



**SAFARICOM PLC
P.O. BOX 66827 - 00800
WESTLANDS, NAIROBI, KENYA
TEL +254 722 000000
FAX +254 722 00 4202**

**EXPRESSION OF INTEREST – PROVISION OF OUTSOURCED SALES WORKFORCE FOR
SAFARICOM PLC**

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Last Date for Receipt of Proposals: Friday, 16th December 2022

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1. INTRODUCTION

Safaricom PLC (the company) is the leading technology company & integrated communication services provider in Kenya and has a steadily growing subscriber base. Safaricom is continuously expanding and upgrading its systems and processes to meet the changing needs of its customers. In line with this objective, Safaricom partners with various suppliers (local and international) for supply of goods and provision of services.

The Sales & Distribution Channel is dedicated to providing excellent Omnichannel experience to the customer. This means that the Safaricom customer can expect to interact with the full bouquet of offerings – Consumer Business, Financial Services and Enterprise Products at all face-to-face touchpoints. The regional business teams are charged with achieving targets on revenue and business growth in these three areas.

As such, there is a need for the services of a qualified team that is able to advocate and connect the customer with the services that meets their need, without delaying the process. Safaricom PLC is intending to run a Request for Proposals (RFP/tender) for the Provision of Outsourced Sales Workforce which is intended to lead to identification of a reputable firm(s) to carry out trade development support activities for our Consumer Business, Financial Services and Enterprise business units, and enable the achievement of set business targets. The Firm(s) will accomplish this through dedicated agents for acquisition and retention supporting our Regional Business Teams' activities.

2. AIMS AND OBJECTIVES

The key objective of the Trade development services for Consumer Business, Financial Services and Enterprise Product is to offer market support to Safaricom business partners to grow the business. This service ensures that all the partner stores in the market are setup within SLA and operate optimally and profitably.

Safaricom's Regional Business team is tasked with the below responsibilities;

- Relationship Management – merchant onboarding, retailer recruitment and retention
- Proactively drive Care to achieve NPS-1 in the market
- Ensuring market penetration on all our offerings
- Accelerate sale of Fiber and fixed wireless access solutions
- MPESA float availability
- Airtime distribution
- Top of mind consumer awareness
- Outlet visibility through several below the line initiatives
- Aftersales engagement and solutions to customer issues within SLA
- Win competition
- Drive digital agenda and penetration to the market

The main aim of this EOI is to shortlist the best-in-class outsourced workforce provider who demonstrates to have the willingness to undergo the RFP/Tender/Bidding process and demonstrates sufficient skill and capacity to undertake these services in line with the scope requirements. We envision that the right firm will be supported by specialized technologies, tailored training capabilities, sales, marketing and human resource management expertise

and an intimate knowledge of the operating environment. The Firm will offer services that will help Safaricom PLC grow its sales and revenue via an external sales workforce which they will manage end-to-end. The RFP will thereafter result into the establishment of a commercial framework to engage the successful company.

If interested in participating in this process, please see below details on how to respond to this call for Expression of interest.

3. EOI CONTENT

Your firm's EOI response should not exceed 10 pages. The document should contain the following information:-

- a) Page One – Expression of Interest Letter duly dated signed and stamped indicating your company's Specific Point of Contact (SPOC) for this process and their contact details
- b) Page Two – Your company's registration certificate
- c) Page Three – Your company's most updated CR12 form
- d) Page Four & Five – A summary page of your company's audited accounts for the last two years.
- e) Page Six to Ten – Your company's profile that brings out your best self. The shortlisting will be based on our initial judgement relating to our key focus areas below;
 - ✓ General Experience – Period in the industry, qualifications, certification, affiliations, industry awards, etc.
 - ✓ Relevant Experience – Proof of solid experience in offering Outsourced Sales Workforce Services. Of key interest is demonstration of;
 - Having specialized technologies to run the scope
 - Tailored training capabilities for related skills &
 - Sales, Marketing and HR management expertise
 - ✓ Testimonials – At least 3 recommendation letters from previous/current corporate clients, etc. for similar services

The scope and RFP requirements shall be expounded further in the RFP for the shortlisted firms.

4. RESPONSES

Please submit your responses by End of Day, **Friday, 16th December 2022** by email to pkiiuru@safaricom.co.ke.

Maintain the subject on the email as; **EXPRESSION OF INTEREST – PROVISION OF OUTSOURCED SALES WORKFORCE FOR SAFARICOM PLC**

5. NEXT STEPS

Shortlisted firms will be taken through the Safaricom prequalification process and if successful, proceed to the next bidding phase i.e. the RFP (Request for Proposals).

Only shortlisted agencies will be considered for further discussions beyond this EOI. They will be exposed to the full RFP complete with details of the scope, pitch brief and requirements.

6. NOTE

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.

“THE END”