

**Request for proposal for Selection of Technical Service Provider For  
Implementation and Maintenance of IVRS solution at  
Matsyafed Freshmeen Helpdesk**



**KERALA STATE CO-OPERATIVE FEDERATION FOR FISHERIES DEVELOPMENT LIMITED**

MATSYAFED, Kamaleswaram, Manacaud P.O., Thiruvananthapuram – 695009

RFP No. : MFED/IT/1960/2018/01

Date : 04 September 2020

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## 1. Data Sheet

Information	Details
Tender No	MFED/IT/1960/2018/01
Name of Purchaser	Managing Director, Matsyafed
Name of the RFP	Request of proposal (REF) for the selection of Technical Service Provider for implementation and Maintenance of IVRS solution at Matsyafed Freshmeen Helpdesk
Contact details of client	Matsyafed Head Office, Kamaleswaram, Manacaud P.O, TVPM
Type of tender	Limited tender
Date of issue of RFP	04/009/2020
Last date for submission of written queries for clarifications	All queries should be emailed to <a href="mailto:matsyafed@matsyafed.in">matsyafed@matsyafed.in</a> as per the prescribed format mentioned in the RFP
Bid validity period	60 days from last date of receiving of bids
Last date (deadline) for submission of bids including EMD (on or before)	14/09/2020 at 3.00 PM, Matsyafed Head Office , Kamaleswaram, Manacaud P.O, TVPM
Technical Bid opening. Date and Time	14/09/2020 at 4.00 PM

## 2. Intent

The intent of this document is to provide the detailed scope of work for the Bidder who shall be engaged for implementation , maintenance and support services of interactive Voice Recording System (IVRS) at Matsyafed Freshmeen Helpdesk for a period of one year (extendable up to three years).

## 3. Matsyafed Fresh Meen - Introduction

Kerala State Co-operative Federation for Fisheries Development Ltd. popularly known as Matsyafed is the co-operative apex federation of 657 Primary Fishermen Co-operatives in Kerala. The Federation always looks forward to achieving its sole objective that is; the social and economic well being of the traditional fishermen of Kerala. Matsyafed Fresh Meen is one of the new ventures of Matsyafed on which the customers can order fish and fishery products through various online platforms and Matsyafed delivers the ordered quantity at their doorsteps. The customers can opt for online and offline payment modes. Matsyafed may launch this new venture in Trivandrum City (within the city limit) and it may expand gradually in other cities as well. Matsyafed Fresh Meen offers the customer high quality products at an affordable price along with contactless delivery.

#### 4. General Instruction to Bidders

Matsyafed intends to implement the IVRS solution at Matsyafed Freshmeen Helpdesk for providing better and timely response to customers.

#### 4.1 Bidding Process

The bidder will have to submit technical bid and commercial bid as per conditions mentioned in sub section 4.3, 4.4 and 4.5 below

##### 4.1.1. Two stage Bidding process

- The response to this tender is to be submitted by way to Two Stage Bidding Process. The Technical bid Commercial bid with the relevant information/documents acceptance of all terms and conditions strictly as described in this RFP will have to be submitted.
- Technical bids will be opened first on the date and time stipulated as mentioned in the data sheet in this RFP document. Bidders conforming to each criterion given in both part-I and II will be technically qualified and commercial bids of only these bidders will be opened on the same date or any subsequent date conveyed to technically qualified bidders separately.
- The commercial bids of the Bidders who do not conform to minimum eligibility criterion will not be opened.

#### 4.2. Pre-bid queries

- The bidders should send their queries in writing so as to reach us latest by ....08/2020 5.00 PM to the email id as mentioned in the data sheet. Queried not received in specified time will not be entertained. The queries should be forwarded in the specified format as mentioned below.
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#	Clause of the RFP, Page number	Observations

#### 4.3. Technical Bid

The Bidders are requested to study the RFP carefully and submit the technical proposal in accordance with the section 4.5 specified in the RFP.

