI MUNICIPAL CORPORATION for a period of two year from bonafide agencies having experience in similar nature of work in India. The contract may be extended for a period of further one year or less at the discretion of the Commissioner, SDMC on the same rate, terms and conditions.

2. Broad Aspects of the Tender Notice:

- A. This Tender document including a detailed scope of work is downloadable from the website <http://www.mcdonline.gov.in/> and an A/c Payee Bank Demand Draft/Banker's Cheque from any scheduled bank for a non-refundable amount of Rs 2000/- (Rupees Two Thousand only) payable to "Commissioner, SDMC" is to be attached with the Technical Bid of the Tender. Technical bid should be submitted in a sealed cover addressed to the Commissioner, SDMC and superscribed appropriately (Technical Bid: Tender for setting up call centre with Trained Call Centre Professionals).
- B. A technical bid (sealed covered and appropriately superscribed) must also accompany Earnest Money Deposit of Rs 2,50,000/- (Rupees two lakh fifty thousand only) in the form of a separate A/c Payee Demand Draft/Banker's Cheque by RBI Scheduled Bank payable to Commissioner, SDMC. Bidders are encouraged to attend (but it is not mandatory to attend) the Pre-Bid Conference scheduled for at 02:00 pm on 22.03.2018 at Conference Hall, 24th Floor, Dr S. P. M. Civic Centre, Minto Road, New Delhi - 110002.
- C. Each of the interested bidders to submit its technical bid and its financial bid in two separate sealed covers. These must be put inside a third cover duly sealed and superscribed "Tender for setting up Call Centre with Professionals in SDMC" and be dropped in the TENDER BOX kept for the purpose in the Office Area of AO (IT) as per scheduled date. If the date happens to be a holiday/is closed for the rest of the day, tenders may be submitted on the next working day by 03:00 pm. The bids/tenders will be opened by the Committee or by the officer designated for this purpose on the same day at 03.30 PM.
- D. The Commissioner, SDMC reserves the right to accept or reject a bid or part thereof, or reject all bids, without assigning any reason whatsoever, or cancel the tender without prior notice. Court jurisdiction in case of any disputes would be at Delhi.



3. Overall Scope of Work

Objectives

The objective of operating call Centre is to provide instant information and management of citizen complaints from a central point by use of various communication and digital platforms on 24x7 basis to help SDMC in resolving the citizen grievances in the most satisfying ways and provide them the correct and accurate information about their queries.

Broad scope of work

It is proposed to have a centralized SDMC call Centre operating on 24x7 basis in 3 shifts of 08 hours each on all 365 days a year, including National holidays along with one supervisor to support the operations at 24x7 call Centre.

The functions of the Call Centre will mainly be

- A. To answer citizen queries related to SDMC services (such as process for application, contact numbers of concerned officials, status of service requests, etc).
- B. To log grievances of citizens into the Complaint Registration Software of the SDMC or any computerized format of SDMC as the case may be and transfer the information to concerned officer. Un-redressed complaints shall be escalated to higher level. Call centre professionals may have to do any other function as decided by SDMC.
- C. To make phone calls to citizens once their complaints have been attended by the SDMC (as per the status displayed/indicated in the systems or through other mode of communications) and log their satisfaction/dissatisfaction with further actions, if any.
- D. To make phone calls to citizens/organizations/agencies on various issues or desired from time to time.
- E. To provide information about calls received and actions taken to the designated officers and officials of the SDMC on a daily basis and/or as and when asked for by such officers and officials. Provide department/officers wise summary at the end of the months.
- F. Design and Development of CRM Software as per SDMC requirement and its integration on the other modes (Grievance on Mobile app 311, 3rd eye, Swachh



app, MCD Grievances portal etc.) to register grievances/queries such as SDMC website, Mobile app and social media – Whatsapp, Facebook, Twitter etc.

- G. The call centre with well-trained Call Centre professionals will work for 24 hours x 7 days a week round the clock.

The overall call flows involve aspects of outstanding taxes and fees, queries and information regarding SDMC Services or Status check of service requests, and grievances or logging of new grievances.

4. Specific Requirements:

- A. The SDMC requires setting up of call centre with well-trained Call Centre professionals for its own services which will work for 24 hours x 7 days a week round the clock. Single consolidated bill by the successful tenderer/bidder may be raised with a copy of the attendance log(s) duly certified by AO/ Incharge of call centre and will be submitted in IT Deptt. for further process for payment.
- B. At any given time during the functioning hours, well-trained Call Centre professionals must be (like this arrangement) available at the Centre for handling calls to the SDMC Call Centre. The space for such a centre will be provided by the SDMC. Working hours (professional wise) will be like this.

