

**Terms of Reference
(TOR)**

For

Providing IVR and Call Centre services

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Address:

Practical Action Nepal Office
House No. 1114, Panipokhari, Lazimpat
P.O. Box 15135, Kathmandu, Nepal
PHONE: +977-1-4523639/640 / 4513452
E-MAIL: proposals@practicalaction.org.np

July 2024

1. BACKGROUND

Practical Action is a global change-making group that consists of a UK-registered charity with community projects in Africa, Asia and Latin America, an independent publishing company and a technical consulting service. It combines these specialisms to multiply its impact and help shape a world that works better for everyone. In Nepal, Practical Action is focused on putting ingenious ideas into work to contribute to poverty reduction and sustainable well-being through working in three expertise change areas: Farming that works; Energy that transforms and Resilience that protects.

Under Energy that transforms, Sustainable Market Development of eCooking in Nepal (SMDeN) project aims to develop an electric cooking market in two provinces in Nepal by demonstrating the potential to simultaneously build demand and strengthen the supply chain supported by an improved enabling environment. The project will leverage knowledge and experience generated from the Market Activation Project and Digital Innovation for eCooking Market Development funded by EnDev. The interventions will facilitate access to eCooking solutions for rural households and SMEs through (i) behaviour change support, Result Based discounts on eCooking solutions, house wiring upgrades and electricity use (ii) training and business development support services to last-mile distributors, linking with Global Distributor's Collective (GDC) (iii) institutional strengthening of CREEs for reliable electricity supply, evidence-based advocacy, linkages with local financial institutions (iv) Gender transformation: agency building to make informed decisions.

2. NATURE OF ISSUE

The project is implemented in 17 Districts of Koshi and Gandaki Provinces: Ilam, Sunsari, Dhankuta, Teherathum, Sankhuwasabha, Jhapa, Pachthar, Taplejung, Udayapur, Solukhumbu, Baglung, Myagdi, Parbat, Shyngja, Kaski, Tanahaun and Gorkha. To develop sustainable market system of eCooking solutions with increased adoption rate by household and MSMEs and create impacts on socio-economic developments together with combating climate change through reduction of deforestation for fuel wood, the project intends to achieve the sales of about 25,000 electric stoves through 50 last mile distributors in rural areas and increase business viability of 45 CREEs by promotion of eCooking by June 2025.

IVR and call center service is intended to increase the potential number of eCooking adopters by raising awareness and providing monitoring support for the entire supply chain along with usages, throughout the project period.

3. OBJECTIVE OF THE ASSIGNMENT

The main objective of the assignment is to provide IVR and call center services to strength the eCooking Market and Monitor sales usages and post-sale services of electric cooking appliances throughout the project area. The specific objectives of the assignment are:

- Implement a fully functional IVR service Station.
- Provide call center service: Where the users can be routed to a customer service representative when the IVR system do not cover the questions of the users, or the users are not satisfied with the answers provided through the IVR system.

- Provide Monitoring Service, Conducting post sales surveys through post sales engagement and bridge information gaps in reporting.

4. SCOPE OF WORK

The scope of work for the assignment includes, but not limited to:

- Provide required hosting services for implementing IVR
- Manage required office space and resources to host a call center.
- Develop IVR System with dedicated service space with dedicated HR to receive and solve issues received.
- Assure required e-numbers from related telecom provider(s).
- Periodic outbound calls to beneficiaries for monitoring uses of cooking equipment.
- Inbound call: Receiving awareness, complaints, inquiry (in all working days)
- A dedicated number for the duration of project with clean state plan to handover to the desired party i.e., practical action or its partner in the end of the project. – to make continuity possible.
- Act as a bridge of communication between end user and post-sale service centres.
- Collect evidence of the timeline of the device repair, change by support centres and retailers, damage of product, electricity, and other events.
- Broadcast of awareness about electric cookware to available leads
- Support in Behavioural Change Campaigning through digital services
- Ensure a data protection system is in place.

