EXPRESSION OF INTEREST

Enterprise B2B Processes Review & Re-Engineering- Consultancy Services

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Last Day for seeking clarification 09/11/2021 noon East African Time

Last Date for Receipt of EOI Document: 16/11/ 2021 5PM East African Time

Table of Contents

1.0 Introduction

Safaricom PLC is a leading telco company in Kenya serving different customer segments anchored on the vision to transform lives. A key customer segment that we wish to grow and serve is our Large Enterprises, Small Medium Enterprises/ Small Office Home Office (SOHO) and Wholesale customer(s). This is because they are key customer segments for the general growth of the Kenyan economy and thus important for us to meet our vision of transforming lives. We believe that to meet this vision we need to embrace partnerships to provide state of the art ways of bringing to our customers our amazing product propositions and experiences.

Traditionally, if an Enterprise customer wants a service from Safaricom, a salesperson is always involved in the sales onboarding. The salesperson is thereafter paid commissions for closed sales. The current process involves the Salesperson/Account Manager engaging the customer presenting to the customer available service offerings, then a proposal is discussed and if the customer is interested in taking it up, they are provided with the relevant application forms. In this case, filled up application forms and relevant Know Your Customer (KYC) are submitted through available sales tools for onward sales order processing.

A shift in the digital space, improved workplace productivity, evolving customer needs and the internet evolution requires a total shift to match emerging trends from the current set-up. Our customers expect us to shift with the digital transformation and offer them consumer-like experience. The narrative hence needs to change to address the current AS-IS process in how we present our propositions to the customer to drive them towards making a choice to consume our products/services.

The purpose of this expression of interest is to look for credible digital transformation consultancy services to provide Enterprise digital transformation and process automation advisory services to our Enterprise business unit as we work towards attaining our company mission of being a leading technology provider in the year 2025.

2.0 Background

Safaricom PLC currently provides business solutions to our Large enterprises, Small Medium Enterprise/Small Office Home Office and Wholesale businesses providing different enterprise solution categories such as mobile (GSM), internet connectivity, M-PESA payments, communication, online presence, Information Communication Technology, Cloud and infrastructure services, cyber security

services, Internet of Things (IoT) among others. Our ambition is to continue enabling these businesses to achieve better business outcomes in a digital world using our products and services. Having reviewed the market insights, we would want to ensure that access to business solutions is easy and convenient. To achieve this, we are looking towards having a platform that allows our sales teams onboard our customers and provide them with the rights products and services.

Additionally, we would like to enable our customers access Do It Yourself (DIY) capabilities to select our array of business products easily, pay for them and get their service. As a value add to this service, we would want to include relevant, curated digital content that would serve to educate and inform these customers about business processes, technology and other topics that would be of interest given the trends in the market. This section forms a critical part of our platform as it will serve to meet the most important need of our customers which is to get support in knowing where to start with digitizing their operations or learning from the experiences of other businesses.

One of the challenges faced by our Enterprise customers is how to leverage technology to build efficient business systems for better revenue outcomes and superior customer experiences. This has become even more important in the wake of the Covid 19 pandemic that has accelerated the need for these businesses to move their operations online. Many of these business organizations may not have technical staff that they can rely on to support them nor a place they can get credible information and tips on how to use technology to enhance their business operations.

Enterprise Business current customer journey involves the use of manual procedures where customer information is passed along the service chain via email with attachments. Similarly, customer information captured at different service points are not all recorded in a central system. This implies that not all service points can serve the customer at a consistent level without consulting the other stakeholders.

The manual commissioning of services that is linked to billing via human intervention has resulted in continuous revenue leakage through credit notes issuance and in some instances not billing them at all, which is an Audit concern given manual checks in place do not guarantee accountability for all fixed data links.

Previous efforts to Automate Enterprise Customer E2E journey had been by far successful. However, the project has also faced challenges related to the following pointers:

- Organizations need to reuse consumer-based systems already procured

- Solutions vendors without Techno B2B experience

- Silo approach to Customer centric solutions

- Lack of full stakeholder involvement

- Lack of dedicated resources and limited budget allocation

In lieu of the above, proposed approach sought to ensure a successful digital transformation of the enterprise space.

