

**BUYER ADDED BID SPECIFIC TERMS AND CONDITIONS**

**Name of the work: "Engagement of a Call-centre Service Provider (CSP) for QCI"**

**GeM bid no.: GEM/2025/B/6349717**

The bid is governed by the terms and conditions in the following order of precedence (i.e in case of same clause, the clause mentioned in Corrigendum 1 will supersede the clause mentioned in RFP)

- Corrigendum 1
- Original RFP

## Corrigendum - Request for Proposal for Engagement of a Call-centre Service Provider (CSP) for QCI

Corrigendum-1

This is with reference to the and GeM bid no. GEM/2025/B/6349717 “Request for Proposal for Engagement of a Call-centre Service Provider (CSP) for QCI”

Below are the changes in mentioned clauses issued vide this corrigendum notification:

S. no.	Description	Revised Clause (Deletion are indicated with a <b>strikethrough</b> and addition are highlighted by an <b>underline</b> )
1	Pre-qualification criteria: Local Presence and Seating Capability (Page no. 15, Clause IV sub-clause 4)	The Bidder shall have a local office <del>and an operational call centre</del> in New Delhi/NCR as on bid submission date
2	Termination of Contract	<p><b>i. Termination for Default</b> QCI reserves the right to terminate / short close the contract, without prejudice to any other remedy for breach of contract, by giving <u>30</u> <del>15</del> days’ notice if the Service Provider fails to perform any obligation(s) under the contract and if the Service Provider, does not cure their failure within a period of 7 days (or such longer period as QCI may authorize in writing) after receipt of the default notice from QCI.</p> <p><b>ii. Termination for Insolvency</b> QCI may at any time terminate the contract by giving written notice without compensation to the Service Provider, if the Service Provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to QCI.</p> <p><b>iii. Termination for Convenience</b> QCI may by written notice sent to Service Provider, terminate the contract, in whole or part, at any time for its convenience, by giving <u>30</u> <del>15</del> days’ notice. However, the payment shall be released to the extent to which performance of work executed as determined by Service Provider till the date upon which such termination becomes effective.</p> <p><b>iv.</b> The Service Provider may terminate this contract, or any Services, by giving <u>30</u> <del>15</del> days’ written notice to QCI, if the Service Provider reasonably determines that the Service Provider can no longer provide the Services in accordance with applicable law or professional obligations.</p>

**Name of the work: "Engagement of an agency for providing Facility Management Services"**  
**GeM bid. no.: GEM/2025/B/6349717**

**Date: July 05, 2025**

**Response to pre-bid queries**

S. No.	Clause no., Page no.	Original clause in RFP document	The point on which Clarification is required	Reason for amendment (if any)	Response from QCI
1	General Query	Nil	Kindly clarify the number of inbound and outbound calls that the agents will handle.	nil	Will depend based on requirement
2	Page7, Point 3	To begin with, the call centre shall be operational for 5 days a week, Monday-Friday, from 09:00 AM – 7:00 PM, i.e., 10 hours. To begin with, the call centre shall be operational for 5 days a week, Monday-Friday, from 09:00 AM – 7:00 PM, i.e., 10 hours.	Kindly clarify how many agents will sit in a single shift and how many shifts are expected	As it will help us optimise our pricing	Operational hours for call centre to be 10 hours (Refer clause 3 in Scope of Work) and minimum 10 agents are required. If the volume of calls increases then shifts to be decided as per mutual agreement between QCI and successful service provider.
3	Page 19, Point 10	Call Centre Agent, Supervisor, Account Manager	Kindly provide the number of personnel required in each category	nil	<ul style="list-style-type: none"> <li>• Call Centre Agent: minimum 10</li> <li>• Supervisor: 1</li> <li>• Account Manager: 1</li> <li>• Trainer: 1 (No. of sessions in a year - As per requirement)</li> <li>• QA analyst/auditor: Quantity may increase as per requirement of QCI.</li> </ul>
4	General Query	General query	What is the Average Handling Time per call?	nil	Will depend based on requirement

5	Page 18-Point 7-	selected service provider to provide a Performance Bank Guarantee, within 30 days of the notification of award, for a value equivalent to 5% of the contract value. selected service provider to provide a Performance Bank Guarantee, within 30 days of the notification of award, for a value equivalent to 5% of the contract value.	Kindly reduce the performance bank guarantee to 2% of the contract value	As per the GFR rule	The performance security is as per GFR. Hence, no change. Kindly submit as per bid document.
6	Page 30-Point 7-SMS Response	SMS Response	Kindly confirm how many sms/emails expected in a month and who will bear the email gateway charges	As it will help us optimise our pricing	Email gateway charges will be borne by QCI (however, deployment/ coordination responsibility will be decided at a later stage)
7	Page11-Point 7 ( c )	Additionally, regional languages such as Tamil, Telugu, Malayalam, Kannada, Bangla, Odia, Punjabi, Gujarati, Marathi, and Assamese may also be required on flexible basis.	How many regional language agents do you require?	As it will help us optimise our pricing	Regional languages shall be decided based on the project requirements of QCI. While submitting the financial quotation, bidders are requested to quote a single rate for an Agent proficient in English and any one regional language. The same should not deviate based on regional language.
8	General Query	nil	Do you require web chat bot or normal chat bot	nil	We have an existing chatbot that needs to be managed/ integrated.

9	RFP Page 15, Pre-Qualification Criteria, Point No 4	The Bidder shall have a local office and an operational call centre in New Delhi/NCR as on bid submission date.	<p>We are registered in GST &amp; having Local office in Delhi/NCR.</p> <p>We requesting for relaxation on operational call centre in New Delhi/NCR.</p> <p>Currently we do not operate a physical call centre in this specified region, we have a well-established infrastructure that supports centralized customer service and technical support operations in Navi Mumbai, Maharashtra.</p> <p>Our service delivery model leverages advanced telecommunication systems, allowing us to maintain prompt response times and high service quality standards, regardless of physical location.</p> <p>Request for change: The Bidder shall have a local office in Delhi/NCR also should have an operational call centre in India as on bid submission date</p>	-	Kindly refer to corrigendum-1
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10	General	General	<p>We write to respectfully request a relaxation in the geographical requirement stipulated in this Tender which currently mandates the establishment of a call centre within the Delhi/NCR region. Given our organization's robust operational base and infrastructure in Mumbai/Navi Mumbai, we propose to set up the required call centre in this region. This location provides us with superior access to experienced technical personnel, advanced telecommunications infrastructure, and greater operational control, enabling us to deliver high-quality services in line with your expectations. We would like to assure you that service levels, response times, and operational efficiency will remain fully compliant with your requirements. We also remain open to establishing a presence in Delhi/NCR at a later stage, should the project scale or scope necessitate it.</p>	-	Kindly refer to corrigendum-1
11	General	General	<p>Request to confirm the below:</p> <ol style="list-style-type: none"> <li>1. What is current Call Volumes?</li> <li>2. What will be your minimum Agents requirement?</li> </ol>	-	<ol style="list-style-type: none"> <li>1. Currently, it varies according to project scope</li> <li>2. Minimum 10 agents (Hindi+ English)</li> </ol>

12	General	General	How many regional language speaking Agents required?	-	No. of Regional language agents to be decided as per project requirements of QCI. While submitting financial quotation please consider one rate for a single agent with capability of English + any regional language (such as Tamil, Telugu, Malayalam, Kannada, Bangla, Odia, Punjabi, Gujarati, Marathi, and Assamese).
13	General	General	Kindly share the Total Count of required Agents for Email/SMS and Chats.	-	Based on project requirement basis.
14	EMD		Any EMD Exemption criteria for QCI Running call centre because we are working with QCI from last 6 years in different project NABH customer care is continuing till this month end.	-	No change. Kindly submit as per bid document.
15			If EMD and bank guarantee class way off for working call centre of QCI then we participate?	-	
16			We are working from Lucknow only Can I participate or not because Delhi /NCR it's no branch and office	-	Kindly submit as per bid document.
17	III. SCOPE OF WORK, Page no. 6	The overall scope of work for Call centre Service Provider (CSP) under this RFP is to provide and operate a Call centre PAN-India, with a locally operating call centre at New Delhi/ National Capital Region for various programmes/schemes/services of QCI on an outsourced model. Some of the key aspects are as given below:	Please confirm the call centre operations can be operated PAN-India as per the scope defined in the tender.	-	Yes, depending on project specific requirement.

18	GEM Page no-2	The GeM portal mentions an Estimated Bid Value of ₹50,00,000 for this tender	The ₹50,00,000 on the GeM page is likely just an indicative or minimum threshold. The actual estimated value for a compliant 1-year operation is expected to be higher, so request you please clarify	-	The estimated bid value is indicative in nature. Bidders are advised to quote their prices based on their own assessment and calculations.
19	Page No. 18 VII. TERMS & CONDITIONS Pt. 7. Performance Bank Guarantee:	QCI shall require the selected service provider to provide a Performance Bank Guarantee, within 30 days of the notification of award, for a value equivalent to 5% of the contract value.	Regarding the performance security, we hereby request that as per the Government notification/ order No. F1/2/ 2023-PPD dated: 03.04.2023 by the Ministry of Finance, the Performance Security should be between 3%-5%.	For wider participation, we hereby request you to consider the lowest value, i.e., 3% of Contract Value.	No change. Kindly submit as per bid document.
20	General Query		Please clarify who will bear the cost of electricity and building rent?	-	Refer to RFP document on Page 7 - 5. Call Centre Facility including ICT & Non-ICT Infrastructure - "c) The CSP is responsible for equipping the call centre facility with all Non-ICT infrastructure such as access control system, CCTV cameras, electricity, generator set, UPS, headsets / phones, air and any other civil infrastructure required for the smooth operation of the project."
21	General Query		Who will bear the Toll-free Cost? Please clarify.	-	Refer to RFP document - Submission Guidelines: Financial bid - Toll free service charge to be submitted in BoQ.
22	General Query		How much telephone equipment and SIMs are required for the call center agent?	-	Bidder to propose the same.
23	General Query		Please provide the details of Average Handling Time (AHT) to understand your requirements.	-	It will depend on project requirement basis.



