



**EdCIL (India) Limited**

A Mini Ratna Category-I CPSE Company

A Government of India Enterprise | ISO 9001:2015 & 14001:2015

**Sector 16 A, Plot 18 A, NOIDA – 201 301**

**Uttar Pradesh, INDIA**

**Website: [www.edcilindia.co.in](http://www.edcilindia.co.in)**

**Date: 10<sup>th</sup> September, 2020**

**Sub:** Modifications in RFP.

**Work Name:** Request for Proposal for Selection of an agency for Setting up and Carrying out Call Centre Operations for “Study in India” Program

**Ref:** EdCIL/SII/CALLCENTRE/08/2020

**Responses to Pre-bid queries**

S. No.	Page & RFP Clause No.	RFP Clause/Reference	Clarification Sought	EdCIL Response
1	55, 8.1	Key Personnel	The total number of requirement (15 personnel) mentioned would remain constant for the total deal duration or there would be an increment in the personnel required during the contract.	As the 'Study in India' program has shown tremendous growth since its inception (2018) and students across the world are getting aware about the program, hence demand for no. of call centre executives may also increase during the contract period.
2	43, 7.1.2	Features	Please provide current and expected volume of Inbound Calls.	Mentioned in RFP on page no. 43, current volume of inbound calls is approx. 300.
3	43, 7.1.2	Features	Please provide current and expected volume of outbound Calls.	Mentioned in RFP on page no. 43, current volume of outbound calls is approx. 600+
4	37, 7	Scope of Work	Who will take care of connectivity between DC and DR sites of call centre?	The successful bidder will take care of the same
5	37, 7	Scope of Work	Do we need to factor DR site in the commercial?	The successful bidder will take care of the same

6	37, 7	Scope of Work	What are other line of business expected from contact centre?	All the expected services to be delivered by call centre is mentioned in RFP Document under Section 7: Scope of work.
8	37, 7	Scope of Work	Is there a fixed week off as it states 6 days?	The operating of 'Study of India' call centre should stay on a continuous basis as the weekend and working day varies from country to country. Therefore, there is no fixed day off, it has to be done on rotational basis.
10	55, 8.1	Key Personnel	What is the provision for support staff i.e. Quality, Trainer & Mis?	Details are present in the tender document.
12	43, 7.1.2	Tentative Timing & Skill set arrangement:	Daily login details required as per the shift timing provided is 15 resources. So, the total manpower count required will be 15 Executives + 2 supervisor / TL + Weekly off + 3 resources in Purchaser location. Kindly clarify for the # of resources involved / billed on this activity.	Mentioned in RFP on page no. 55 under Clause 8.1 Key Personnel. Total Manpower count is 15 (13 Executives + 2 TL/Supervisor)
13	84/85, Appendix IV: SLA	Operational parameters There is no mention of rebuttal or discussion	Metrics are exhaustive and if they are open for discussion. For example, AHT <=300 seconds which could be dependent on several factors	As per our experience of SII operations for more than 2 years, Average Handling Time (AHT) for outbound calls is approx. 300 seconds
14	40, 7.1 Business Services	The Bidder shall be required to add new flows/ change prompts and publish these immediately in the IVRS without having to take the services down with no additional cost. e.g. Bidder may be asked to add a "User Satisfaction survey" in the IVRS flow so that the Caller	1. Will there be any self-services on IVR? 2. Any integration of IVR with other applications required?	Solutions to be provided by the bidding agencies

		can be guided to rate the interaction which he/she just had.		
15	40, 7.1 Business Services	Bidders are also required to take full understanding of the new CRM system to be implemented and shall be responsible to configure, access and use the same from their premises to provide uninterrupted Call Centre services.	1. What are the broad modules required in CRM. E.g. New Registration module, Ticketing Module etc.	Solutions to be provided by the bidding agencies
16	40, 7.1 Business Services	c) Inbound E-mails – The selected service shall reply to inbound emails received on help.studyinindia@gov.in, using EdCIL's email module.	What is the Email Platform (email module) available with EdCIL?	The selected bidder shall be required to attend queries received on the SII email addresses (Email id - help.studyinindia@gov.in).
17	40, 7.1 Business Services	(d) Inbound Chats – The selected service shall reply to inbound chats received on any social media platforms (e.g. Facebook, Instagram, Twitter or any other platform), EdCIL's website, SII Application. Currently chats shall only be answered in English, however in future, other languages may also be introduced. The Bidder can develop and use Chat Bots intermingled with agents to answer student's queries.	What is the Chat Platform available with EdCIL? OR has the Bidder provide the Chat functionality on website	The selected bidder shall be required to attend queries received on the multiple social media platforms like Facebook, Instagram, Twitter etc. Herein, Chats also include queries received on messenger, web application, SMS etc.
18	40, 7.1 Business Services	(e) Web Application / WhatsApp Comments - The selected Bidder shall review the Comments/ Queries received on Web Application /	1. What is the platform to view and update web applications 2. Will EdCIL provide WhatsApp business account	Study in India' shall provide the details of the required platforms in order to address queries to the selected bidder. Yes, WhatsApp business account shall