Shift Timings (all 365 days)	No of Professionals Required
06:00 AM to 02:00 PM	03
02:00 PM to 10:00 PM	03
10:00 PM to 06:00 AM	01
09:00 AM to 05:30 PM	01 Professional cum Supervisor

- C. All the professionals engaged by the successful bidder(s) should have the following profile:
- Must be graduate or equivalent in any stream
 - Must be able to speak, read and write in Hindi and English
 - Must be able to communicate confidently and politely, with good speaking skills
 - Experience of at least 01 years in a Call Centre or indirect selling/telemarketing in the service industry
 - Sound knowledge of CRM/Mobile app

In addition to above, the call Centre supervisor should also possess:

- Experience of at least 02 years in a Call Centre or indirect selling/telemarketing in the service industry
- Effective problem-solving and decision-makings skills
- Strong knowledge of Microsoft Office (Word, Excel, PowerPoint etc)
- Responsible for follow up all pending grievances through executive
- Responsible to prepare various MIS reports as and when required



- D. The concerned SDMC officers may take an interview of each of the Call Centre professionals deputed by the successful bidder/tenderer to satisfy themselves that the said professionals meet the eligibility requirements and the said officers may also verify their original credentials. The successful bidder/tenderer would render full co-operation in this regard at the commencement of the work upon awarding the contract.
- E. The Call Centre staff shall be marking attendance as per rule decided by SDMC. The log will be produced at the time of monthly payment.
- F. The successful vendor firm/company would carry out its own due diligence to assess the hardware and software requirements/status for running the Call Centre and may advise the SDMC. The SDMC on its part will supply and bear the costs of the facility of seating arrangement, telephones (PRI Lines & Internet), electricity and the server, but not food or such other items/anything else which if at all required are to be provided by the successful bidder/Vendor. Call centre equipments (software) will have to be provided by the agency which will be property of SDMC. The successful bidder/vendor will bear all statutory expenses like and unlike PF, ESI, etc related to the retaining or engagement of the Call Centre professionals.
- G. All the Call Centre professionals shall have continuous access to the Call Centre Computers with internet/intranet connections as required so that they may access the SDMC's Databases (for which they will be granted access) in order to answer citizen queries and log grievances. After awarding the contract to the successful vendor, the SDMC will organize appraisal sessions for the call centre professionals, at SDMC's own expense, for familiarizing them with the SDMC's services, application procedures for citizens/rate or tax-payers, contact particulars of important officers/officials, processes for grievance handling, etc.
- H. The vendor must make the Call Centre professionals immediately available, latest by ten days if not earlier from the date of receipt of the award of the work, for such appraisal/training and commencement of work, failing which the SDMC may, at its discretion, terminate the contract. The officers and other officials of the SDMC designated for the Call Centre work should be provided access to the statistics regarding the Call Centre operations (real time staffing levels, caller queues, historical performance statistics like call details, customer feedback, any other information and/or data, etc), whenever these are asked for and the firm/company would be responsible maintenance of such information at all points of time.

Process details for SDMC Call Centre

- i. Call Centre executive of SDMC receives complaints/queries by SDMC citizens through various modes, like phone line, SDMC Mobile app and other social media like Whatsapp, Facebook, Twitter, SDMC website etc.
- ii. Handling customer queries/complaints and request for information in Hindi or English language



- iii. The agent will firstly greet the citizen with a welcome greeting and then take the request call.
- iv. If the call is an inquiry, the agent will be able to provide information relating to SDMC services/officer/schemes from the script/information available.
- v. If the call is a complaint, the agent will register the information in the CRM and process the complaint, the citizen will be given the ticket/complaint id number, in case of any future disputes or complaints and in order to follow up.
- vi. After receiving the complaints through a Land line number, Whatsapp, Facebook, twitter or email, the executive takes proper details to register the complaints on CRM and send the complaint ID number to the complainer by sms. The format of the sms will be communicated to the provider to configure accordingly.
- vii. The complaints received at the call Centre through various means are ranked according to their priority and forwarded by call Centre executives to the concerned area Officers/Department and/or to the respective supervisors (based on the priority) for a quick resolution.
- viii. In case a citizen lodges complaints through online mode i.e. SDMC Mobile app or SDMC website, the same complaint is auto forwarded to the concerned Officers/Departments and complaints notifications/information is also sent to the complainant. The executives of call Centre will also closely monitor all pending complaints and take follow-up action for quick resolution.
- ix. The executives of call Centre closely monitor all pending complaints and take follow-up action for quick resolution
- x. After resolution provided/action taken on the complaint by the concerned officers of SDMC, the executives also confirm from the citizens/complainants over the phone.
- xi. Call Centre supervisor also closely monitor each complaint and give instructions to the executives for take follow-up action on all pending complaints on time bound manner.
- xii. Call Centre supervisor also send the report and complaints status to the all concerned HODs of SDMC.
- xiii. The Process operates 24x7
- xiv. Three shifts are run in the call Centre to handle complaints and information request on 24 hours basis.
- xv. Process remains open on National Holidays also.
- xvi. Internal Security Mechanism is incorporated at the call Centre.
- xvii. SDMC Data Security Exchange of information & software, E-Mail and media also kept secured.
- xviii. All calls will be integrated through the SDMC ACD (Automatic Call Distribution) and channelled depending on the criteria previously allocated

- Customer segmentation
- Call priority handling
- Ideal agent
- Number of rings
- Longest time waiting, etc.

Based on the above, the customers will either be put in queue, listen to