24	Scope of Work – CRM Integration - Page 9	Integration with Freshsales and Zoho Desk	Please share API documentation, webhook formats, and authentication mechanisms (OAuth, token, etc.) for these platforms.	-	This will be shared with the successful bidder.
25	Call Centre Solution – IVRS - Page 12	IVR solution should support multi-language and menu management	Will QCI provide the language scripts and menu logic for IVRS, or should CSP propose it?	-	Refer to RFP document under Roles and responsibilities of QCI/Board/Division on Page 12 - "iii. QCI may also constitute a Functional Committee(s) (FC) for - a. Providing the necessary technical input / know-how to CSP for the development of appropriate call scripts."
26	Infrastructure Requirements - Page 8	Call centre to be located in New Delhi/NCR	Can the operations be partially remote (WFH model), or must all seats be on-premises?	-	Refer to RFP document. It will also be based on project requirement.
27	Custom Software Development - Page 13	Prepare FRS, SRS and develop GUI-based application	Will business analysts from QCI be available for validating the Functional Requirements (FRS/SRS)?	-	Refer to RFP document under Roles and responsibilities of QCI/Board/Division on Page 12 - "iii. QCI may also constitute a Functional Committee(s) (FC) for - d. necessary feedback on FRS, SRS and other documents."
28	Data Protection Standards - Page 13	CSP to define and enforce data protection standards	Are there any mandatory frameworks to be followed (e.g., DPDPA, ISO 27001, MeitY guidelines)?	-	Responsibility of selected CSP as defined in the RFP document.
29	Reporting Requirements - Page 20	Periodic reporting to be provided by CSP	Can QCI specify expected frequency, preferred format (Excel, PDF, dashboard), and delivery method?	-	This will depend on project requirement.
30	Manpower Requirements - Page 17	Agents required in multiple regional languages	What is the approximate expected language-wise call distribution per month?	-	~70:30, may change based on business requirements.

31	Call Volume Expectations	–	Please provide historical or estimated average monthly inbound/outbound call volume for better seat planning.	-	This will depend on project requirement.
32	SLA – First Time Resolution - Page 29	SLA penalty if FTR <85%	Will QCI provide tagged call types that are eligible for First Call Resolution, or is CSP expected to categorize?	-	CSP to categorise
33	IVRS & ACD Licensing - Page 10	Solution to include CRM, ACD, IVRS etc.	Are perpetual licenses allowed, or should the cost model be subscription-based (OPEX)?	-	Subscription-based
34	System Availability SLA - Page 28	Availability <99% attracts penalties	Will QCI provide any downtime exemption for scheduled maintenance or force majeure events?	-	Yes.
35	Termination Clause - Page 40	Contract can be terminated with 15 days' notice	Will CSP be compensated for partial development costs in such cases of early termination?	-	The payment will be based on "Payment terms" (Clause VIII sub-clause 9) defined in the RFP document.
36	Exit & Handover - Page 42	All documents, SOPs, data to be handed over	Please confirm if a formal Knowledge Transfer Plan and Exit Management Framework will be mutually agreed upon during onboarding.	-	Yes.
37	Performance Bank Guarantee - Page 38	5% of contract value	Can the PBG be submitted through online SFMS-based bank guarantee platforms (e.g., NeSL)?	-	Yes, but a physical copy has to be submitted at the office of Quality Council of India.



भारतीय गुणवत्ता परिषद्  
**QUALITY COUNCIL®  
OF INDIA**  
Creating an Ecosystem for Quality

Tender ref. no. QCI/0525/448

Dated: June 16, 2025

**Request for Proposal  
For  
Engagement of a Call-centre Service Provider (CSP)  
for QCI**



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### Tender Notice

1. Quality Council of India invites proposals for **“Engagement of a Call-centre Service Provider (CSP) for QCI”**
2. The content of this Request for Proposal (RFP) enlists the requirements of the QCI. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the terms and bidding process and explain the contractual terms that the QCI wishes to specify at this stage.
3. After the submission of the Technical and Financial Proposals according to the instructions provided in the sections below, the bids will be evaluated through a two-stage process.
4. The Documents to be submitted:
  - A. The “Technical Bid” shall contain the following:
    - i. Form 1, 2, 3, and 4 attached under Annexure-A
    - ii. All the documents required as per pre-qualification criteria (Clause IV) and technical evaluation criteria (Clause V)
    - iii. Any other details that the bidder may like to provide
  - B. The “Price Bid” shall be submitted as per format given in Clause VIII
5. The Technical Bids and Financial Bids may be submitted on GeM as per the guidelines.

### Tender Summary

S. No.	Item	Details
1.	<b>Project Scope</b>	Engagement of a Call-centre Service Provider (CSP) for QCI
2.	<b>Contract Duration</b>	One (01) year
3.	<b>Performance Bank Guarantee</b>	5% of the contract value
4.	<b>Proposal Selection</b>	Technical Evaluation (comprising pre-qualification check and technical presentation) and financial evaluation based on Quality Cum Cost based selection
5.	<b>Earnest Money Deposit (EMD)</b>	₹ 1,00,000
6.	<b>Bid Validity</b>	120 days
7.	<b>Submission details</b>	As per GeM portal
8.	<b>Pre-bid</b>	To be submitted to <a href="mailto:procurement@qcin.org">procurement@qcin.org</a> as per format given in Annexure-A.

## I. INTRODUCTION

### Quality Council of India (QCI)

Quality Council of India (QCI) is a premier autonomous body set up by Government of India. QCI is responsible for creating a Quality Mindset and envisions to ensure quality across products and services that touch every citizen. As an independent and autonomous body, QCI creates a mechanism for independent third-party assessments of products, services, and processes, coordinating its activities through its constituent boards and divisions. The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, serves as the nodal point for QCI. QCI plays a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and well-being of the citizens of India.

QCI has five constituents Boards involved in accreditation and promotion of quality. Every Board works under its own domain areas and is functionally independent. The various Boards are:

1. **National Accreditation Board for Testing and Calibration Laboratories (NABL)** has been established with the objective of providing Government, Industry Associations and Industry in general with a scheme of Conformity Assessment Body's accreditation which involves third-party assessment of the technical competence of testing including medical and calibration laboratories, proficiency testing providers and reference material producers.
2. **National Accreditation Board for Hospitals & Healthcare Providers (NABH)** is set up to establish and operate accreditation programme for healthcare organisations. The board is structured to cater to much desired needs of the consumers and to set benchmarks for progress of health industry. The board while being supported by all stakeholders including industry, consumers, government, has full functional autonomy in its operation.
3. **National Accreditation Board for Education and Training (NABET)** has established a mechanism for the accreditation personnel certification, accreditation of vocational training organizations and skill assessment bodies. NABET also works in the domain areas of Education and Training. NABET works with various government departments for creating a credible model of assessment and provides its expertise to the departments to take credible decisions based on ground data.
4. **National Accreditation Board for Certification Bodies (NABCB)** provides accreditation to Certification and Inspection Bodies based on assessment of their competence as per the Board's criteria and in accordance with International Standards and Guidelines. NABCB is internationally recognized and represents the interests of the Indian industry at international forums through membership and active participation with the objective of becoming a signatory to international Multilateral/ Mutual Recognition Arrangements (MLA/ MRA). NABCB is a member of the International Accreditation Forum (IAF) and its regional body Pacific Accreditation cooperation (PAC).

5. **National Board for Quality Promotion (NBQP)** works on the vision of promoting quality of life for the citizens of India. It has two important missions; the first one is to promote application of quality management standards and statistical quality tools with an objective of enabling industry, to improve their competitiveness, with specific focus on SME sectors. The second mission is focused on empowering the consumers to demand quality and consequently creating a backpressure on suppliers to ensure quality of their products and services.

Besides the Boards there are Divisions which predominantly play a crucial role in implementing projects of the government or the industry:

- a) The **Project Planning & Implementation Division (PPID)** works with various ministries in the government both at centre and state level. Set up with a vision of young professionals who could help the government from outside on key issues and provide support wherever required. PPID has worked with number of Ministries on projects, including (but not limited to) Ministry of Petroleum and Natural Gas, Ministry of Railways, NITI Aayog (erstwhile planning commission of India), Ministry of New and Renewable Energy, Department of Administrative Reform and Public Grievances (DARPG) and others.
- b) The **National Division for Industry Excellence (NDIE)** leads various projects of National importance with a focus on 'Atmanirbhar Bharat'. The division is involved in flagship programmes of Ministry of Micro, Small & Medium Enterprises, Ministry of Tourism, Ministry of Defence, Ministry of Housing & Urban Affairs and others.
- c) **Project Analysis and Documentation Division (PADD)** aims towards the design, development, and implementation of voluntary conformity assessment frameworks for governmental, intergovernmental, regional, and global organizations.
- d) **Strategy and Policy Division (SPD)** is driving force for transformative change, dedicated to achieving quality excellence for a developed India. By focusing on strategy and policy interventions, the SPD aims to strengthen India's quality infrastructure and ecosystem, positioning QCI as a global leader in quality transformation. The SPD is committed to developing and implementing innovative strategies to elevate the quality standards across various sectors, including manufacturing, services, and governance. Through collaborative partnerships and a proactive approach, the SPD seeks to create the world's most advanced quality ecosystem that supports India's development priorities and strengthens its position in the global economy.

## II. OBJECTIVE

The objective of this engagement is to procure a qualified Call Centre agency providing both inbound and outbound call services for the execution of various support activities covering processes related to QCI and its Boards and Divisions.

## III. SCOPE OF WORK

The overall scope of work for Call centre Service Provider (CSP) under this RFP is to provide and operate a Call centre PAN-India, with a locally operating call centre at New Delhi/ National Capital Region for various programmes/schemes/services of QCI on an outsourced model. Some of the key aspects are as given below:



1. The call centre operations shall comprise of inbound and outbound operations which can be in form of calls as well as messages through chatbot etc. or social media handles of QCI and its various services.
2. The CSP will be required to provide the following services to QCI as and when required:
  - a) Helpdesk (General queries, application support, etc.)
  - b) Coordination and Scheduling (for assessments and other activities which are time-bound and dependent on availability of stakeholders)
  - c) Feedback gathering on programs/services of QCI and its Boards/divisions
  - d) Grievance redressal with system-based escalation of complaints/grievances (based on timeframe for resolution/ nature of grievance/ automatic escalation based on escalation matrix) and record of their closure/resolution.
  - e) Awareness and promotion of QCI services
  - f) Large scale survey administration (project basis)
3. **Flexible rostering:** CSP will be required to maintain a flexible roster. This includes provision to increase and decrease seats in each shift and timings of shift as per requirement of the QCI and on the basis of the call load. QCI would reserve the right to vary quantities i.e., number of seats and shift or both in the Call centre, at the time of award of the contract and subsequently at any time during the contract period. To begin with, the call centre shall be operational for 5 days a week, Monday-Friday, from 09:00 AM – 7:00 PM, i.e., 10 hours.
4. CSP will be responsible for creating, maintaining and updating knowledge repository for the requisite program/scheme/service. It will be the responsibility of the CSP to develop the initial standard knowledge/question bank which will be validated by QCI before the rollout. CSP will ensure that validated and updated information is available within the system for answering Frequently Asked Questions (FAQs). CSP will ensure the updating of the FAQs bank on a pre-determined period after the validation.
5. **Call Centre Facility including ICT & Non-ICT Infrastructure**
  - a) The call centre agency must have a call centre facility located within New Delhi/NCR. The Call Centre should have registration with Department of Telecom (DoT), Government of India, under Other Service Provider (OSP) category for providing domestic call centre services with provision of scalability as per the requirement of QCI.
  - b) The call centre provided should be equipped with the required Information and Communication Technology (ICT) infrastructure for smooth calling operations for various programmes/schemes/services of QCI. Broadly this would include network infrastructure (such as internet, LAN, routers, switches, firewalls etc.), hardware & software infrastructure (PCs, headsets, operating system, application servers, web servers, database servers, load balancers, CRM, CTI, TTS, ACD, Dialler, voice logger, IVRS solution, active directory, antivirus & other security solutions etc.) and telecom infrastructure (toll-free, scalable PRI lines etc.). The setup, operation and maintenance of this infrastructure will be the responsibility of the CSP.
  - c) The CSP is responsible for equipping the call centre facility with all Non-ICT infrastructure such as access control system, CCTV cameras, electricity, generator set, UPS, headsets / phones, air and any other civil infrastructure required for the smooth operation of the project.
6. **Call Centre Solution**
  - a) CSP will be required to design, develop, manage and maintain an integrated web-based customized solution as per the requirement of the project for the respective programmes/schemes/services of QCI for the entire duration of the contract period. The requirements in this regard will be provided to the selected CSP during the Function Requirement Specifications (FRS) process.

