

APPOINTMENT OF A SERVICE PROVIDER FOR THE PROVISION OF CUSTOMER SATISFACTION SURVEYS

1.1. BACKGROUND

Sentech is a state-owned company and is the largest broadcasting signal distributor in South Africa. Sentech is a licensed Electronic Communications Network Service provider in South Africa. It currently operates many telecommunication networks for Satellite, Television, Radio, Internet and more. As such, Sentech is a global enabler of broadcasting and digital content delivery.

Scope of Work	SENTECH is inviting suitable qualified Service Providers to provide for the design and implementation of a Customer Satisfaction Measurement service. SENTECH's intention with this is to obtain relevant and comprehensive information about the company's effectiveness and its impact on the overall broadcasting and telecommunications sectors from the customer's perspective. The Service Provider will produce as part of the survey results the specific customers' pain points/ complaints/ dissatisfaction about SENTECH service AND the recommended solutions/ remedies. Products and Services include the following: • Commercial Radio Services • Commercial Television Services • Facilities Leasing/ Co-Location • Direct-To-Home (DTH)/ Satellite Television • Broadband-Connectivity Services • Consulting and Training NB: See also Annexure A on page 7 of this document
Terms and Conditions	SENTECH reserves the right to • Extend the closing date; • Verify any information contained in a response; • Request documentary proof • Cancel or withdraw the requirement • To limit communications to only those Service Providers who meets the requirements. • This request will be subject to the General Conditions of Contract issued in accordance with Treasury Regulation 16A published in terms of the Public Finance Management Act, 1999 (Act 1 of 1999). The Special Conditions of Contract are supplementary to that of the General Conditions of Contract. Where, however, the SCC conflict with the GCC, the SCC shall prevail. • The successful Service Provider may only enter into a subcontracting arrangement with the approval of SENTECH. The successful Service Provider may not subcontract more than 30% of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level of contributor than the Service Provider concerned, unless the contract is subcontracted to an EME that has the capability and ability to execute the subcontract. • SENTECH reserves the right to request a BBBEE transformation plan with clearly defined timelines and milestones if the recommended Service Provider does not meet SENTECH's transformation goals. These milestones must be achieved over the term of the contract. This transformation plan shall be submitted within 10 working days from the

	written request, failing which SENTECH reserves the right to withdraw its appointment of the preferred recommended Service Provider. • SENTECH shall have the right, at its sole and exclusive discretion, upon written notice to the Service Provider, to terminate this Agreement, in whole or in part should the SERVICE PROVIDER fail to perform any of its obligations or deliver any deliverable timeously or should SENTECH not be satisfied with the quality of any service/s in terms of this Agreement, to the satisfaction of SENTECH. • SENTECH shall furthermore have the right, as a result of such termination, to appoint a third party to perform the obligations of the Service Provider in terms of the Agreement and the Service Provider indemnifies SENTECH against all costs incurred by SENTECH in appointing such third party to fulfil the obligations of the Service Provider. • SENTECH shall have the right, at its sole and exclusive discretion, to terminate this Agreement, at any time, upon 30 (thirty) days' written notice to the Service Provider. • SENTECH reserves the right to conduct supplier due diligence at any time pre, during and post the contract period. This may include announced or unannounced site visits. • Key resource provided in response should be engage in the project, should there be resource changes the resource levels must be equivalent to the resources in the proposal, with notice and acceptance by SENTECH be understood as special condition of contract. • Service Level Agreement will be signed with the successful Service Provider. • SENTECH will renew the contract annually based on satisfactory performance review.
Functionality Criteria	Stage 1 Administrative Evaluation Stage 1 Mandatory evaluation Stage 2 Functional evaluation Stage 3 Reference interview questionnaire if deemed necessary

STAGE 1

Mandatory Eligibility Criteria

The follow in criteria is mandatory and proof of submission must be attached: Failure to attach proof will lead to disqualification.

MANDATORY ELIGIBILITY CRITERIA	PLEASE TICK ☒ WHATS APPLICABLE (Attach evidence and Link, reference page number in your proposal)
None	

