



**SAFARICOM PLC  
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**EXPRESSION OF INTEREST – DIGITAL CONTENT PLATFORM**

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## **ACCRONYMS**

USSD- Unstructured Supplementary Service Data

SMS-Short Message service

API-Application programming interface

IVR-Interactive Voice Response

CVM-Customer Value Management

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## **1.0 Introduction**

Safaricom PLC is the leading mobile service provider in Kenya with a steadily growing subscriber base. The company has continued to upgrade its infrastructure to align with the changing needs of our customers. Throughout the past 2 decades, Safaricom's success has been hinged on our purpose of transforming lives. We have done so by standing together with our customers to identify their most pressing needs, adding value with innovative solutions and transforming every aspect of their daily lives – from home to work and beyond. In so doing, we have focused on changing society for the better, for the greater good of all Kenyans.

## **2.0 Background Information**

Communication is an essential part of our daily life. It is a process of creating, exchanging, sharing idea, information, opinions, facts, feelings, and experiences between people. It is fundamental to the existence and survival of individuals, groups, societies and nations. It is therefore important to take note that language is the most common tool of communication. It plays a vital role in helping people build a bridge between their needs and solutions. As Safaricom, there is need to communicate to our customers in a language they understand, in line with our brand promise of simple, transparent and honest for you. It is important to note that 20% of Kenyans (10 million) are semi-literate, hence a large segment of our population that cannot be ignored.

It is also key to note that another 2.5 million Kenyans either have visual or hearing impairment and this impedes access to vital information on our products and services, due to language barrier and lack of content in the right format.

## **3.0 Scope**

We are looking for a partner with solid and demonstratable experience in designing, implementing and supporting an all-channel content service that enables customer subscribers to access key actionable information across different sectors relevant to Safaricom's work in Financial Services, Education, and Community awareness; raising with clear Diversity and Inclusion tenets. Customers should be able to access the information via different channels like IVR, SMS and USSD; and they should also be given an opportunity to select the language they most prefer to access the information in.

The partner should be able to source content in key sectors and themes from relevant and well-respected partners, provide relevant government/ministry validation of content and offer a coordinated and well-linked approach to the provided content. Content offered to subscribers and customers should be relevant, actionable and diversely entertaining. The partner should be able to clearly show how the content themes add value for the customer caller as well as how customer access contributes to Safaricom's KPIs around CVM and social good.

The partner should be able to show experience in other markets and be able to leverage this and solution insights to support Safaricom's CVM approach/unit. The solution should also provide a system engagement link dashboard adhering to the Government of Kenya and Safaricom's data privacy and data sharing policies.

#### **4.0 Submission of Enquiries and Responses**

All enquiries relating to this EOI and the final responses should be addressed to [mmkirimi@safaricom.co.ke](mailto:mmkirimi@safaricom.co.ke) , [lambani@safaricom.co.ke](mailto:lambani@safaricom.co.ke) and a copy to [bids@safaricom.co.ke](mailto:bids@safaricom.co.ke)

Please note; only those partners that meet the minimum requirements will be considered for further discussion on the tender process.

#### **5.0 Minimum Eoi Requirements for the bidders**

- ✓ Should be able to provide the information via IVR to enable literacy-challenged customers to access the content through listening and in at least 5 different dialects, including English and Kiswahili.
- ✓ Should be able to provide the information in SMS to ensure auditory-challenged customers engage with the provided content in at least 5 different dialects including English and Kiswahili.
- ✓ Should be able to provide the information via USSD to allow customers who prefer engaging with the provided content via this channel to do so with ease.
- ✓ The partner should be able to source content from different organizations (private and in the government), handling different sectors e.g. Education, Health, Agriculture, Financial Service etc.

#### **6.0 Instructions to Respondents**

- The EOI response should not include pricing/commercial proposal.
- All responses should be provided in standard file formats i.e. XLSs, DOC(X) and PDF.
- The receipt of a response shall not bind Safaricom into any contractual agreements with the bidder. 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.
- Any costs associated with the preparation and submission of the response to the EOI shall be borne by the vendor.
- State if you intend to submit this bid as a joint venture/consortium or any other joint format
- Organization and staff experience information to be submitted in the format provided in appendix 1 (Information on staff and organization experience)
- Share accompanying link to demos/documentation on the necessary technical descriptions.

#### **7.0 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.

**Appendix 1: Information on staff and organization experience**

**Table 1: List of Key Technical Staff**

Name	Current Position	Years of Professional Experience

**Table 2: List of Firms Relevant Project Experience**

Project Description	Year of Project Delivery	Client Name	Project Value (Kes.)