The requirement would broadly consist of a CRM solution, IVRS solution, Voice Loggers, TTS etc. with respect to the scope of work specified in this RFP and subsequently detailed out during the requirement stage of the assignment i.e. while preparation of the FRS for the respective programmes. CSP shall maintain adequate and appropriate licenses for the application and customize them after understanding the requirements of the project by interacting with key officials.

- b) The developed solution should provide an easy to configure IVR system that supports addition and deletion of menus without any financial implication. The indicative set of activities that would need to be undertaken by CSP as part of development and implementation are as follows:
- i. Prepare the FRS, SRS (Software Requirement System) and developing algorithms for the project. The CSP shall interact with the key officials of QCI or its board/ division for understanding the requirements for the development of solution.
  - ii. Develop the GUI (Graphical User Interface) based on the FRS SRS, operationalise application with requisite approvals for the concerned project.
  - iii. CSP will provide the requisite training to the operational staff on the developed application
  - iv. CSP will define the Data Protection Standards, have them approved by QCI and enforce the same to ensure protection and confidentiality of data.
  - v. Support Ticket with all related data logging and tracking – with data provided to QCI as requested.
  - vi. Must integrate with CTI and should be able to pull IVR usage details of the caller including all the options selected by the caller and all details entered by caller.
  - vii. Maintain 100% recording of calls for a period of last 6 months. The recording should contain detailed call information, feedback of analysed calls, updating in questionnaires etc.
  - viii. The envisaged inbound solution should also have a provision for missed call feature.
  - ix. All components of call centre software (ACD, CRM, IVR, Dialler, call recording etc.) should be able to integrate with each other. Some of the key requirements / features expected from the components of the call centre solution is provided in the table below which needs to be adhered to by the CSP while developing / providing the call centre solution for the projects under this RFP:

S. No.	Call Centre Solution Component	Key Requirements / Features (Indicative)
1	Customer Relationship Management (CRM)	<p><b>Scenario 1: Integration with existing CRM</b> QCI already has an in-house Customer Relationship Management (CRM) platform of Freshsales and issue/ticket management of Zoho Desk. The Call Centre Service Provider (CSP) shall be able to integrate their call centre solution seamlessly with these platforms.</p> <ul style="list-style-type: none"> <li>• Full two-way integration with Freshsales for accessing and updating caller data in real-time</li> <li>• Automatic ticket creation, updates, and tracking within Zoho Desk from inbound/outbound interactions</li> <li>• CTI integration to enable screen pop-ups, call recording logs, and IVR routing metadata to be passed to CRM/ticketing platforms</li> </ul>

		<ul style="list-style-type: none"> <li>• Support for webhooks, RESTful APIs, and OAuth 2.0 for secure, real-time integration</li> <li>• Role-based access and audit logs aligned with QCI's data governance policies</li> <li>• Agent interface to display CRM and ticketing data in a unified screen view</li> </ul> <p><b>Scenario 2: Customised CRM</b></p> <ul style="list-style-type: none"> <li>• The customised CRM should be a web-based solution with seamless integration to the other tools such as IVRS, CTI, SMS gateway etc</li> <li>• It should have mechanism to integrate for fetching data for validation and pushing back the validated data</li> <li>• Provide a single view to QCI all the relevant functions as desired by QCI during the FRS</li> <li>• Complete management of service sets for both incoming and outgoing calls</li> <li>• Customised out-bound call validation interface with all the necessary details available on screen with a clear step-by step validation steps and necessary pop ups for validation of key columns based on business rules</li> <li>• Call back scheduling to ensure maximum coverage on callout services</li> <li>• Integration of CRM with voice /call logger</li> <li>• Should have customisable prompts for the Call Centre Agents (CA). The pop-up message that will be prompted to the CA while on call should be customizable as per requirements of QCI/ project</li> <li>• Skill based routing based on the following as per business rules</li> <li>• Data-driven routing (based on information stored in database systems)</li> <li>• Routing to maintain overall service levels specified for the project in this RFP and the contract to be signed.</li> <li>• Service priority routing (assigned priority, age of interaction)</li> <li>• Build and customize routing strategies through easy-to-use point-and-click GUI workflow designers</li> <li>• Uniform call distribution to various CAs across campaigns and services</li> <li>• CRM integration with IVRS to enable customised screen view to CAs depending on caller response given through IVRS</li> <li>• Content management / knowledge repository (i.e. both standard and temporary question bank) with a</li> </ul>
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		robust search engine to ensure efficient retrieval of information availability for the CA
2	Interactive Voice Response System (IVRS)	<ul style="list-style-type: none"> <li>Identify the caller through Caller Line Identification (CLI) and support intelligent call routing based on past record or region</li> <li>Update the IVRS usage details as the beneficiary traverses through the IVRS and reaches the agent</li> <li>Programmes wise Interactive Voice Response (IVR) Menu</li> </ul>
3	Text to speech (TTS)	<ul style="list-style-type: none"> <li>Quality of text to speech should be comprehensible and understandable by the Indian population</li> <li>The TTS software should be able to integrate with the IVRS system as per the requirement of the workflow.</li> <li>TTS software should support Hindi and English languages at minimum.</li> </ul>
4	Automatic Call Distribution (ACD)	<ul style="list-style-type: none"> <li>Validate callers, make outgoing calls, forward calls to the right agent, allow call centre to record messages, gather usage statistics, balance the use of phone lines, etc. Provide integration with IVRS menu system to intelligently route calls</li> <li>Provide configurable system for whitelisting/blacklisting users</li> <li>Automated dialling modes with algorithm based dialling, progressive dialling, rule-based dialling, least cost routing, etc. to ensure maximum connects and minimum idle time</li> <li>Queue optimization, allowing the caller the option to be called back</li> <li>Abandoned call recovery, to determine the contact number of a missed / abandoned call</li> </ul>
5	Voice Logger	<ul style="list-style-type: none"> <li>100% automatic call recording</li> <li>Optimal Compression Techniques should be used</li> <li>Logger should support multiple format support (mp3, wav etc.)</li> <li>Recording should be sharable amongst CSP personnel and QCI through email, bulk transfer for supervisory requirements</li> <li>Ability to search through call details to locate specific calls as well as matching records</li> </ul>
6	Computer Telephony Integration (CTI)	<ul style="list-style-type: none"> <li>Should be able to integrate with call centre solution</li> <li>Call events should be handled from the system such as hold, retrieve hold, conference, transfer etc.</li> <li>Support relevant screen pop-ups based on CLI, ANI (Automatic Number Identification), DNIS (Dialled Number Identification Sequence)</li> <li>The CTI shall seamlessly integrate with the application to take control of the call flow inside the Switch / EPABX and</li> </ul>

		decide the most suitable action / agent for an incoming call
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**7. Manpower Requirements**

- a) CSP is expected to run the call centre services from its premises (i.e. call centre proposed by CSP) and deploy resources for implementation, operationalization and maintenance of call centre solution along with resources for maintaining and managing the calling operations. These resources would broadly include the operational & technical resource. Agents/seats need to be defined as per the call load and project specification. CSP will ensure the optimal utilisation of call centre agents through minimum 6 hours of actual calling (outbound and inbound together) per day per agent per shift on an average monthly basis.
  - b) Capacity Building of operational resource persons: CSP will be required to provide the training to all the operational resources deployed at call centre. The operational resource persons should be well trained on the application before their deployment to the project including training on soft skills, domain knowledge and working knowledge of application. Refresher training courses for the operational resource persons should also be provided.
  - c) The call centre will have agents serving **Hindi & English languages** as primary modes of communication. Additionally, regional languages such as **Tamil, Telugu, Malayalam, Kannada, Bangla, Odia, Punjabi, Gujarati, Marathi, and Assamese** may also be required on flexible basis. The agency will be responsible for changing the composition of agents to meet requirements as per the load.
  - d) CSP will be required to operate and maintain the on-going operations for the project for entire duration of the contract. Ongoing support during the project may also include any additional developments in the call centre application/solution required post Go-Live of the project.
- 8. Information Ownership:** All information processed, stored, or transmitted by CSP for the project belongs to QCI. By having the responsibility to operate the proposed call centre, the CSP does not acquire implicit access rights to the information or rights to redistribute the information. The CSP understands that civil, criminal, or administrative penal actions may apply for failure to protect information appropriately. The CSP must agree to and sign a non-disclosure agreement with QCI that all the information of callers as well as data will be protected using appropriate security measures.
- 9. Security and Privacy**
- i. CSP shall ensure that information collected directly from the caller should only be used for the specific purpose for which it was collected.
  - ii. Privacy of caller information guidelines must be adhered to by everyone including the Call centre Agents to ensure security of data.
  - iii. Maintain logs including date, time, mac ID, number of Call centre Agents, attendance record, application logs, Call Detail Record (CDR) of PRI lines, etc.
  - iv. Ensure complete and comprehensive security from unauthorized access and misuse.
- 10. Reporting Requirement:** Based on the operations, periodic reports will be submitted to the programme division to assess performance.
- Tentative set of reports that may be required by the programme division are given below:
- i. System performance report
    - a. Application availability
    - b. Dialler availability
    - c. Network availability

- ii. Manpower performance report
  - a. Availability of Call centre Agents
  - b. Call centre Agents attendance report
  - c. Number of hours of call handling & Number of calls handled
- iii. Project performance report
  - a. Reports generated based on the feedback of caller
  - b. Call status report
  - c. Reports containing details such as number of calls, wrong numbers, correct numbers and duration of calls etc.
- iv. Other analytics such as: Call Record Management, Uptime percentage, Average wait time, call hold time, call reporting (start and end of call), Agent's productivity, Number of calls missed, Duration of calls, Number of calls resolved by IVRS as First Point of Contact, Average call response time, Average call handling time, abandoned call rate (%), Average delay before abandon, Other reports as per service levels defined per project.

