



**SAFARICOM PLC  
P.O. BOX 66827-00800 WESTLANDS  
NAIROBI, KENYA  
TEL +254 722 000000**

**EXPRESSION OF INTEREST – PROVISION OF CONTACT CENTRE AS A SERVICE SOLUTION**

**Document Release Date: 24<sup>th</sup> October 2023**

**Last Date for Receipt of Proposals: 7<sup>th</sup> November 2023 15:00PM EAT**

## **ACCRONYMS**

API	-	Application Programming Interface
EOI	-	Expression of Interest
ICT	-	Information and communications technology (ICT)
IT	-	Information Technology
IVR	-	Interactive Voice Response
SaaS	-	Software as a Service
SLA	-	Service Level Agreement

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## 1.0 INTRODUCTION

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Safaricom is the leading Technology and Telecommunications services provider in Kenya. While offering traditional telecommunication services over mobile and fixed networks, we have grown to be the largest mobile financial services provider in the world, by several metrics. Our M-Pesa brand is world renown. Safaricom is continuously evolving as we seek to meet the dynamic requirements of our growing customer across the consumer (retail) and enterprise segments. We continuously challenge ourselves to roll out innovative products and services. Innovation remains at the heart of what we do, both in the way we deploy technology and the offerings we give to our customers. We have a rich ecosystem of partners whom we work with in setting up the fit for purpose IT stack. We are also increasingly growing our software engineering capacity as we aim to be more agile, innovative and cost optimal.

A growing focus area for Safaricom is the Enterprise market segment where there is increasing demand for ICT solutions to support the operations of Small and Medium Enterprises as well as Government and large corporations. While we have made great strides in increasing our capacity and capability to develop solutions in-house, we have identified opportunities that would best be unlocked by working in partnership with other solution providers.

### **Safaricom PLC is therefore seeking Expressions of Interest (EOI) from reputable providers of Contact Center Solutions.**

Software for call center management will typically be a suite of applications that helps businesses handle large volumes of customer interactions through calls. It streamlines interactions between customers and agents, manages customer relationships and is purpose build to improve agent productivity and efficiency. The basic capabilities will be focused on call handling, with additional features such as speech analytics, queue management and CRM integration.

## AIMS AND OBJECTIVES

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This Expression of Interest (EOI) is intended to identify experienced and reputable providers of contact center solutions who Safaricom PLC would partner with to deliver solutions to our customers. Given our vast IT estate and experience supporting mission critical systems, we see strong synergy in working with providers of software applications to develop customer centric business support solutions we would support.

In this relationship, Safaricom would leverage its strong brand and solution support and delivery capabilities. The partner would supply a fully functional software solution which may be shipped as is, or with some modification according to client's preference.

The table below outlines the responsibilities in the partnership, with the operating model with Safaricom holding solution delivery responsibility. It is also a possibility that this role may be played by the partner.

Responsibility	Typical High-Level Deliverables
Development	<p><b>Partner</b></p> <ol style="list-style-type: none"> <li>1. Provide a fully functional software solution, with all legal obligations allowing for sale and distribution under the partnership engagement having been met</li> </ol>
Discovery and Fulfillment	<p><b>Partner</b></p> <ol style="list-style-type: none"> <li>1. Package the solution to be discoverable and where applicable fulfilled through self-service from an online marketplace Safaricom has chosen to work with.</li> <li>2. Provide technical support to Safaricom or it's designated solution delivery partner, to set up the installation for the customer</li> </ol> <p><b>Safaricom</b></p> <ol style="list-style-type: none"> <li>1. Solution design and delivery for end customer</li> </ol>
Operations	<p><b>Safaricom</b></p> <ol style="list-style-type: none"> <li>1. Provide day to day support and maintenance activities to ensure smooth operation of the solution.</li> </ol> <p><b>Partner</b></p> <ol style="list-style-type: none"> <li>1. Provide support to Safaricom's operations team as needed.</li> </ol>
Retirement	<p><b>Safaricom. Partner</b></p> <ol style="list-style-type: none"> <li>1. Provide graceful solution shut down and recovery of assets not owned by customer.</li> </ol>

## 2.0 SUBMISSION OF ENQUIRIES AND RESPONSES

All enquiries relating to this EOI should be addressed to; [RAMAYO@Safaricom.co.ke](mailto:RAMAYO@Safaricom.co.ke) ; [aongayo@Safaricom.co.ke](mailto:aongayo@Safaricom.co.ke) copy to [bids@Safaricom.co.ke](mailto:bids@Safaricom.co.ke) and sent on or before **2<sup>nd</sup> November 2023**.

All EOI responses should be sent to the same email addresses on or before **7<sup>th</sup> November 2023 15:00PM EAT**

## 3.0 EOI Requirements for the bidders

Category	Mandatory Requirements	Detailed Information
Company Information	Please share detailed information about your company	<ul style="list-style-type: none"> <li>• Overall Company profile clearly indicating business focus areas</li> <li>• Certificate of incorporation/Registration certificate</li> <li>• A list of branch locations</li> </ul>