		WhatsApp Business number and provide resolution to queries/grievances etc.		be provided by EdCIL to the selected bidder
19	42, 7.1.2 Features	Call Pulling	Our understanding here is Automatic Call Distribution to Agents	Herein, call pulling means the ability to transfer an ongoing call seamlessly from one device to another without actually hanging up the call
20	45, 7.2.4 Computer Telephone Integration (CTI)	ii. It shall be interfaced with the Core system of SII so as to send/receive data which needs to be populated	Our understanding here is that there would be CTI integration with CRM developed by Bidder and the Core system of SII	The selected bidder should be able to provide the CRM which can be used to integrate CTI, ACD, IVRS System and other communication media (phone/mail/ SMS) to send/receive data which needs to be populated on executive's screen
21	46, 7.2.5 CRM Application	iii. Agent should capture/ order/ feedback/ log every query/ input in the CRM system which should be easily accessible by EdCIL Officials. CRM should also support report generation on the same.	1.What is the approx. number of EdCIL officials accessing CRM? 2. Is CRM required to be access through private network between EdCIL and Bidder or over internet	CRM can be accessed by the 'Study in India' officials as and when required. The selected bidder should be able to provide and access CRM over the internet
22	42, 7.1 Business Services	(h) Dashboard Control on the Website - The selected service provider should be able to track the individual logged in to 'Study in India' website on a real time basis. In order to take the conversion rate to 100 percent, respective executive tracking the website will immediately contact the individual	Our understanding here is, basic details (like Name, phone number, query type etc.) would be captured on Website and passed to Contact Centre via Integration for Out calling	Yes, the leads and the required details would be provided by EdCIL to the call centre. However, the selected bidder has to sign the confidentiality agreement for the data.

		and give him counselling advise.		
23	31, 6.8.8 Purchaser's Obligation	Purchaser shall provide to the Bidder only seating space, for up to 3 people, at the Purchaser's office location. Persons deputed by the Bidder must observe the norms & code of conduct of the Purchaser's organisation.	1. What designation should these three resources mentioned? 2. Will these 3 resources be addition to the 15 FTE required?	Mentioned in RFP under section 7. Scope of work and 8.1 Key personnel
24	19, 5.1 Stage 1: Pre-Qualification Criteria	Pre-Qualification Criteria	The Bidder's average annual turnover in India should be at least INR 15 crores during the previous 3 financial years (i.e. 2018-19, 2017-18, 2016-17)	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020
25	19, 5.1 Stage 1: Pre-Qualification Criteria	Pre-Qualification Criteria	The Bidder must have a minimum of 3 years of experience in setting up and carrying out operations of call centre. The Bidder shall necessarily furnish details of one project, involving carrying out call centre operations, executed by them in the last 2 years (as on 31st March 2020).	No change
26	21, 5.2 Stage II: Technical Qualification	Technical Qualification (1b)	The Bidder's average annual turnover from Call Centre Voice Operations globally, during the previous three financial years (2016-2017, 2017-2018 & 2018-2019)  <ul style="list-style-type: none"> <li>• 10 to 25 Crores - 1 Mark</li> <li>• up to 50 Crores – 2 Marks</li> <li>• up to 100 Crores – 3 Marks</li> <li>• up to 200 Crores – 4 Marks</li> </ul>	No change

			<ul style="list-style-type: none"> <li>• Above 200 Crores – 6 Marks</li> </ul>	
27	21, 5.2 Stage II: Technical Qualification (1c)	Technical Qualification (1c)	<p>The bidder must have successfully “completed” operation Call Centre project(s) for Central/state Govt./Private of as on 31.03.2020 in the last 3 completed financial years:</p> <ul style="list-style-type: none"> <li>• 3-5 projects of more than 5 crores of Value each with Central Govt. /State Govt./Private – 2 Marks</li> <li>• 6-9 projects of More than 5 crores of Value each with Central govt./State govt./private – 3 marks</li> <li>• equal to or greater than 10 projects of More than 5 crores of Value – 6 marks with Central Govt. /State Govt./private</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020
28	21, 5.2 Stage II: Technical Qualification	Technical Qualification (1e)	<p>The Bidder must have at least 750 agents employed in delivering contact centre voice operations as on 31.03.2020.</p> <ul style="list-style-type: none"> <li>• 750- 1500 agents – 2 mark</li> <li>• 1501-2250 agents – 4 Marks</li> <li>• Above 2251 agents – 6 marks</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020
29	22, 5.2 Stage II: Technical Qualification	Technical Qualification (1f)	<p>The Bidder should have at least 250 in-bound voice contact centre seats operational at a single location in India as on 31.03.2020.</p> <ul style="list-style-type: none"> <li>• 250 - 500 seats – 2 marks</li> <li>• 501 – 1000 seats – 4 marks</li> <li>• Above 1001 seats – 6 marks</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020