## **11. Roles & Responsibilities**

This section provides some key roles & responsibilities of the stakeholders for the project to be executed under this RFP. These are as provided below:

### **A. Quality Council of India, or its Boards & Divisions**

- i. QCI will provide support to the CSP in smooth coordination with the stakeholders for operationalization of the project(s)
- ii. QCI may nominate a suitable committee that will steer and monitor the project. Further, the committee will decide on the matters where clarity is required by CSP for project execution. QCI or nominated committee will be responsible for following activities:
  - a. Overall responsibility of steering and managing the project and monitoring the deliverables submitted by CSP
  - b. Addressing all issues pertaining to the project including providing sign off as well as performance review
  - c. Approving extension of the project based as per the provision of the contract.
  - d. Approving revision of the operational resources
  - e. Approving efforts based on mutually accepted and agreed terms.
  - f. Approving changes and recommending effort proposed by CSP for Change Control
  - g. Approving termination of contract on breach of contract terms and conditions (including those contained in RFP and related documents) by the CSP or otherwise
  - h. Monitoring the performance of the CSP through SLAs as defined.
  - i. Deciding on matters where further clarity is required for project execution.
  - j. Visiting and appraising the call centre premise for reviewing the quality of services
- iii. QCI may also constitute a Functional Committee(s) (FC) for providing and reviewing technical and program related content of the project(s) whose role may be defined as:
  - a. Providing the necessary technical input / know-how to CSP for the development of appropriate call scripts
  - b. Providing necessary inputs for the development of reports which would be required for effective monitoring
  - c. Review the calling operation which will include listening to live and recorded calls and provide corrective actions, if any
  - d. Provide necessary feedback on FRS, SRS and other documents

**B. Call centre Service Provider (CSP)**

- i. CSP shall be responsible for the timely operationalization of the projects as per the scope
- ii. The ownership of the project site will remain with CSP and CSP will maintain the infrastructure as per the provisions of the RFP including the service levels
- iii. CSP shall be responsible for the development of any software or customization required for the project
- iv. CSP shall have the complete responsibility of data security of the project
- v. CSP may be asked to integrate with the other existing or upcoming solution in QCI and must be prepared for flexibility in this regard.
- vi. The web services for forward and backward integration on account of either party will be created by the respective party for the exchange of data
- vii. CSP shall maintain the OSP license of call centre for the entire duration of the project
- viii. CSP shall prepare and monitor the project plan, periodic status reports, training guidelines and modules, review meetings etc.
- ix. CSP shall prepare the FRS/ SRS for the project(s)
- x. CSP shall maintain the details of the changes carried out in the application post Go Live including call centre solution, CRM, IVRS, SLAs, reporting formats and take proper sign-off before deploying them
- xi. CSP shall provide training to Call centre Agents, other members of team as required in order to ensure optimal performance levels
- xii. CSP will maintain the log of deployed resource personnel using access control system, CCTV cameras, etc.
- xiii. Any other components (IT and non-IT) that would be required for successful operationalization of the project would be the responsibility of the CSP
- xiv. CSP shall establish and maintain the specified SLAs, basis approval.
- xv. CSP should provide all the system generated reports that are applicable to monitor the SLA for the project
- xvi. CSP shall undertake regular maintenance and up-gradation of the system to ensure its optimum utilization and performance
- xvii. CSP shall have the responsibility to maintain the decorum in the call centre including safety of the resource personnel deployed for this project
- xviii. CSP would ensure compliance to all laws, regulations, rules and guidelines governing the operation of the project
- xix. CSP shall be responsible for any legal, security and medical issues related to personnel deployed for the project including their insurances.
- xx. CSP will appoint a person to be the nodal point of contact for coordinating with the respective programme team/division etc. The nodal person will be responsible for program management activities for smooth running operations

#### IV. PRE-QUALIFICATION CRITERIA

S. No.	Basic Requirements	Specific Requirements	Document(s) Required
1.	Legal Entity	<p>The Bidder(s) interested in participating in the Selection Process must be a duly registered legal entity in India, under any one of the following categories: -</p> <ul style="list-style-type: none"> <li>• A Limited Liability Partnership ("LLP") registered under the LLP Act, 2008;</li> <li>• an Indian Company ("Company") registered under the Companies Act, 1956/ 2013;</li> <li>• a "Partnership Firm" registered under the Indian Partnership Act, 1932;</li> </ul> <p>With minimum 3 years of existence at the time of submission of the bid.</p>	<p>Registration documents of the Bidder as a company/firm or any legal entity along with:</p> <ol style="list-style-type: none"> <li>i. Certificate of the company</li> <li>ii. PAN Card of the registered legal entity</li> <li>iii. GST certificate of the registered legal entity</li> <li>iv. Certified copy of registered Partnership Deed; copy of Statement filed in the Register of Firms disclosing names, addresses and relevant details of ALL partners of the Partnership Firm</li> <li>v. MSME Certificate (if applicable)</li> <li>vi. Any other supporting document, as may be required</li> </ol>
2.	Average Annual Turnover	<p>The bidding entity must have minimum average annual turnover of ₹ 10 crores or more in the last three financial years (i.e., 2021-22, 2022-23 and 2023-24).</p> <p>Turnover shall mean and include of the activities for providing Call Centre services.</p> <p><i>(The Turnover values displayed above shall prevail and supersede the turnover value displayed in the GeM Bid)</i></p>	<ol style="list-style-type: none"> <li>i. Audited Financial Statements of FYs 2021-22, 2022-23 and 2023-24; or</li> <li>ii. Turnover certificate by CA (original) with FRN Number and UDIN Number for FYs 2021-22, 2022-23 and 2023-24</li> </ol>
3.	Technical Capability & Experience	<p>The Bidder should have provided Call Centre Services to Central/ State Govt departments/ PSUs/ Autonomous bodies or any government department/ banks/private organisations in last five Financial years and up to last date of original submission of Bid as per below details as per below:</p> <ol style="list-style-type: none"> <li>i. At least three (03) completed contracts, with each contract having a minimum annual value of ₹ 60 lakhs or more, OR</li> </ol>	<ul style="list-style-type: none"> <li>• Contract/ Agreement/ Work Orders from client(s) that clearly states the details of the scope of work, date of commencement, details of assignment undertaken and all other essential details of the contract <b>on the client's letterhead</b> signed by the issuing authority providing the details of the project/contract.</li> </ul>



TENDER DOCUMENT FOR ENGAGEMENT OF A CALL-CENTRE SERVICE PROVIDER (CSP) FOR QCI  
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		ii. At least two (02) completed contracts, with each contract having a minimum annual value of ₹ 80 lakhs or more, OR iii. At least one (01) completed contract, with a minimum annual value of ₹ 1 crore or more.	<ul style="list-style-type: none"> <li>The document should clearly define the scope of work, value of the order, and duration of the order.</li> <li>Work completion certificate(s) depicting annual billed value in each project in the last five financial years.</li> </ul>
4.	Local Presence and Seating Capability	The Bidder shall have a local office and an operational call centre in New Delhi/NCR as on bid submission date.	Valid address related document(s) such as rent/lease agreement, electricity bill, water bill etc.
5.	Call Handling Experience	The Bidder shall have proven experience in implementing and ongoing management of call centre solution. The Bidder shall have handled at least 4 lakh in-bound calls and 4 lakh out-bound calls in one calendar year in last three years.	A self-Certified letter by the Authorized Signatory
6.	Non-Blacklisting declaration	The bidder shall not have been blacklisted by any central or state government agency, PSU etc. in the last 5 years preceding the proposal due date.	As per format in Form 4 of Annexure-A signed and stamped on company letterhead

*Interested Bidders submitting their proposals are expected to meet the above eligibility criteria.*

*In case any Bidder fails to either meet all these criteria or does not furnish the requisite supporting documents/ documentary evidence in support thereof, the bid is liable to be summarily rejected.*

#### V. TECHNICAL EVALUATION CRITERIA

Evaluation of the bids will be done in two stages namely Technical Evaluation (comprising pre-qualification check and technical presentation) and financial evaluation based on Quality Cum Cost based selection. The technical evaluation shall be based on the following criteria:

S. No.	Criteria	Maximum Marks
1.	Company Profile <ul style="list-style-type: none"> <li>PAN India presence – 2 marks</li> <li>Turnover (10 marks)                             <ul style="list-style-type: none"> <li>Between ₹ 10 to ₹ 15 Crores – 2 marks</li> <li>Above ₹ 15 to ₹ 20 Crores – 4 marks</li> <li>Above ₹ 20 to ₹ 25 Crores – 6 marks</li> <li>Above ₹ 25 to ₹ 30 Crores – 8 marks</li> <li>₹ Above 30 Crores – 10 marks</li> </ul> </li> <li>ISO 27001 certificate (2.5 marks)</li> <li>ISO 9001 certification (2.5 marks)</li> <li>Years of operation in India – 3 marks                             <ul style="list-style-type: none"> <li>5–7 years – 1 mark</li> <li>7–10 years – 2 marks</li> <li>10+ years – 3 marks</li> </ul> </li> </ul>	20

2.	A description of the approach, methodology, and work plan for performing the assignment covering the following subjects: <ul style="list-style-type: none"> <li>• Understanding of objective of this assignment – 5 marks</li> <li>• Work plan, activity schedule, Staffing plan and resource allocation – 8 marks</li> <li>• Tools, technologies, and innovations to be used – 6 marks</li> <li>• Contingency planning and risk mitigation – 6 marks</li> </ul>	25
3.	Case study for 5 relevant Call centre assignments completed in last five (05) years for Central or State Govt., Union Territory, PSU, CPSU, SPSU, Central universities, autonomous bodies and private organisations - 5 marks per case study (for which work orders have been submitted in technical bid)	25
4.	<b>Infrastructure &amp; Technology Stack</b> <ul style="list-style-type: none"> <li>• Use of modern CRM, ACD, IVR, CTI, and omnichannel support</li> <li>• Data security &amp; privacy standards</li> <li>• Redundancy, disaster recovery, and business continuity measures</li> </ul>	20
5.	Quality of Services for two projects executed in the last 3 years to provide Call Centre services (Annexure-A – Project Fact Sheet)	10
	<b>Total</b>	<b>100</b>

Note:

- Minimum marks for technical qualification are 70 out 100.
- The bidder that abstains from attending the technical presentation round will be disqualified.

## VI. METHOD OF SELECTION

1. The bids shall be evaluated on Quality and Cost Based Selection (QCBS).
2. In deciding the final selection of the service provider, the technical bid of the proposal will be given a weightage of 70% and the financial bid will be given a weightage of 30%. (in case of QCBS)
3. The financial bids of only those bidders who qualify for the technical evaluation will be invited. (in case of QCBS)
4. The proposal with the lowest cost will be given a score of 100 and the other proposals will be scored on a pro-rata basis, inversely proportional to the offered cost i.e., lower marks for higher priced offers. (in case of QCBS)

### TOTAL SCORE: (in case of QCBS)

- The total score shall be obtained by weighing the quality and cost scores and adding them.
- Total Score = [Technical Score\* 70 (Weightage given to technical criteria)] + [Financial Score\* 30 (Weightage given to financial criteria)].