Key considerations for EBU in the digital transformation journey

i.   Improved organizational agility is at the heart of successful digital transformation.

ii. A more structured approach to digital services development will deliver long-term upside.

iii. New forms of Omni-channels ecosystem engagement are essential.

iv. A holistic approach to analytics will maximize benefits.

v.   A wider set of demand drivers requires a hybrid network infrastructure road map (Legacy & Software).

vi. Process automation will define the tell future and improve time to market.

vii. Going digital requires a shift in organizational mind-set, structure and interaction (dedicated resources, process re-engineering, relevant systems)

3.0 Scope

We are looking for a partner with solid and demonstratable experience in developing, reviewing and re-engineering Enterprise B2B Techno E2E processes, procedures and governance, to address product life cycle from ideation to retirement and full customer journey covering Lead to Order (L2O), Order to Cash (O2C) and Cash to Care (C2C).

The processes, procedures and governance developed must be fit for future and be ready to adapt to our enterprise customers whose landscape continues to change rapidly with customers becoming more digital and expecting all services to be delivered in real time via Omni channels e.g., via mobile, web or social media as well as customer DIY options.

This Expression of Interest (EOI) seeks to get experienced and knowledgeable partner(s) as articulated above that can provide an end to end consultancy services covering but not limited to the following segments:

- ❖ Product Life Cycle (ideation to retirement)
- ❖ Lead to Order
- ❖ Order to Cash
- ❖ Cash to Care
- ❖ Reporting, Analytics & AI for the entire ecosystem (Customers, Employees & Partners)

4.0 EOI Requirements

Interested prospective suppliers are requested to submit the following documents as part of their response to this Expression of Interest (EOI):

No.	Company Documents Required
1	Company Profile, list of relevant licenses and certifications. Include details of the company's physical premises and contact details
2	Company organogram, with CVs of key resource personnel.
3	General experience for the firm
4	Audited accounts for the past 2 years
5	List of past projects (not more than 3 years) of similar scope delivered to a telecommunication company or any other organization targeted to small business clients and pricing models (e.g. based on man-day rates/Cost Per service etc) used in these engagements.
6	Verifiable References from organizations that you have created business content for.
7	High Level proposal of the services to be offered, including the services support model, content management framework, local market research and insights strategy

8	Registration with relevant professional bodies to carry out professional business advisory and technical knowledge and support services in Kenya
9	A minimum of 3 years of experience in your area of expertise
10	Accreditation with relevant local and/or international business advisory bodies

5.0 Instructions to Respondents

- Build a detailed response showcasing your firm's capacity and experience in offering business knowledge and advisory services in the areas described in this EOI document.   Use the format on Table 2:" List of firms relevant experience" described below
- Detail any other services that your organization deals with that may be related to the focus of this Expression of Interest (EOI) scope.
- Outline any industry best practices and trends that your firm may consider relevant for Safaricom's EOI scope and considerations.
- The EOI response must not include any pricing/commercial proposal.
- All responses should be provided in standard file formats i.e. PPTs, XLSs, DOC(X), 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 Information on key staff as concerns their designation and experience should submitted in the format provided in table 1 below. ((List of key technical staff) also use table 3 "Summary CV of key staff" to provide the capabilities of your key staff based on their resume.

6.0 Expression of Interest (EOI) Process

Organizations that express interest to participate in the provision of the above-mentioned service, and meet our requirements, shall be prequalified for the provision of this service in their area(s) of expertise, and invited to the tender subject to them providing required documentation and demonstrated ability to deliver the partnership competency.

Only those institutions that meet the minimum evaluation and pre-qualification criteria will be considered for further discussion on the tender process.

The formal next process will be as below:

1. Review of submitted Expressions of Interest (EOI).
2. Prequalification of shortlisted suppliers who are not currently in our supplier database.
3. Issuing of Tender to selected prequalified suppliers.

Note to respondents:

- 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
- Only the suppliers who meet our minimum requirements will be considered for further discussions.
- Cost of preparing this document will be borne by the supplier
- Safaricom and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.

7.0 Submissions of Enquiries and Responses

Interested prospective partners, should submit their responses to this EOI in soft copy addressed to COkumu1@Safaricom.co.ke no later than Friday 16th of November 2021 at 5:00PM East African Time

8.0 Appendix

Information on staff and organization experience
Table 1: List of Key Technical Staff

	Staff – Full Names:	Current Designation/Role:	Years of Experience:

Table 2: List of Firms Relevant Project Experience

	Project Description:	Project Milestones Achieved:	Client Served:	Project Value (KES):

Table 3: CV Summary Template for Key Staff

Name of Staff:	
Profession:	
Years of Experience:	
Years with Firm:	
Membership in Professional Societies:	
Key Qualifications:	
Relevant Certifications:	
Employment Record (Firm & Year)	

CV Certification:

I, the undersigned, certify that to the best of my knowledge and belief, that this biodata correctly describe myself, my qualifications and my experience.

Date: _____

Signature of Staff Member   *Day/Month/Year*