STAGE 2

Functional Evaluation: Must be comprehensive and supported by evidence

No	FUNCTIONAL CRITERIA	SCORE
1.	Overall Research Industry Experience regarding Customer Satisfaction Measurement/ Research/ Survey: a) Abridged company profile showing and indicating specific experience in Customer Satisfaction Measurement/ Research/ Survey 7+ Years.....10 Points 4 – 6 Years.....7 Points 1 – 3 Years.....5 Points Less than 1 year0 points b) Demonstrate resources, capacity to conduct credible research and provision of strategic recommendations. Provide CV's outlining specific qualifications relevant to customer satisfaction research/ surveys, including but not limited to data collection instruments/ tools design, data collection, data analysis models design, data analysis, report compilation and presentation of final results, of key personnel to be deployed to the SENTECH project: 7+ Years Customer Satisfaction Research Experience.....15 Points 4 – 6 Years Customer Satisfaction Research Experience..... 10 Points 1 – 3 Years Customer Satisfaction Research Experience..... 5 Points Less than 1 year Customer Satisfaction Research Experience.....0 points	25
2.	Track Record and Company Performance (Bidder to supply CONTACTABLE REFERENCES OF PREVIOUS CLIENTS for ICT, Telecoms and/or Broadcasting companies <u>projects conducted in the past five (5) years</u> through TABLE 1 in Annexure B of this document: 3+ Contactable References – ICT, Telecoms and/ or Broadcasting Industry.....30 Points 2 Contactable References – ICT, Telecoms and/ or Broadcasting Industry.....15 Points 1 Contactable Reference – ICT, Telecoms and/ or Broadcasting Industry.....10 Points Less than 1 reference -ICT, Telecoms and /Or Broadcasting Industry.....0 points NOTE: <u>Only</u> contactable references in ICT, Telecoms and/ or Broadcasting will be considered.	30
3.	Approach\ Methodology: Bidders must provide the approach/ methodology and assessments to be used for the delivery of the customer satisfaction measurement attending to ALL the stated Key Factors and Sub-Factors under ANNEXURE C OF THIS DOCUMENT, CSI Survey Methodology). The proposal should include: a) Principles, methodology and plan aligned to the survey objectives stated	

	b) Demonstrate understanding of SENTECH requirements		45								
	c) Clearly articulate the project plan										
	d) Service providers included the recommended research tools										
	Excellent-----45 points Good-----25 points Poor-----0 points										
<table><tr><th>Rating criteria</th><th>Evaluation indicators</th></tr><tr><td>Excellent</td><td>Methodology show that the Bidder has an outstanding knowledge of the industry, the proposal if highly innovative with effective systems for implementation.</td></tr><tr><td>Good</td><td>Methodology shows the limited or adequate understanding of the industry, the proposal addresses the standard requirements and objective.</td></tr><tr><td>Poor</td><td>The approach and / or methodology are poor / are unlikely to satisfy solution objectives or requirements. The Bidder has misunderstood certain aspects of the scope of work and does not adequately deal with project scope.</td></tr></table>				Rating criteria	Evaluation indicators	Excellent	Methodology show that the Bidder has an outstanding knowledge of the industry, the proposal if highly innovative with effective systems for implementation.	Good	Methodology shows the limited or adequate understanding of the industry, the proposal addresses the standard requirements and objective.	Poor	The approach and / or methodology are poor / are unlikely to satisfy solution objectives or requirements. The Bidder has misunderstood certain aspects of the scope of work and does not adequately deal with project scope.
Rating criteria	Evaluation indicators										
Excellent	Methodology show that the Bidder has an outstanding knowledge of the industry, the proposal if highly innovative with effective systems for implementation.										
Good	Methodology shows the limited or adequate understanding of the industry, the proposal addresses the standard requirements and objective.										
Poor	The approach and / or methodology are poor / are unlikely to satisfy solution objectives or requirements. The Bidder has misunderstood certain aspects of the scope of work and does not adequately deal with project scope.										
<u>The methodology provided by the Service Provider MUST INCLUDE ALL the Key Factors and recommended Research Tools.</u>											
TOTAL			100								
PLEASE NOTE: A total score of 55 or more points will qualify a bidder to be evaluated further.											

PRICING

Price List

YEAR-1

COMPONENT: Design & Compilation of Customer Satisfaction Survey Tools	PRICE: <u>Year-1</u> Inclusive of 15% VAT
Design & Compilation of Customer Satisfaction Survey Tools (Annual CSI/ NPS and Half-yearly Post-contact CSat)	
COMPONENT: Conducting of Surveys; AND Final Analysis & Consolidated Report with findings, Customer Satisfaction Index, Recommendations/ Concerns/ Pain points, Suggested Solutions, and Resolving with automated escalations	UNIT PRICE (per respondent/ group): <u>Year-1</u> Inclusive of 15% VAT
Computer-Assisted Telephonic Interviews	
Electronic/ Online Questionnaires	
Focus Groups/ In-Depth Interviews (Qualitative)	
Post-Contact CSat	
TOTAL	

YEAR-2 & YEAR-3

COMPONENT: Conducting of Surveys; AND Final Analysis & Consolidated Report with findings, Customer Satisfaction Index, Recommendations/ Concerns/ Pain points, Suggested Solutions, and Resolving with automated escalations	UNIT PRICE (per respondent/ group): <u>Year-2</u> Inclusive of 15% VAT	UNIT PRICE (per respondent/ group): <u>Year-3</u> Inclusive of 15% VAT
Computer-Assisted Telephonic Interviews		
Electronic/ Online Questionnaires		
Focus Groups/ In-Depth Interviews (Qualitative)		
Post-Contact CSat		
TOTAL		

Pricing Instructions: For indicative pricing, please use 40 respondents for Computer-Assisted Telephonic Interviews, 40 respondents for Electronic/ Online Questionnaires and In-Depth Interviews for 15 participants.

ANNEXURE A: Scope of Work

The main objective of the research service is to conduct SENTECH annual customer satisfaction surveys on the quality of service delivered, and prepare a survey report and implementation framework recommended.