## VII. TERMS & CONDITIONS

1. **Contract Duration:** The contract will be assigned for a period of one (01) year from the date of issuance of the work order, which may be extended further, subject to satisfactory performance of the service provider on the same terms & conditions and the requirements of QCI.

2. **Authorization of Signatory:** The Bid may be signed either by the Principal Officer of the service providing firm or his duly Authorized Representative, in which case he/she shall submit a certificate of authority. All certificates and documents (including any clarifications sought and any subsequent correspondence) received hereby, shall, as far as possible, be furnished and signed by the Representative or the Principal Officer. The Principal Officer/ authorized representative of the firm shall sign the proposal and initial all pages of the original Technical Proposal. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The power or authorization, or any other document consisting of adequate proof of the ability of the signatory to bind the Bidder shall be annexed to the Bid.
3. **Earnest Money Deposit (EMD)/ Bid Security:** Bidders shall submit, along with their Bids, Bid Security (EMD) of ₹ 1,00,000 as per the details mentioned below:
- i. By demand draft in favor of Quality Council of India, payable at New Delhi, or
  - ii. Deposit through RTGS/ NEFT as detail under:

Name of the Bank	Axis Bank LTD, 6/83, Padam Singh Road, Karol Bagh, New Delhi
Name of the Account	Quality Council of India
Saving Bank Account	223010100053020
IFSC Code	UTIB0000223

**Note:**

- i. NO CHEQUES WILL BE ACCEPTED. The applicant whose EMD has been deposited by NEFT/RTGS, must enclose the transaction details/ evidence along with their technical bid, otherwise the bid will be rejected.
- ii. Bid security in any other form will not be entertained.
- iii. No interest will be payable to the Bidder on the amount of the EMD. Unsuccessful Bidder's EMD will be discharged/ returned as promptly as possible, but not later than 30 days of completion of the process
- iv. In case bid is submitted without the bid security then QCI reserves the right to reject the bid without providing opportunity for any further correspondence to the bidder concerned. The EMD may be forfeited:
  - If a bidder withdraws its bid during the period of bid validity.
  - Bidder does not respond to requests for clarification of its Proposal.
  - Bidder fails to provide required information during the evaluation process or is found to be nonresponsive.
  - In the case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

**Note: MSEs (Micro and Small) are exempted from paying Earnest Money Deposit. In this case participants are required to submit valid MSE registration certificates (Udyog Aadhaar) to avail exemption. MSEs with trading as major activity will not be allowed exemption for payment of EMD.**

4. **EMD Refund:**

- **For Unsuccessful Bidders:** The EMD of all unsuccessful bidders would be refunded without interest by QCI within 45 days after finalization of tender in all respects.
- **For Successful Bidders:** The EMD of successful bidders would be returned within 30 days, without any interest upon submission of Performance Bank Guarantee by the successful bidders within the stipulated timeline.
- Bid submitted without EMD (except for exempted categories) shall be treated as nonresponsive and will be liable for rejection

5. **Presentation:** As a part of Evaluation of proposals submitted by the applicants, QCI may seek further information or a presentation from the bidders for evaluation purposes.

6. During evaluation, QCI may, at its discretion, ask the respondents for clarifications on their proposals. The firms/agencies are required to respond within the time frame prescribed by QCI.

7. **Performance Bank Guarantee:** QCI shall require the selected service provider to provide a Performance Bank Guarantee, within 30 days of the notification of award, for a value equivalent to 5% of the contract value. The Performance Guarantee shall contain a claim period of three months from the last date as per the contract duration. The selected bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the submission of deliverables. The selected vendor can submit e-PBG OR physical copy of Performance Guarantee should be submitted at QCI-HO within 15 days from the notification of award. The selected bidder would be required to send SFMS code while creation of PBG to the IFSC code provided by QCI

In case the selected bidder fails to submit a Performance Guarantee within the time stipulated, the purchaser at its discretion may cancel the order placed on the selected bidder without giving any notice. Purchaser shall invoke the performance guarantee in case the selected bidder fails to discharge their contractual obligations during the period or purchaser incurs any loss due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

8. **Acceptance Criterion:**

The following key components of Cell Centre shall be inspected by QCI before Go-Live date:

- Quality of earmarked infrastructure for QCI process
- Quality of Call Centre Agents
- Adequacy of CRM application
- Quality of services offered by the call Centre

9. **Payment Terms:**

- i. **Recurring cost(s):** Payment to be made based on monthly billing
- ii. **One-time cost(s):** Payment to be made after successful implementation
- iii. Payment shall be made on within 30 days of receipt of tax invoice complete in all respect and QCI sign-off.
- iv. **Incorrect Invoices, Under/Over Payment:** In case an invoice is found to have been rendered incorrectly after payment, any underpayment or overpayment will be recoverable by or from the Service provider, as the case may be, and, without limiting recourse to other available

means, may be offset against any amount subsequently due by QCI to the Service provider under this contract.

10. **Key Personnel:** Vendor shall appropriately staff the call centre with required skill sets as mentioned below:

**i. Call Centre Agent:**

Shall possess professional telephone etiquette, voice quality and skill to interact spontaneously with mental agility, enthusiasm and represent QCI and provide quality customer service. The personnel hired as Call Centre Agents shall be screened by the vendor for diction, grammar, voice quality and articulation, proficiency with computer and customer service skills and requisite experience. The skill level of this position is program/product knowledge intense and vendor shall provide measurable and predictable tools to this function. Call Centre Agents must be able to work on multiple programs simultaneously such as e-mail message handling, web-based application functions (text chat sessions and instant messaging), out-bound activity, data entry, and/or assigned special projects. The profile of the CSA should be as follow

- a) Must be a Graduate or equivalent.
- b) Able to speak, read and write in the language chosen.
- c) Able to communicate confidently and politely, with good speaking skills.
- d) Experience of at least 1 year in a Call Centre, or in direct selling/ telemarketing in the service industry.

**ii. Supervisor/Project Manager:**

Responsibilities include, at a minimum, floor supervision, ongoing training and debriefing on projects, daily monitoring and quality performance of the agents. The profile of the Supervisor/Project manager should be as follows:

- a) Must be a Graduate or equivalent.
- b) Able to speak, read and write in the language chosen.
- c) Able to communicate confidently and politely, with good speaking skills.
- d) Experience of at least 2 years in a Call Centre, or in direct selling/ telemarketing in the service industry.
- e) Experience in coaching and developing skills of people.
- f) Effective problem-solving and decision-making skills.

**iii. Account Manager:**

Shall be the chief point of contact during the entire term of the contract. Responsibilities include managing QCI programs on a regular basis by interfacing with QCI & internal staff to ensure responsiveness and program objectives are met. In developing new projects/campaigns, QCI shall rely upon the Account Manager to provide input and recommendations where applicable and maintain quality assurance. The profile of Account Managers should be as follows:

- a) Must be a Graduate or equivalent
- b) Able to speak, read and write in Hindi and English

- c) Able to communicate confidently and politely, with good speaking skills
- d) Experience of at least 5 years in a Call Centre, or in direct selling/ telemarketing in the service industry and minimum 1-year experience as Team Leader.
- e) Experience in coaching and developing skills of people
- f) Effective problem solving and decision-making skills

11. **Amendments to RFP:** At any time prior to the last date for receipt of applications, QCI may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time to take the proposed amendments into account while preparing their proposals, QCI may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP. Any such amendment shall be communicated to the service providers.

12. **Conflict of Interest:**

- i. The bidder shall not have a conflict of interest that may affect the Selection Process, or the work envisaged under this RFP (the "Conflict of Interest"). Any Applicant found to have a Conflict of Interest shall be disqualified.
- ii. QCI requires that the Service Provider provides professional, objective, and impartial advice and at all times hold the QCI's interest paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work.
- iii. The Service Provider shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the QCI.
- iv. In the event that a Service Provider identifies a potential conflict of interest, they shall make a disclosure to QCI as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days from the receipt of such proposals and any breach of this obligation of disclosure shall be construed as Conflict of Interest. QCI shall, upon being notified by the Service Provider under this Clause, decide whether it wishes to terminate this service or otherwise, and convey its decision to the service provider within a period not exceeding 15 (fifteen) days.

13. **Ownership Rights:** Ownership of all new artifacts (data, reports, presentations and other publications) generated during the assignment or otherwise with respect to the assignment, will rest with QCI and it will have the right to resell/ implement the same with any other organization.

14. **Fraud/Corruption:** QCI requires that the bidders participating in the selection process adhere to the highest ethical standards, both during the selection process and throughout the execution of the Contract. In pursuance of this policy, QCI defines, for the purpose of this paragraph, the terms set forth as applicable to both the parties:

- i. "Corrupt practice" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value (whether in cash or kind) to influence the action of a public official in the selection process or in Contract execution.

- ii. “Fraudulent practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of a Contract.
- iii. “Collusive practices” means a scheme or arrangement between two or more bidders with or without the knowledge of QCI, designed to establish prices at artificial, non-competitive levels.
- iv. “Coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process or affect the execution of a Contract. QCI will reject a proposal for award if it comes to know that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the Contract in question; and
- v. QCI will terminate the Contract, if already awarded and will declare the bidder ineligible, either indefinitely or for a stipulated period of time, to be awarded a Contract, if at any time it determines that the bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Contract.

**15. Termination of Contract:**

**i. Termination for Default**

QCI reserves the right to terminate / short close the contract, without prejudice to any other remedy for breach of contract, by giving 15 days’ notice if the Service Provider fails to perform any obligation(s) under the contract and if the Service Provider, does not cure their failure within a period of 7 days (or such longer period as QCI may authorize in writing) after receipt of the default notice from QCI.

**ii. Termination for Insolvency**

QCI may at any time terminate the contract by giving written notice without compensation to the Service Provider, if the Service Provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to QCI.

**iii. Termination for Convenience**

QCI may by written notice sent to Service Provider, terminate the contract, in whole or part, at any time for its convenience, by giving 15 days’ notice. However, the payment shall be released to the extent to which performance of work executed as determined by Service Provider till the date upon which such termination becomes effective.

- iv. The Service Provider may terminate this contract, or any Services, by giving 15 days’ written notice to QCI, if the Service Provider reasonably determines that the Service Provider can no longer provide the Services in accordance with applicable law or professional obligations.

16. The bidder should adhere to laws of land and rules, regulations and guidelines prescribed by various regulatory, statutory and Government authorities which are applicable to respective business, obligations and subject matters of the contract. QCI reserves the right to conduct an audit / on-going audit of the services provided by the bidder. QCI reserves the right to ascertain information from organizations to which the bidders have rendered their services for execution of similar projects.