The Technical bid is divided into two parts viz (a) Minimum Eligibility Criterion for bidders (Annexure-B) (b) Minimum and functional requirements criterion (Annexure –A) Bidder should submit both duly filled in hard copy)

### Part-1 Minimum Eligibility Criteria

#	Minimum Eligibility Criteria	Document required
1	A company registered under Indian Companies Act 1956  OR A partnership firm registered under Indian Partnership Act 1932  OR A Limited Liability Partnership (LLP) firm registered under Limited Liability Partnership Act 2008.	In case bidder is a Company Certified copy of the Certificated of incorporation for companies issued by the registrar of Companies and Memorandum & Articles of Association  In case the bidder is a Firm Certified copy of the Registration
2	The bidder should be in the business of providing IVR solution for a minimum period of two (2) years and should be serving at least one public sector for a period of minimum one year	Copy of Work order/PO and completion certificate
3	The bidder should be registered for 1. GST 2. PAN	Copies of relevant certificates of registration
4	Bidder must have had a minimum turnover of Rs. 1 Crore in each of the last two financial years 2017-18 & 2018-19	Attested copies of audited statements
5	The company should not be black-listed by any registered company or organization as on bid submission date	

**Part-II:** The minimum technical and functional requirements criterion for “IVR Solution” and product specifications are as per Annexure A. The bidder must confirm that solution to be provided should quality for all these technical specifications.

#### 4.4 Commercial Bid

- The format of the commercial bid is provided in Annexure C. The same is to be submitted with relevant details.
- The prices quoted should be inclusive of all taxes.
- Rates quoted should remain valid for entire period of contract.
- All the amounts quotes should be Indian Rupees.

#### 4.5 Submission of Bids

- The technical specifications along with the minimum eligibility criteria should be placed in one envelope sealed and super scribed with “TECHNICAL BID- Matsyafed IVRS Solution”.
- The Commercial Bid should be placed in a separate envelope, sealed and super scribed with COMMERCIAL BID for Matsyafed IVRS Solution)”

- The two envelopes containing the technical specifications (along with minimum eligibility criteria) and commercial Bid should be placed in another third envelope with superscription “BID for Matsyafed IVRS Solution” and should be deposited at the address given in data sheet stipulated deadline.
- Each page of bid (technical and commercial) should have been signed by an authorized person in whose name power of Attorney/authorization is issued under the seal of the bidder (Letter of power of attorney or authorisation should be submitted along with the bid) Also each page should be stamped with company seal.

#### **4.6 Earnest Money Deposit (EMD) in the form of Demand Draft**

- The Bidder should submit to Matsyafed along with the technical Bid a Bank Draft of Rs.5000/- (Rupees five thousand only) in favour of Managing Director, Matsyafed , Trivandrum towards the Earnest Money Deposit. The Bank Draft should be from any Nationalised Bank valid up to 31<sup>st</sup> December 2020.
- The Earnest Money Deposit will be refunded to the unsuccessful bidders after completion of this bidding process.
- The Earnest Money Deposit will be refunded to the successful Bidder after submission of Performance Bank Guarantee
- The Earnest Money Deposit will be forfeited if.
  - The bidder withdraws his bid at any time after submission of the bid but before the issue of Purchase Order
  - The successful bidder fails or refuses to enter into contract after the award of the purchase order.

#### **4.7 Payment schedule**

The payments to the technical service provider will be paid on monthly basis as per the monthly invoice raised.

#### **4.8 Award of Contract**

Lowest financially evaluated & technically responsive bidder shall be selected for award of contract. The successful bidder will be declared as L1, whose commercial bid is lowest . Matsyafed will sign an agreement with the successful bidder. The successful bidder will furnish Performance Bank Guarantee (PBG) of 10% of the total contract value in the form of Demand Draft. The draft format of contract will be shared with the successful bidder.