The services required from the service provider is provided below:

Specifically, the research should:

- Annual study to measure Customer Satisfaction Index (CSI) and Net Promoter Score (NPS) conducted in January to February every year.
- Post-contact Customer Satisfaction (CSat) surveys conducted between April and September, yearly.
- Resolve capability (where poor scores are given), with automated escalations to relevant departments.
- Determine the quality-of-service delivery as perceived by customers through surveys, focus groups, and one-on-one in-depth interviews.
- Surveys participation allows respondents to respond through VN (voice note).
- Determine the level of customer satisfaction regarding the four factors namely, Service Excellence, Customer Affinity, Innovation, and Value for Money being espoused by SENTECH staff in the course of their work in delivering service to customers.
- Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of customer satisfaction, including the Net Promoter Score.
- Identify gaps in service delivery.
- Identify the sources and frequency of customer complaints in regard to service delivery.
- Determining the impact of SENTECH's reforms on service delivery and customer service.
- Establish the effectiveness of customer engagement programmes.
- Establish the effectiveness of dispute resolution and the current mechanism of addressing customer complaints.
- Propose Service Improvement Measures.
- Prepare and deliver a comprehensive report clearly explaining auditable analysis and calculation model, detailing the methodology, findings, and recommendations.

ANNEXURE B: Reference Documents

Please complete this project experience table for Customer Satisfaction Measurement/ Research/ Survey (Table 1) that your company has completed **since they entered into the industry**. Clients' contact telephone numbers must be included. **List a maximum of 5 projects for projects conducted in the past five (5) years.**

Table 1: Customer Satisfaction Measurement/ Research/ Survey Experience

Measurement/ Research/ Survey Type	Service/s Provided	Contact Person	Contact Number	Contract Commence ment date	Contract Completion date
1					
2					
3					
4					
5					

ANNEXURE C: CSI Survey Methodology

1. Survey Objectives

Objectives of SENTECH customer satisfaction survey are:

- i. To measure SENTECH annual customer satisfaction index/ net promoter score and the quality of service delivered.
- ii. To measure customer perceptions about SENTECH regarding:
 - a) **Service excellence**
 - b) **Customer Affinity**
 - c) **Value for money**
 - d) **Innovation**
- iii. To invite feedback from customers about SENTECH service delivery.
- iv. To prepare a survey report and the recommended implementation framework.
- v. To design methodology, conduct research and submit comprehensive report with recommendations within three months.

The independent service provider shall provide surveys results report explaining the analysis and calculation method with clearly stated customer pain points, concerns, and suggested improvements, with recommended solutions/ action plans/ interventions that would be employed to address identified customer pain points, and concerns.

2. Proposed Approach

Providing our customers with a positive experience is an integral part of SENTECH's turnaround programme.

- i. SENTECH customers are segmented according to revenue contribution into Tier-1, Tier-2, and Tier-3. Customers in Tier-1 individually contribute above R 10 Mil in annual revenues. Tier-2 contribute annually between R 1 Mil and R 9.9 Mil individually towards SENTECH annual revenues. Tier-3 customers contribute a total of 4% of SENTECH revenues. The CSI survey will target mainly Tier-1 customers, Tier-2 customers and some of Tier-3 customers to make up the survey sample.
- ii. A sample (including focus groups) should reflect a margin of error not more than 10%.
- iii. Key factors taken into consideration when designing questionnaires should include:

FACTORS & SUB-FACTORS	ELABORATION & PAGES REFERENCE IN BID DOCUMENT
a) Service Excellence (Weight = 50%) - Network availability - Quality of service (Interferences/ Interruptions) - Installation speed - Service efficiencies (lean process/ without wastage) - Responsiveness to logged faults	<i>(Display understanding of the factors and sub-factors in the context of SENTECH business. Also, indicate page numbers where items referred to are located in your bid.)</i>

- Proactive communication	
b) Customer Affinity (Weight = 35%) - Knowledge and attitude of staff - Responsiveness to queries - Resolution to queries - Helpfulness and courteousness of staff	<i>(Display understanding of the factors and sub-factors in the context of SENTECH business. Also, indicate page numbers where items referred to are located in your bid.)</i>
c) Value for money (Weight = 10%) - Value derived from products and services - Reason for usage - Knowledge of services utilized	<i>(Display understanding of the factors and sub-factors in the context of SENTECH business. Also, indicate page numbers where items referred to are located in your bid.)</i>
d) Innovation (Weight = 5%) - Product options - Channel options - Keeping up with industry trends	<i>(Display understanding of the factors and sub-factors in the context of SENTECH business. Also, indicate page numbers where items referred to are located in your bid.)</i>

The factors above are allocated a level of importance as informed by previous customer feedback, the SLAs, and the Customer Value Proposition.

NB: The Net Promoter Score (NPS) measurement would be tracked on a monthly basis. NPS tracking will be directed only to those customers who had contact with SENTECH in a given month – this will be conducted soon after customers' contact with SENTECH