Note: All calls received and made should be recorded and stored in a server which Practical Action can listen to and analyze. Apart from these features, we will need:

- Electronic numbers from telecom provider(s)
- Reporting mechanism to view standard reports on various aspects like Age, gender, location (these will be provided along with the phone numbers)
- Call recordings
- Easy to use phone number (short codes)

5. SUGGESTED METHODOLOGY

The assignment is expected to ensure following methodologies (but not limited):

- Follow generic standards to ensure appropriate supports are received before, during and after the setup.
- Ensure compliance with legal requirements including compliance with any relevant data protection legislation (including GDPR)
- Consult, discuss and incorporate feedback from the project team at different stages of the process

6. DELIVERABLES

At the end of the contract period, Practical Action expects to receive digital copies of all the recordings (from IVR and Call center) as well as a detailed report based on various pre-defined parameters (and beyond).

The assignment should be spread over 10 months period. The reports will be required from

the service providers covering the following five phases:

Phase 1: System Set up

Phase 2: System Application for Awareness Creation

Phase 3: System Application for Post Sale Monitoring and Knowledge Generation

Phase 4: System Application for Progress Monitoring

Phase 5: Completion with Video Documentaries and Case studies with Final Monitoring

7. COMPOSITION OF THE CONSULTANT TEAM

The Consultant team shall have a Product Manager (primary point of contact) and a team of no less than 4 technical staffs who are capable of resolving technical issues as and when they arise.

The Team should have the ability to work in collaboration and communicate proactively with people at all levels. The Team has to work closely with the project team from Practical Action in the guidance of the Project Manager to carry out the above-mentioned assignment.

In addition to the above criteria of team members, the following considerations should be taken into account during the selection process:

- a. A copy of company registration certificate;
- b. A copy of VAT certificate (obligatory); and
- c. A copy of tax clearance for the last fiscal year from the Inland Revenue Office.

8. BUDGET

The maximum available budget for this assignment is **NRS 1,400,000.00** (In words: One Million and Four Hundred Thousand only) inclusive of applicable taxes. All applicable taxes will be deducted at the source. Payments will be made in Five installments.

Installment 1: 30% of the total cost shall be made upon finalization of concept note after signing agreement,

Installment 2: First Quarterly Progress report based on the annual plan 20% will be paid

Installment 3: Second Quarterly reports based on the annual plan 20% will be paid

Installment 4: Third Quarterly Progress reports based on the annual plan n 20% will be paid

Installment 5: Final reports based on the annual plan remaining 30% will be paid

All expenses should be included in your budget plan with a proper budget breakdown.

9. TENTATIVE TIMELINE

The assignment is expected to commence in the Second week of August 2024 and the IVR services should run till the end of May 2025. The following timeline needs to be followed to complete the assignment:

Timeline	Contents
By 14 August 2024	Selection and Agreement with Scope of Work
By 30 August 2024	Phase 1 Assignment Activities Complete
By 31 October 2024	Phase 2 Assignment Activities Complete
By 31 December 2024	Phase 3 Assignment Activities Complete
By 29 February 2025	Phase 4 Assignment Activities Complete

Timeline	Contents
By 31 May 2025	Phase 5 Assignment Activities Completed

10. EVALUATION OF THE PROPOSAL

All received proposals shall be reviewed against following different indicators:

- Team that is aware of current trends of content and can support in messaging.
- Prior experience of providing such services
- Financial competitiveness

Inclusiveness in the team is highly recommended.

11. INVITATION FOR THE LETTER OF INTEREST

Practical Action Nepal Office requests consultant firms (registered in VAT) to submit (i) an application highlighting the letter of interest (LoI); (ii) a brief technical proposal along with your proposed methodology and design; (iii) recently updated CVs; and (iv) a financial proposal with detail cost breakdown **in a sealed enveloped no later than 28 July 2024 17:00 hrs.** with the subject line “**Providing IVR and Call Center services**”.

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Practical Action believes in and follows through a fair and competitive process to recruit the consultant in all its assignments to ensure quality assurance.