### **5. Scope of Work**

The Matsyafed intends to select the Technical Service Provider, who will be responsible for implementation and maintenance of interactive Voice Recording System (IVRS) at Matsyafed Freshmeen Helpdesk for the period of one year extendable up to a period of three years as per the business requirement of Matsyafed. The Matsyafed is currently having an operational 4 seater helpdesk

stationed at Matsyafed base station, Trivandrum who are proactively responding to the queries operates 7 days a week, from 6.30 AM to 8.00 PM. As part of providing required service, bidder shall provide a 10 digit (VMN) for receiving calls. The Matsyafed helpdesk may receive approx 5000 calls per month, which are being handled by the helpdesk agents. The customers call on the VMN number and then calls are routed to extension of the agents based on the availability of the agents, currently there are 4 dedicated lines available at Matsyafed helpdesk.

#### **5.1.1 Detailed scope of work**

- The Bidder shall develop detailed implementation architecture for the IVRS solution for Matsyafed helpdesk and shall study the existing setup of Matsyafed helpdesk.
- The Bidder shall be responsible for hosting and managing the IVRS solution on the cloud infrastructure.
- The bidder shall be responsible for the implementation and maintenance of the IVRS Matsyafed Helpdesk for a period of 12 months (extendable up three year)
- The Bidder shall be responsible for providing training to Matsyafed helpdesk agents for operationalization of IVRS.
- The Bidder shall provide IVRS licenses to the Matsyafed for a period of 12 months (extendable up to three year) and their corresponding support
- The Bidder shall demonstrate the IVRS solution to Matsyafed before implementation and shall customize the IVRS solution as per the requirements of Matsyafed.
- The Bidder shall designate one officer stationed at Trivandrum who will be the first point of contact for Matsyafed.
- The Bidder shall maintain the IVRS solution and provide technical support for a period of 6 months.
- The bidder shall be responsible for generating reports on weekly/monthly basis and submit to Matsyafed.
- The bidder shall be responsible for generating customized reports as and when required by Matsyafed.
- The bidder shall comply and adhere to the SLA's as provided in the Annexure D of this RFP.
- Service has to be delivered within a period of 7 days from the date of release of purchase order from Matsyafed.
- The bidder should abide by TRAI guidelines at all levels of its service
- The successful bidder on receiving the purchase order should submit detailed documentation to Matsyafed on the services given, including the Virtual Mobile Number (VMN) allotted.
- Bidder should start this service for Matsyafed at Office in Trivandrum initially and same will be duplicated to other district offices as and when required.

## 7. Annexures

### 6.1 Annexure A: Minimum Technical Specifications of IVRS Solution

Sl. No	Feature	Description	Compliance (Yes/No)
1	Multi-Level IVR	The System should have capability by setting up Welcome Note. Define menu with extension & push the voice mail node when busy. Also Automatically activate after office IVR & Holiday IVR	
2	Simultaneous calls	the System should have capability to handle multiple calls at a single time	
3	Routing of calls	The system should have multiple options to route the calls in manner of parallel, round robin or sequential based on the need	
4	Auto SMS after the call	Auto SMS to be triggered after every call to the client	
5	Live Call Transfer	The system should have the capability to transfer call from one agent to another without disconnecting the call	
6	Analytical reports	The system should provide detailed reports of the activity happenings	
7	Web Portal for Management	The system should have the capability to allow addition, deletion or modification of a particular user, IVR. Timings etc. This should be available with Matsyafed for real time changes.	
8	Real time changing of routes	The system should have the capability to change the location of call routing to a different geography in case of downtime at a particular location. This should also be available with Matsyafed.	
9	User Extensions	Individual extensions have to be provided to agents for direct dialing	
10	Multi agent Login	The system should allow multiple agent logins with restrictive access to admin. Manager & agents	
11	Add Notes	The system should allow agents to take notes of the call on the CRM	
12	Online Dashboard	The system should provide an online dashboard to check the activity WRT user performance department wise traffic, caller geographies time wie traffic & identification of new callers	
13	Holiday Mapping	Automatic change of IVR (Predefined) in case of holidays	
14	Time Routing	the system should be able to route calls to particular agents based on their office time and not after that	
15	Call Logs	the system should record all caller logs along with the time of call, recording of the conversation agent spoken to and the cll duration. Also a special unique ID must be created for each log.	



