



SAFARICOM PLC
P. O. Box 66827 – 00800 Nairobi, Kenya

EXPRESSION OF INTEREST – SERVICE CULTURE TRAINING RFP

Document Release Date: Wednesday, 5th August 2020

Last Date for Receipt of Proposals: Wednesday, 12th August 2020 (1600hrs, EAT)



1) INTRODUCTION

Safaricom is a converged communication solutions provider committed to provide unparalleled customer experience to our customers and to internally fire up a culture of strong customer obsession. The Learning and Development Department wish to engage a firm that specializes in Service Culture Training with relevant experience in the Telecommunications Industry to conduct service and culture training.

The Service Culture Training is aimed at creating a burning platform and mindset shift to increased customer obsession for all staff. In the next strategic period up to 2025, Safaricom would like to focus on extending its market lead through unrivalled customer experience to further improve the gains that have been made in the last 2 decades. Customer experience straddles experience with products and services, providing delight through memorable touchpoints, using measurements that would guarantee that such a program takes firm hold, and a strong organizational culture.

It is expected that the supplier/firm will engage with representatives from all divisions and selected stakeholders to obtain a clear picture of Safaricom's Customer Experience position.

2) AIMS AND OBJECTIVES

Safaricom is looking to engage a CX industry expert organization to upskill and retool our staff on a strong service culture that :-

- ✓ Defines and orchestrates non-negotiable set standards of service that drive consistency in adoption of customer experience/obsession within the organization
- ✓ Design and implement code of conducts that Identify valued behaviours to be adopted and intentionally lived in order to create a differentiated look, feel & touch that will guarantee exceptional service
- ✓ Exercise a holistic approach to design that ensures superior customer, user and brand experience
- ✓ Advocates for empathy, communication ,responsiveness, accountability and ownership of customer delight
- ✓ Coaches , empowers and holds to account on service delivery

The assignment and the achievements expected include:

- Mindset shift to customer Obsession
- Growth in NPS to pos. 1
- Increased brand love
- Common shared vision on Customer Obsession for all staff
- Customer led decision making

The Expression of interest (EOI) is intended to lead to identification and shortlisting of a reputable firm/s to conduct a Service Culture Training.

Safaricom is therefore soliciting the following documents from interested companies;



- i. Expression of Interest letter duly dated signed and stamped.
- ii. A proposal clearly showing the following: -
 - ✓ Current list of clients' companies where service culture training have been conducted (This list should have publicly listed)
 - ✓ Indicate success stories of training that lead to a culture and mindset shift
 - ✓ Reporting; Please include sample reports that are shared with clients.
 - ✓ Provide affiliation to a relevant body, locally or international.
 - ✓ Indicate if based within Kenya. If not locally based, detail how you intend to conduct the assignment
 - ✓ Indicate capabilities for delivery of the training
 - ✓ Indicate the proposed action plans on how you will deliver post learning support
 - ✓ Indicate ability and capability to deliver the training virtually. The institution must have the infrastructure to support new trends in learning such as virtual.
 - ✓ Indicate if the firm is National Industrial Training Authority registered
 - ✓ Ability to meet technical requirements and support e.g. a secure channel for online data collection and reporting, reliable internet connection and computers/Laptops etc. to allow for efficient training delivery

We will evaluate your proposal based on the following general areas that we consider important to us;

- a) Relevant Experience
- b) Completeness Course Materials
- c) Quality Of Course Content
- d) A Fit for Purpose Curriculum
- e) Qualifications of the Consulting Team/trainers

3) NEXT STEPS

Only the vendors that meet our minimum requirements will be shortlisted and considered for prequalification (if required) and subsequently be exposed to the RFP.

Shortlisted agencies will be taken through the Safaricom prequalification process and if successful, proceed to the next bidding phase i.e. the RFP (Request for Proposals). For new suppliers who have never engaged with Safaricom before and are not prequalified in our systems, please visit our website <http://www.safaricom.co.ke/about-us/suppliers> to read about our registration and prequalification process and requirements and navigate to the page "**How to Become a Safaricom Supplier**" and register your company for prequalification.

4) RESPONSES TIMELINES

Please submit your EOI responses by **Wednesday 12th August 2020** at **1600hrs** by email to sowuor@safaricom.co.ke while keeping in copy pkiiru@safaricom.co.ke and fadini@safaricom.co.ke Subject Reference "**EXPRESSION OF INTEREST FOR THE PROVISION OF SERVICE CULTURE TRAINING** "



5) 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 the purpose of informing the bidders of the outcome of the process.