17. **Limitation of Liability:** The total aggregate liability of the Service Provider, whether arising from breach of contract, or any wrongful act other than a breach of contract (including negligence), breach of statutory duty, or otherwise, in connection with this Agreement, shall not exceed an amount equal to five (5) times the total fees paid or payable to the Service Provider under this Agreement.
18. **Intellectual Property Rights/Interventions:** QCI will own all the intellectual property resulting out of services being performed under this contract.
- “Intellectual Property and Invention” includes documents, reports, concept papers, ideas, concepts, creations, discoveries, inventions, improvements, know-how, trade or business secrets; trademarks, service marks, designs, utility models, tools, devices, models, methods, procedures, processes, systems, principles, algorithms, works of authorship, flowcharts, drawings, books, papers, models, sketches, formulas, teaching techniques, electronic codes, proprietary techniques, research projects, and other confidential and proprietary information, computer programming code, databases, software programs, including their source code; data, documents, instruction manuals, records, memoranda, notes, user guides; in either printed or machine-readable form, the whether or not copyrightable or patentable, or any written or verbal instructions or comments.
- “Intellectual Property Rights” or “IPRs”/ “Inventions” include (i) all rights, title and interest under any statute or under common law including patent rights; copy rights including moral rights; and any similar rights in respect of Intellectual Property, anywhere in the world, whether negotiable or not; (ii) any licenses, permissions and grants in connection therewith; (iii) applications for any of the foregoing and the right to apply for them in any part of the world; (iv) right to obtain and hold appropriate registrations in Intellectual Property and, (v) all extensions and renewals thereof (vi) Causes of action in the past, present or future, related thereto including the rights to damages and profits, due or accrued, arising out of past, present or future infringements or violations thereof and the right to sue for and recover the same.
- The Service Provider may use data, software, designs, utilities, tools, models, systems and other methodologies and know-how (“Materials”) that the Service Provider owns in performing the Services. The Materials (including any improvements or knowledge developed while performing the Services), and in any working papers that are developed in the course of the Services shall rest with QCI. The Service Provider shall not use any such Materials included in the Reports, as well as the Reports themselves without the prior permission of QCI.
- On completion of the project, all documents, SOPs, reports, dashboards, data etc. collected and prepared by the Service Provider as a part of the contract, shall be transferred to QCI.
19. **Language:** The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern. All correspondence and documents relating to the Proposal exchanged by the bidder and QCI shall also be written in the English language.
20. **Companies’ Personnel:** The service provider shall employ and provide at its own cost such qualified and experienced audit personnel as are required to carry out the Services. Their salaries, claims, insurance, damages, compensation, travel etc. will be the liability of the service provider(s) and QCI will in no way be responsible for any such claims/ damages.



21. **Ethics:** QCI expects all assessors, Service Provider to show highest ethical standards during the course of the assignment; if any complaints/information regarding any incident of bribery, corrupt payment, an unauthorized offer etc., is brought to the fore, the Service Provider shall take the necessary action (to the extent of expulsion/removal) as per its organization rules and laws applicable at that time; QCI is absolved of any liability/claim arising out of any such above situations; all personnel should have signed the code of conduct with the Service Provider and any conflict of interest shall be declared to QCI.
22. The contract will be awarded to the service provider whose proposal conforms to this RFP and is, in the opinion of QCI, the most advantageous and represents the best value to the assignment, price and other factors considered.
23. **Written Undertakings:** QCI may at any time require the Service Provider and its employees/advisors/professionals/ contractors, to whom confidential information may be disclosed in the course of execution of contract, to give a written undertaking in the form of a deed reasonably accepted to QCI and relating to the use and non-disclosure of the confidential information relating to QCI or any Government Department or relating to any Ministry and or such other information that QCI suggests to be confidential. Upon receiving a request aforesaid the Service Provider must promptly arrange for all such undertakings to be given to QCI.
24. **Security:** The Service Provider shall not disclose the details of this Contract with any third party at any point of time unless required by law. That the Service Provider and its employees/professionals/personnel are only authorized to access the information shared and/ or collected under this project and no third party shall have any access to any information either written or oral without the written consent of QCI. The Service Provider shall ensure that all the data collected and processed and information received under this project or during the execution of this project and or required to be shared with QCI, by the Service Provider under this Contract shall be in totally secure mode and that the Service Provider shall take all necessary steps to prohibit any unauthorized sharing/publishing of data in the public domain or with any other party or person who is not authorized by QCI to receive such information and or data. That the Service Provider shall ensure that all the data collected, and information received under this contract shall be used only for the purpose of execution of this contract and once the purpose of this contract is fulfilled then all the papers, drawings, notes, memoranda, manuals, specifications, designs, devices, documents, diskettes, CD's, DVD's. Tapes, Trade Secrets and any other material on any media containing or disclosing any confidential or proprietary technical or business information shared during the course of execution of this contract shall be returned to QCI.
25. **Maintenance of Confidentiality:** The bidder(s) must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access thereto or use thereof. The shortlisted bidder(s) must not, without the prior written consent of QCI, disclose any confidential information of QCI or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, QCI may impose such conditions

as it thinks fit, and the bidder must comply with these conditions. Confidentiality clause shall survive for a longer period of one year after the termination of contract or contract expiry period.

26. No part of this document including the Annexure can be reproduced in any form or by any means, disclosed or distributed to any person without the prior consent of QCI, except to the extent required for submitting the bid. The information contained in this document is only disclosed for the purposes of enabling potential service providers to submit a proposal to QCI. This document should not therefore be used for any other purpose. These documents contain proprietary information furnished for evaluation purposes only; except with the written permission of the QCI, such information may not be published, disclosed, or used for any other purpose. The bidding firms acknowledge and agree that this document and all portions thereof, including, but not limited to, any copyright, trade secret and other intellectual property rights relating thereto, are and at all times shall remain the sole property of QCI. The title and full ownership rights in the information contained herein and all portions thereof are reserved to and at all times shall remain with QCI. service providers must agree to take utmost care in protecting the proprietary and confidential nature of the information contained herein.
27. QCI reserves the right to accept or reject any bid, to annul the entire bid process or reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected service provider(s) or any obligation to inform the affected service provider(s) the grounds for such decision. QCI also reserves the right to negotiate with the successful service provider, if necessary.
28. **Subcontracting:** There must be no further subcontracting without prior written consent of QCI; all manpower deployed by the Service provider shall be on-roll employees of the Service provider or must have a direct employment contract with the Service provider
29. **Removal of Data:** The Service Provider must ensure that its employees/ professionals' subcontractors and/ personnel do not:
- i. remove any data or allow any data concerned with this contract to be removed from the places as notified/directed by QCI; or
  - ii. take any data or allow any data to be taken outside of India, without QCI's prior written consent.
30. **Access by QCI:**
- i. The QCI may, at all reasonable times and on giving reasonable notice to the Service Provider access the premises of the Service Provider to the extent relevant to the performance of this contract; require the provision by the Service Provider, its employees, personnel or professionals agents of records and information in a data format and storage medium accessible by the QCI by use of the Service Provider existing computer hardware and software; inspect and copy documentation, books and records, however stored, in the custody or under the control of the Service Provider, its employees, agents, professional or personnel; and require assistance in respect of any inquiry in to or concerning the Services or this Contract.
  - ii. For these purposes an inquiry includes any audit whether administrative or statutory review 'audit or inquiry (whether within or external to the Department), any request for information

directed to the QCI by any authority or Government Department or any Ministry and any inquiry conducted by Parliament or any Parliamentary committee.

- iii. The Service Provider must provide access to its computer hardware and software to the extent necessary for the Service Provider to exercise its rights under this clause, and provide QCI with any reasonable assistance requested by the Service Provider to use that hardware and software provided that any proprietary information including confidential information like profit margins, overheads and other such confidential information about its employees, sub-contractors, organization would not be made available
31. QCI may at its sole discretion and at any time during the evaluation of proposal, disqualify any respondent, if the firm:
- i. Submitted the proposal after the response deadline
  - ii. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements
  - iii. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years.
  - iv. Submitted a proposal that is not accompanied by required documentation or is nonresponsive, failed to provide clarifications related thereto, when sought
  - v. Submitted more than one proposal
  - vi. Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.
32. **Knowledge transfer:** Subject to any qualification or provision to the contrary in the statement of work, the Service Provider must provide the following assistance to the QCI on termination or expiration of this Contract: transferring or providing access to the QCI to all information stored by whatever means held by the Service Provider or under the control of the Service Provider in connection with this Contract; and making Specified Personnel / employees and Service Provider Personnel available for discussions with the QCI as may be required. The time, length and subject of these discussions will be at the sole discretion of the QCI, provided that any matter discussed is not considered to reveal any 'commercial-in-confidence information of the Service Provider.
33. **Force Majeure:** Neither party shall be held responsible for non-fulfillment of their respective obligations due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, war, flood, earthquakes, strike, lockouts, epidemics, pandemics, riots, civil commotion etc., provided on the occurrence and cessation of any such events. The affected party thereby shall give a notice in writing to the other party within one week of such occurrence or cessation. If the force majeure conditions continue beyond six months, the parties may then mutually decide about the future course of action.
- Force Majeure shall not include:
- i. any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor

- ii. any event which a diligent Party could reasonably have been expected both to take into account at the time of the signing of the Contract and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. iii. Insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.
34. **Indemnity:** Service Provider undertakes to indemnify QCI from and any losses that QCI may incur due to any deficiency in services rendered by Service Provider or any instance of corruption or improper payment.
35. **Taxes & Duties:** The service provider shall be liable to pay all direct and indirect taxes, duties, fees and other impositions levied under the laws of India.
36. **Rescinding of Work order:** The work order issued by QCI to Service Provider for the above scope can be withdrawn at any time by giving a notice period of 7 days if a Service Provider fails to perform/execute work as per the requirements specified in this document after two warnings (served in writing) or in case of non-compliance/breach of any of the terms and conditions of this order.
37. **Validity of Proposals:** The proposals shall remain valid for a period of 120 days from the last date of submission. In exceptional circumstances, QCI may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. A bidder consenting to such request shall not be required nor permitted to modify its Proposal.
38. QCI, by issuance of this RFP does not necessarily indicate or imply that the project will be commenced. The service provider will absolve QCI of all responsibilities if the project does not start within a stipulated time frame. QCI reserves the right to withdraw this assignment any time without prior consultation or intimation to the service provider.
39. The service provider shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondence from the service provider will not be considered.
40. No consortium is allowed.
41. The service provider shall be deemed to have complied with all clauses in this RFP. Evaluation shall be carried out on the available information in the bid and QCI is not liable to seek clarifications on the documents not submitted as part of the bid.
42. The firms / agencies submitting their proposals would be responsible for all of its expenses, costs and risks incurred towards preparation and submission of their proposals, attending any preproposal meeting and visiting the site or any other location in connection therewith. QCI shall, in no case, be responsible or liable for any such costs whatsoever, regardless of the outcome of the process.
43. **Disclaimer:** QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered. QCI reserves the right to:
- i. To reject any/all applications without assigning any reasons thereof.

- ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the QCI without assigning any reasons thereof.
- iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise
- iv. To adopt method deemed fit to evaluate the proposals.
- v. To select multiple Service Provider for the project for allocation of work in different areas if it meets the essential criteria for qualification.

## VIII. SERVICE LEVEL AGREEMENT

Service Level Agreement (SLA) defines the terms of the Successful bidder's responsibility in ensuring the timely delivery of the deliverables and provisioning of all required services while monitoring the performance of the same to effectively comply with the performance levels for the duration of the contract based on the agreed Performance Indicators as detailed in the Agreement. This section defines various Service Level Indicators which will be considered by QCI in the Service Level Agreement with Successful bidder. The services provided by the successful bidder shall be reviewed by QCI to ensure the effectiveness of the SLA.

The following measurements and targets shall be used to track and report performance on a regular basis. The targets shown in the following table are applicable for the Contract Period. No reason shall be entertained (unless those mentioned in Force Majeure) in case of non-availability of required services and appropriate penalty shall be levied.

### A. SLA Monitoring System

The performance indicators shall be tracked using Analytics & Reporting module of the call centre. QCI shall issue SLA Satisfaction Certificate on adherence/nonadherence to SLA parameters and penalty deductions, if any. The application of these penalties shall begin after go-live of the call centre. QCI may consider waiver of partial or full penalty against an SLA(s) if the quality of service with respect to another SLA(s) is found to be satisfactory.

1. **System Availability:** Availability is defined as the amount of time, if a customer had called, his call would have been attended to by IVRS/agent at the call centre. It includes any and every form of downtime which might prevent a caller's call from being answered.

<b>Objective</b>	To ensure that period in which no customer could have been serviced is as defined.
<b>Definition</b>	This is measured as Total down time minutes/Total minutes in a month. For example, if there were 5 hours in August when a customer's call could not have been answered, Availability will be $(100 - [(5 \text{ Hour} * 60 \text{ min}) / (31 \text{ days} \times 24 \text{ hours} \times 60 \text{ minutes})]) \times 100 = 99.33\%$
<b>Data Capture</b>	System availability should be captured by the Call Centre. Period of non-availability should be clearly split by cause. i.e. power failure, network downtime, telecom link failure, manpower failure, hardware downtime, etc.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	System availability value	Penalty
1.	>=99%	Nil
2.	>=95% <99%	10% of monthly billed value
3.	>=90% <95%	20% of monthly billed value
4.	<90%	100% of monthly billed value

## 2. Call Quality Score

<b>Objective</b>	To measure the quality of calls being handled by the agents and to ensure that certain standards are adhered while answering the calls with respect to quality of information provided, diction, language, politeness etc.
<b>Definition</b>	This is measured by scoring a random sample of calls on pre-defined parameters. QCI shall conduct these periodic audits without prior intimation. The pre-defined parameters are mentioned in Annexure VIII.
<b>Data Capture</b>	The Call Centre needs to have a call logging facility to record all the different calls that have been handled by the agents. A random sample of these calls will then be graded by QCI against pre-decided parameters as mentioned in Annexure VIII.
<b>Measurement interval</b>	As decided by QCI
<b>Reporting period</b>	As decided by QCI

Service Level		
S. No.	Score on call Quality	Penalty
1.	>=85%	Nil
2.	>=80% <85%	0.5% of monthly billed value
3.	>=75% <80%	1% of monthly billed value
4.	<75%	1.5% of monthly billed value

## 3. Short Logins

<b>Objective</b>	To ensure that the minimum approved number of agents are provided by vendor on each day.
<b>Definition</b>	This is measured by tracking the total number of agents which are present at the Call Centre on each day.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Daily

Service Level		
S. No.	Number of agents not present on any day	Penalty
1.	No short logins	Nil
2.	Number of short logins	Quoted monthly cost of a customer service Agent x number of short logins

Penalty shall be levied for Short Logins as mentioned above, except on declared Holiday.

#### 4. Customer Satisfaction

<b>Objective</b>	This is the measure of customers' satisfaction with the way their query/complaint has been handled by the contact Centre agent. The successful bidder shall be responsible for maintaining a minimum level of customer satisfaction based on the criteria defined by QCI during the project duration.
<b>Definition</b>	This is measured by requesting either selected caller or all callers to score the level of service provided by the agent at either the end of a call or by calling back the caller. QCI shall configure, during the project duration, if all calls or only select calls need to participate in the satisfaction survey.
<b>Data Capture</b>	The satisfaction level of callers shall be collected on a three-point scale of a) 3: "Satisfied" b) 2: "No comments" c) 1: "Dissatisfied"
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Weekly

Service Level		
S. No.	Score on Customer satisfaction	Penalty
1.	> = 2	Nil
2.	< 2	1.5% of monthly billed value

#### 5. Email Response Time

<b>Objective</b>	To ensure that the minimum approved number of agents are provided by vendors on each day
<b>Definition</b>	This refers to time taken between receipt of email and suitable response to it. Suitable response can be either responding back to the sender with appropriate resolution or forwarding the email to the concerned QCI official.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	% of emails attended to within 4 working hours	Penalty
1.	>=90%	Nil
2.	<90%	0.5% of monthly billed value

#### 6. Qualified Agents

<b>Objective</b>	To ensure the manpower deployed in the Call centre meet the minimum qualifications as laid out by QCI for their designation/profile.
<b>Definition</b>	For assessing this requirement, QCI may conduct periodic sample checks of the agents at any time of the month seeking requisite undertaking from the successful vendor regarding the qualification of agents.

<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	Number of personnel not found to be meeting the criteria	Penalty
1.	All agents meet minimum qualifications	Nil
2.	Number of agents who do not meet minimum qualifications	Quoted monthly cost of a Customer Service Agent x 1.5 x Number of agents who do not meet minimum qualifications

## 7. SMS Response

<b>Objective</b>	To ensure that the SMSs are attended by an agent within specified time
<b>Definition</b>	This refers to time taken between receipt of SMS and suitable response to it. Suitable response can be either responding back to the sender with appropriate resolution or forwarding the SMS to the concerned QCI official.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	% of SMS attended to within 4 working hours	Penalty
1.	>=90%	Nil
2.	<90%	0.5% of monthly billed value

## 8. Average Chat Length

<b>Objective</b>	To ensure that all chat sessions are managed efficiently.
<b>Definition</b>	This is a measure that refers to how long it takes to manage a chat session.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	Average Chat Length	Penalty
1.	<=15 min	Nil
2.	>15 Min <= 20 Min	0.5% of monthly billed value
3.	>20 Min	1% of monthly billed value

## 9. Post Chat Wrap-up Time

<b>Objective</b>	To ensure that minimum time is taken to dispose the chat history.
<b>Definition</b>	This parameter would define the time taken by chat support executive to save all the chat detail in a defined format.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly



Service Level		
S. No.	Average Post Chat wrap-up time	Penalty
1.	<=60 secs	Nil
2.	>60 secs <= 90 secs	0.5% of monthly billed value
3.	>90 secs	0.75% of monthly billed value

#### B. SLA additions:

Three months after the start of SLA monitoring, additional SLAs may be added, including but not limited to the following, by QCI. SLAs shall be discussed and mutually decided between QCI and the successful bidder.

##### 1. First Time Resolution (FTR)

<b>Objective</b>	To ensure that defined % of calls are resolved at first time. This is measured by tracking status of calls. Only those calls shall be included that do not require support from QCI office for resolution.
<b>Definition</b>	This refers to the percentage of calls resolved first time, without the need for escalating to other support groups including supervisor. The agent is expected to resolve the issue or answer the question during the first contact.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	% of Calls resolved first time	Penalty
1.	>=85%	Nil
2.	>=80% < 85%	0.5% of monthly billed value
3.	>=75% < 80%	1% of monthly billed value
4.	<75%	1.5% of monthly billed value

##### 2. Average Handle Time (AHT)

<b>Objective</b>	To ensure that defined % of calls are managed within specified time. (180 seconds)
<b>Definition</b>	This is measure that refers to how long it takes to manage a contact. AHT shall be calculated as the sum of the average talk time, average hold time and average wrap time.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	% of Calls managed within 180 seconds	Penalty
1.	>=85%	Nil
2.	>=80% < 85%	0.5% of monthly billed value
3.	>=75% < 80%	1% of monthly billed value

4.	$<75\%$	1.5% of monthly billed value
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### 3. IVRS Efficiency

<b>Objective</b>	This SLA is to ensure that menus/content on IVR are appropriately designed so that it does not take too long for the customers to be self-served through IVR.
<b>Definition</b>	This is measure as Number of calls satisfactorily disposed of at IVRS divided by Total number of call reaching IVRS. The Calls considered disposed of at the IVR are the calls that are ended at a defined level in IVR menu and which don't request for taking to the operation
<b>Data Capture</b>	The number of calls that reached IVRS and the number of calls which were satisfactorily disposed of at IVRS, both, need to be captured.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	% of Calls resolved first time	Penalty
1.	$\geq 85\%$	Nil
2.	$\geq 80\% < 85\%$	0.5% of monthly billed value
3.	$\geq 75\% < 80\%$	1% of monthly billed value
4.	$< 75\%$	1.5% of monthly billed value

### 4. Call Abandonment Rate (On ACD)

<b>Objective</b>	To ensure that not more than a defined % of calls requesting for an agent go unattended.
<b>Definition</b>	This is measured as Number of calls abandoned on ACD divided by number of calls which reached ACD.
<b>Data Capture</b>	The number of calls requesting of agents and the number of calls which are answered by the agents, both, need to be captured.
<b>Measurement interval</b>	Daily
<b>Reporting period</b>	Monthly

Service Level		
S. No.	% of Calls resolved first time	Penalty
1.	$\leq 3\%$	Nil
2.	$> 3\% \leq 5\%$	1% of monthly bill value
3.	$> 5\% \leq 8\%$	2% of monthly bill value
4.	$> 8\%$	3% of monthly bill value

## IX. SUBMISSION OF PROPOSALS

The intending Service Provider is expected to prepare proposals covering the following aspects:

### A. Technical Bid

The "Technical Bid" shall contain the following:

- i. Signed and stamped Form - 1, 2, 3, and 4 attached as Annexure-A
- ii. All the documents required as per pre-qualification criteria (Clause IV) and technical evaluation criteria (Clause V)
- iii. Any other details that the bidder may like to provide.