Category	Mandatory Requirements	Detailed Information
Technical capability	Please provide details of your company's industry experience that demonstrate your company's depth and breadth of relevant industry experience operations to be provided	<ul style="list-style-type: none"> <li>• The services offered and length of time the company has been in that business</li> <li>• The departments and operating structure</li> <li>• The specific details on technical capability and reference projects handled for contact centre solution and support deployment or support.</li> <li>• Demonstration of a support and response structure for technical support</li> </ul>
Technical capability	Please provide details of your certified technical teams.	<ul style="list-style-type: none"> <li>• Provide details of your certified technical teams that demonstrate competency for deployment and support relevant to this EoI. This should cover skills, years of experience, key projects handled and outcome.</li> </ul>
Existing partnerships	Please provide details of existing partnerships relevant to the scope of this EOI	<ul style="list-style-type: none"> <li>• Provide details of existing partnerships in the contact centre solution domain.</li> </ul>
Project Plan	Please provide a sample project plan and detailed steps that would be undertaken	<ul style="list-style-type: none"> <li>• Sample project plan that would be undertaken, including timelines, expected resources from both sides and the deliverables.</li> </ul>
Costing Structure	Please provide details of the proposed cost structure	<ul style="list-style-type: none"> <li>• The costing structure considering the deliverables indicated above as well as the payment milestones. The figures are not necessary at this stage.</li> </ul>
Non-Functional Technical Requirements	Please provide details on the following aspects of the solution	<ul style="list-style-type: none"> <li>• The APIs the application is equipped with to support automated self-service at different stages in the lifecycle. These may include: Discover/Learn, Buy, Get/setup, Query Bill/Usage.</li> <li>• Typical integration required with IT stack of client's organization.</li> <li>• Support for SaaS cloud computing model.</li> <li>• Technical and Contractual terms for Proof-of-Concept trials</li> <li>• Certifications available or required to qualify as a delivery partner for the solution.</li> <li>• All licenses and licensing obligations bundled within the solution.</li> </ul>

Category	Mandatory Requirements	Detailed Information
		<ul style="list-style-type: none"> <li>• Availability of white label mobile application or web portal.</li> <li>• Business support systems architecture and capabilities: Billing, Metering, Invoicing, Customization/Preference Management, Reporting and Assurance for Revenue, anti-fraud and service level performance.</li> <li>• Typical support SLA</li> <li>• License obligation</li> </ul>
Functional requirements	Please provide details on the following functional aspects of the solution	<ul style="list-style-type: none"> <li>• Handling of inbound and outbound calls.</li> <li>• Omnichannel routing</li> <li>• Automatic call distribution</li> <li>• Call routing</li> <li>• Softphone/physical phone requirements</li> <li>• Integration to GSM network</li> <li>• IVR self service</li> <li>• Queue management</li> <li>• Call recording</li> <li>• Reporting and analytics</li> <li>• Workforce management</li> </ul>
Vendor request		<ul style="list-style-type: none"> <li>• The request/queries from the vendor based on the understanding from the scope detailed herein for each of the deliverables listed above.</li> </ul>

#### 4.0 INSTRUCTIONS TO RESPONDENTS

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Below are instructions that responses to this EOI MUST adhere to;

1. Please provide all responses in standard file formats i.e. XLSs, DOC(X) and PDF.
2. Please NOTE that the receipt of a response shall not bind Safaricom into any contractual agreements with the vendor responding to this EOI. Such arrangements shall only come into place once a tender process has been undertaken and an award issued to successful bidder(s) as evaluated technically and commercially.
3. Please NOTE that any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.

4. Please indicate if you intend to submit this bid as a joint venture/consortium or any other joint format and state the partner in this case.
5. Please submit your organization and staff experience information in the format provided in appendix 1 (Information on staff and organization experience) of this document.
6. Please share accompanying links to demos/documentation on the necessary technical descriptions of previous work undertaken of a similar nature.

## 5.0 NEXT STEPS

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Once Safaricom PLC receives responses to this EOI on the closure date indicated, an Evaluation Committee will be constituted to evaluate the responses provided by the EOI respondents.

- The Evaluation Committee constituted shall evaluate all the responses to the EOI and including all supporting documents, links & documentary evidence. Please NOTE that failure to submit requisite supporting documents or documentary evidence, may lead to rejection of the EOI response.
- The Evaluation Committee may seek additional documents as it deems necessary, at its discretion as part of the evaluation exercise that will be undertaken
- EOI respondents who meet the minimum requirements will be called for a detailed presentation for further evaluation of their technical capability, product quality, Quality Analysis procedure, etc. as part of the EOI evaluation.
- Only those EOI respondents that meet the minimum requirements indicated in the Aims and Objectives section will be shortlisted following successful presentation of their offering/solution proposal
- Successful potential partner(s) will be notified accordingly.

Below is a summary of activities from when the EOI will be sent out to closure/contracting.

**NOTE;** These durations are tentative and any changes that deviate from the below will be communicated.

No.	Activity	Approximate Duration
1.	EOI sent out	
2.	EOI receipt	2 weeks
3.	EOI responses review and evaluation	2 weeks
4.	EOI Presentations and Demo (clarifications and further discussions on partnership)	1 week
7.	Tender Process	2 months



9.	Evaluation, Award and Contracting	1 month
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**6.0 NOTE**

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Safaricom PLC reserves, at its sole discretion, the right to select or reject either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for informing the bidders of the outcome of the process.

**Appendix 1: Information on staff and organization experience****Table 1: Please provide a list of your company's Key Technical Staff who will be on this project**

Name	Current Position	Years of Professional Experience

**Table 2: Please provide a list of your company's Relevant Project experience in the last two (2) years**

Project Description	Year of Project Delivery	Client	Project Outcome