16	Self Help	The system should have the capability to do the changes IN IVR's. Agent Details etc by Matsyafed employees	
17	Offline Version	In case of no internet at the date center the services should not go offline and the agents must be able to receive calls.	
18	Agent Identification Busy	The system should identify if a particular agent is busy on another call then he should not be attempted to be reached by the system	

## 6.2 Annexure B: Minimum Eligibility Criteria

#	Minimum Eligibility Criteria	Document required	Document submitted (Yes/No)
1	A company registered under Indian Companies Act 1956 OR A partnership firm registered under Indian Partnership Act 1932 OR A Limited Liability Partnership (LLP) firm registered under Limited Liability Partnership Act 2008	In case bidder is a company , certified copy of the Certificate of Incorporation for companies issued by the registrar of Companies and Memorandum & Articles of Association  In case the bidder is a Firm Certified copy of the Registration	
2	The bidder should be in the business of providing IVR solutions for a minimum period of two (2) years and should be serving at least one public sector for a period of minimum one year	Copy of Work Order/PO and completion certificate	
3	The bidder should be registered for 1. GST 2. PAN	Copies of relevant certificate of registration	
4	Bidder must have had a minimum turnover of Rs.1 crores in each of the last 2 financial years (2017-18 & 2018-19)	Attested copies of audited statements	
5	The Company should not have been black-listed by any registered Company or organization as on bid submission date	Self declaration letter	

### 6.3 Annexure C Commercial Bid (for one unit)

#### IVR

#	Particulars	No. of units/month	Unit rate inclusive of all Taxes/month in Rupees	Total Rate/month	Usage discount per month
1	Incoming calls (minutes) ( Rate including Auto SMS charge )	8000			
		5000			
		2500			
		1500			
2	Outgoing calls (Minutes)	1000			
		500			
		250			
3	Any other fixed charges (monthly)				

Note This number mentioned in the above table is indicative. The bidder will be paid on actual. The lowest rate quoted per month will be awarded the contract

Above requirement for one unit (initially at Trivandrum) and same to be duplicated at other districts of Kerala as and when required

### 6.4 Annexure D: Service level Agreement

#### 6.4.1 Definitions

Severity level	Impact	Description
Severity -1	Normal	Requiring cosmetic functional changes
Severity-2	Medium	Moderate functional restrictions in the application irrespective of the cause. Has a convenient and readily available workaround. Affects a few users
Severity-3	High	Users face severe functional restrictions in the application irrespective of the cause Work around are time consuming
Severity-4	Critical	Showstoppers involving major functional failure in the application

#### 6.4.2 Availability of IVRS solutions

The uptime of the IVRS solution should be 99%. The bidder shall provide the detailed mechanism to measure the availability of the IVRS solution

#### 6.4.3 Monthly Penalty

Incidents/months	Penalty
<= 15	No penalty
>15 & <=150	10% of monthly payment
150	50% of monthly payment

#### 6.4.4 Response and resolution time

Severity Level	Acknowledgement	Workaround time	Permanent resolution
1	8 hrs	24 hrs	96 Hrs
2	4 hrs	18 hrs	74 Hrs
3	3 hrs	10 hrs	50 Hrs
4	2 hrs	4 hrs	24 Hrs

Severity Level	Response resolution
1	Respond within 8 business hours to acknowledge problem. Target resolution time or work around time would be 24 business hours from the time of response
2	Respond within 4 business hours to acknowledge problem. Target resolution time or work around time would be 18 business hours form the time of response
3	Respond within 3 business hours to acknowledgement the problem. Target resolution or work hard time would be 10 business hours from the time of response
4	Respond within 2 business hours to acknowledge and understand the incident. Technical support will work on the incident continuously until resolution. Periodic status updated will be communicated to the Client by phone/email. Target resolution or workaround time would be 4 business hours from the time of response

**Approved by**  
**MANAGING DIRECTOR**

**Sd/-**  
**GENERAL MANAGER**