### B. Financial Bid:

The bidder should submit the proposal as per the following format, stamped and signed by the authorized signatory on the company letterhead:

#### Part I: Requirement

S. No.	Component	Details	Quantity (A)	Rate (exclusive of taxes) (B)	Total Cost (exclusive of taxes) (A*B)
1.	Call centre agent (Hindi & English)	One general shift (9:00 AM – 7:00 PM; 10 hrs)	10*12 months	<i>Per agent/month</i>	
2.	Supervisor	One general shift (9:00 AM – 7:00 PM; 10 hrs)	12 months	<i>Per month</i>	
3.	Trainer (Initial & refresher)	Full-time/Project-based	4 sessions	<i>Per session</i>	
4.	QA auditor/analyst	Per session	12 months	<i>Per resource/month</i>	
5.	Toll-free service charges	Full-time/Project-based	12 months	<i>Monthly basis</i>	
6.	IVRS - Setup	Multi-language, programmable IVR with menu & routing options	One-time	<i>One-time setup</i>	
7.	IVRS - Maintenance		12 months	<i>Per month</i>	
8.	CRM - integration	Integration with QCI CRM (e.g., Zoho, FreshSales) via API/web services	One-time	One-time	
9.	Issue Management System - integration	Integrate with existing QCI ticketing system (Zoho Desk, etc.)	One-time	One-time	
10.	PRI Line	Voice channels for inbound/outbound	12 months	<i>Per month</i>	
<b>Total (exclusive of taxes)</b>					
<b>Taxes (as applicable)</b>					

TENDER DOCUMENT FOR ENGAGEMENT OF A CALL-CENTRE SERVICE PROVIDER (CSP) FOR QCI  
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	<b>Total (inclusive of taxes)</b>	<b>This total amount needs to be submitted on the GEM portal as an Offer Price</b>
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**Part II: Additional (if required)**

S. No.	Component	Quantity	Rate (exclusive of taxes)
1	Call centre agent (Hindi & English)	10-25	<i>Per agent/month</i>
2	Call centre agent (Hindi & English)	25-50	<i>Per agent/month</i>
3	Call centre agent (Hindi & English)	50-100	<i>Per agent/month</i>
4	Call centre agent (Hindi & English)	Above 100	<i>Per agent/month</i>
5	Call centre agent (English & regional language)	1	<i>Per agent/month</i>
6	CRM	Implementation set-up	One-time
7	CRM	Monthly license charge	<i>Per month</i>

**Note:**

- i. The above cost should be inclusive of CTI interface with IVRS, CRM, logs, routing, Voice Logger, ACD, TTS, and Data storage/back-up.
- ii. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- iii. **Errors & Rectification:** Arithmetical errors will be rectified on the following basis:” If there is a discrepancy between the unit price that is obtained by multiplying the unit price and quantity the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail.

Please mention the following in preparing your bid:

- Dated this [date / month / year]
- Authorized Signatory (in full and initials)
- Name and title of signatory.
- Duly authorized to sign this proposal for and on behalf of [Name of service provider]
- Name of the Firm
- Address of the Firm

**C. Submission Details**

1. The Applicants shall submit the proposals online through GeM Portal (<https://gem.gov.in>) as per the date and time mentioned on the GeM portal. It is the responsibility of the Applicant to submit the bid before the last date and time on the online portal, and QCI shall not be responsible for any delay due to any of the technical/server issues.

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2. The Applicant shall submit the Proposal in the form and manner specified in this RFP. Bid proposals received in the physical form at the client's address will not be accepted.

For any queries, you may please contact the below

Procurement Team, QCI

Email id: [procurement@qcin.org](mailto:procurement@qcin.org)

**Annexure-A**

**Form 1: Covering letter with the Proposal in response to RFP Notice**

(To be submitted on the Letterhead of the responding firm)

To,  
Deputy Director (Finance & Accounts),  
Quality Council of India,  
Institution of Engineers Building,  
2<sup>nd</sup> Floor, 2, Bahadur Shah Zafar Marg, New Delhi-110002

Subject: Submission of proposal in response to the RFP for “Engagement of a Call-centre Service Provider (CSP) for QCI”.

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated 16.06.2025 for “Engagement of a Call-centre Service Provider (CSP) for QCI”, in full conformity with the said RFP document.
2. We attach our technical response and our financial quotation in a separate sealed cover as required by the RFP both of which together constitutes our proposal, in full conformity with the said RFP.
3. We undertake, if our proposal is accepted, to adhere to assign a team dedicate to this project.
4. We have read the provisions of RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
5. We undertake, if our proposal is accepted, to adhere to the scope of engagement or such modified plan as may subsequently be mutually agreed between us and QCI or its appointed representatives.
6. We agree to unconditionally accept all the terms and conditions set out in the RFP document and also agree to abide by this bid response for a maximum period of 120 days from the date fixed for bid opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this bids response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and QCI.
7. We affirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to through this proposal is true, accurate, and complete.
8. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the QCI as to any material fact. We agree that QCI is not bound to accept the lowest or any bid response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the bid response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/ firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this Day of 2025 (Signature) (In the capacity of)

Duly authorized to sign the Bid Response for and on behalf of: (Name and Address of Company) Seal/Stamp of Bidder

{Place}

{Date}

**Form 2: Relevant Project Experience for completed projects**

S. No.	Area/ Location	Client name	Name and Size of the project	Executed Contract Value	Completion date	Nature of works

**Form 3: Details of the responding firm**

Section No.	S. No.	Particular	Detail
<b>I</b>	<b>COMPANY PROFILE:</b>		
	1.	Name of the Organization * (As appearing on PAN Card)	
	2.	Registered Office Address *	
	3.	<b>SPOC for the bid submitted:</b>	
		Name:	
		Mobile no.:	
		Email Address:	
	4.	<b>Address for Billing Office*</b>	
		Name of Contact Person *	
		Contact No. *	
		Mobile No.	
		E mail ID *	
	5.	<b>Name of Contact Person (Finance &amp; Accounts) *</b>	
		Contact no.	
		Mobile no.	
		E mail ID *	

<b>II</b>	<b>STATUTORY DETAILS:</b>		
	1.	<b>GST Details: -</b>	
		Whether Registered Assessee (Yes or No)	
		<b>If Yes: -</b>	
		GSTIN Number # *	
		Type of Assessee	
	2.	<b>MSME</b>	
		Whether Registered under MSME (Yes or No) *	

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		<b>If Yes: -</b>	
		MSME Registration No. and validity date # *	
	3.	Permanent Income Tax No. (PAN) #	
	4.	<b>NATURE OF ENTITY: *</b> <b>PROPRIETOR/PARTNERSHIP/ LPP/ PRIVATE LIMITED /PUBLIC LIMITED/GOVERNMENT</b>	
	5.	<b>WHETHER FUNCTIONING IN A SPECIAL ECONOMIC ZONE. (SEZ) (YES/ No) *</b>	

<b>III</b>	<b>BANK DETAILS: -</b>		
		Name of Bank	
		Address of Bank	
		Bank Account No.	
		IFSC Code	
		SWIFT CODE (If party's billing address is outside India)	

<b>IV</b>	<b>Details of responding Company</b>		
1.	Current Year Turnover (Rs Crores)		
2.	Company Profile (Operations in India)		
2.1	Average turnover from Indian Operations	(Turnover in Rs Crores)	
2.2	Full-time professional staff engaged in related services	(Number of Staff)	
2.3	Extent of operations in India (national spread) i.e. number of offices in India (client specific / project specific offices should not be taken into account)	(Number of Offices in different cities/towns and their address)	
3.	Company Experience		



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3.1	Experience of providing similar services		(Number of clients and their brief description)
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**Declaration by Director/ Proprietor/ Partner:**

I/We declare that the information furnished above are correct to the best of my/our knowledge / belief.

I/We undertake to inform you of any change in above particulars at the earliest.

**Form 4: Format for Non-Blacklisting Undertaking**

(To be submitted on the Letterhead of the responding firm)

To,  
Deputy Director (Finance & Accounts),  
Quality Council of India,  
Institution of Engineers Building,  
2nd Floor, 2, Bahadur Shah Zafar Marg,  
New Delhi-110002

**Subject:** Non-Blacklisting declaration in connection with RFP Ref. No. \_\_\_\_\_ dated \_\_\_\_\_ for Engagement of a Call-centre Service Provider (CSP) for QCI

Dear Sir,

This is to notify you that our Firm/Company/Organisation \_\_\_\_\_ intends to submit proposal in response to invitation for Tender Ref. No. \_\_\_\_\_ for “Engagement of a Call-centre Service Provider (CSP) for QCI”. In accordance with the above, we declare that:

- a. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this agreement
- b. We are not blacklisted by any Central/ State Government/ agency of Central/ State Government of India or any other country in the world/ Public Sector Undertaking/ any Regulatory Authorities in India or any other country in the world for any kind of fraudulent activities.

Dated this Day of (Year)

(Signature) (In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Bidder

### Project Fact Sheet

#### Project 1

Name of the project:

Duration of engagement:

S. No.	Quality Parameters	Details
1.	Total number of calls received in the Call Centre	
2.	Average call duration (for those attended by an agent)	
3.	Was a CRM used	
4.	Total number of complaints received	
5.	Total number of repeated complaints received from the same customers	
6.	Average call closure time	
7.	Total size of recorded conversation between agent and caller	
8.	Storage duration of a recorded conversation	
9.	<Any other point the vendor would like to highlight>	
10.	<Any other point the vendor would like to highlight>	

#### Project 2

Name of the project:

Duration of engagement:

S. No.	Quality Parameters	Details
1.	Total number of calls received in the Call Centre	
2.	Average call duration (for those attended by an agent)	
3.	Was a CRM used	
4.	Total number of complaints received	
5.	Total number of repeated complaints received from the same customers	
6.	Average call closure time	
7.	Total size of recorded conversation between agent and caller	
8.	Storage duration of a recorded conversation	
9.	<Any other point the vendor would like to highlight>	
10.	<Any other point the vendor would like to highlight>	

### Call Observation Form

To be used by QCI to measure 'Call Quality Score'

Call Observation Form	
Call Category	
Date	
Talk time	
Agent ID Number	
Agent Name	
Employee (Reviewer) ID	
Employee (Reviewer) Name	

Call Quality Parameters	
Parameter	Rating
<b>Call Opening</b>	
Greeted user, stated QCI name, started call in a pleasant manner	
Introduced Self (first name)	
Asked Caller's name (first and last name)	
Asked caller the required verification questions (if any)	
Outcomes of the project	
<b>Call Type Identification</b>	
Asked caller the purpose of the call	
Verified the purpose with the caller (paraphrase)	
Identified the call type and identified the process to be followed	
<b>Process Adherence</b>	
Followed all process steps/activities in sequence	
Navigated the system without any errors	
Procured the required information from user	
Provided accurate information to the user	
Utilized all information and system access before escalation	
<b>Verbal Contact</b>	
Used approved questions/language	
Demonstrated active listening skills	
Used confidence and empathy wordings	
Gave apology/reassurance/appropriate response	
Explained hold time	

**Format for Pre-bid query form**

- Name of the AGENCY:
- Name of the SPOC:
- Contact no. of SPOC:
- E-mail ID of SPOC:

S. No.	Clause no., Page no.	Original clause in RFP document	The point on which Clarification required	Reason for amendment (if any)

Bidders are required to submit their queries as per the above format on their letter head duly signed and also share the word file of the above to the [procurement@qcin.org](mailto:procurement@qcin.org).