30	22, 5.2 Stage II: Technical Qualificati on	Technical Qualification (1h)	<p>Experience in handling inbound/outbound calls in English language with a monthly average of 3000 calls in total.</p> <ul style="list-style-type: none"> <li>• 3000-6000 calls – 3 Marks</li> <li>• Above 6000 calls/day – 6 Marks</li> </ul>	No change
31	22, 5.2 Stage II: Technical Qualificati on	Technical Qualification (2a)	<p>The Bidder should have at least 50 Team Managers (TM) / Team Lead (TL), with following qualification:</p> <ul style="list-style-type: none"> <li>• Must be a graduate or higher in any discipline.</li> <li>• Should be trained on Customer Operations Performance Centre (COPC).</li> <li>• Should have at least 4 years' experience in a Call Centre or telemarketing in the service industry.</li> <li>• Experience in coaching and developing skills of people. Should have effective problem solving and decision-making skills.</li> </ul> <p>Excellent writing, MIS, communication, time management and multi-tasking skill Shall have led a team of more than 25 direct/indirect people</p> <ul style="list-style-type: none"> <li>• Proficient in handling call centre tools, like CRM, CMS, etc.</li> </ul> <ul style="list-style-type: none"> <li>• 50 – 100 TM/TL – 1 mark</li> <li>• 101 – 150 TM/TL – 2 marks</li> <li>• Above 151 TM/TL – 5 marks</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020

32	23, 5.2 Stage II: Technical Qualificati on (2b)	Technical Qualification (2b)	<p>The Bidder should have at least 11 Assistant Manager (AM) having relevant experience, with following qualification:</p> <ul style="list-style-type: none"> <li>• Must be a graduate or higher in any discipline.</li> <li>• Must be certified from NASSCOM (or similar Certification agency).</li> <li>• Should have at least 5 years' experience in a Call Centre or telemarketing in the service industry.</li> <li>• Experience in coaching and developing skills of people.</li> <li>• Should have effective problem solving and decision-making skills.</li> <li>• Proficient in handling call centre tools, like CRM, CMS, etc.</li> <li>• Experience of MS dynamics CRM and Avaya product suite; Mandatory</li> <li>• 11- 25 AM – 2 marks</li> <li>• 26 – 40 AM – 3 marks</li> <li>• Above 41 AM – 5 marks</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020
33	23, 5.2 Stage II: Technical Qualificati on (2c)	Technical Qualification (2c)	<p>The Bidder should have at least 5 Trainers having relevant experience, with following qualification:</p> <ul style="list-style-type: none"> <li>• Must be a graduate or higher in any discipline</li> <li>• Should be trained on Customer Operations Performance Centre (COPC)</li> <li>• Should have at least 3 years' experience in training in the field of soft skills and communications</li> <li>• Should have effective problem solving and decision-making skills.</li> <li>• Proficient in handling call centre tools, like CRM, CMS, etc.</li> </ul>	No change



			<ul style="list-style-type: none"> <li>• Experience of MS dynamics CRM and Avaya product suite; preferred.</li> <li>• 5 – 10 trainers – 2 marks</li> <li>• 11 – 20 trainers – 3 marks</li> <li>• Above 21 trainers – 5 marks</li> </ul>	
34	24, 5.2 Stage II: Technical Qualification (2d)	Technical Qualification (2d)	<p>The Bidder should have at least 10 Quality Manager (QM) / Quality Evaluators (QE) having relevant experience, with following qualification:</p> <ul style="list-style-type: none"> <li>• Must be a graduate or higher in any discipline</li> <li>• Should have at least 3 years' experience in the field of quality assurance in a BPO industry.</li> <li>• Should have effective problem solving and decision-making skills.</li> <li>• 10 – 15 QM/QE – 1 mark</li> <li>• 16 – 21 QM/QE – 2 marks</li> <li>• Above 22 QM/QE – 3 marks</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020
35	24, 5.2 Stage II: Technical Qualification (2e)	Technical Qualification (2e)	<p>The Bidder should have at least 10 IT Security Manager having relevant experience (Should have at least 2 years' experience in IT Security Management Field)</p> <p>Must be a Graduate or Equivalent in any discipline. IT related course/certification would be preferred.</p> <ul style="list-style-type: none"> <li>• 10 – 15 ITSM – 1 mark</li> <li>• 16 – 21 ITSM – 3 marks</li> <li>• Above 22 ITSM – 5 marks</li> </ul>	Refer Corrigendum-2 issued on 09 <sup>th</sup> Sept 2020

36	24, 5.2 Stage II: Technical Qualificati on	Technical Qualification (1i)	The Bidder shall have the valid ISO 9001:2008 / ISO27001:2013 certificati ons.	Either of the two certifications has to be provided by the interested bidder
37	32, 6.8.10	Termination	Definition or criteria of performance is missing. Penalty clauses are missing for both bidder and buyers	Mentioned in RFP under Appendix IV: SLAs (Page No. 83)

This issues with the approval of competent authority.