

SECTION 6. TERMS OF REFERENCE

a. Background of the Project

In order to protect the rights of the consumers, preventions of anti-consumer-right practices, the Directorate of National Consumers' Right Protection (hereinafter DNCRP) was established under the Consumers' Right Protection Act, 2009 (Act No. 26 of 2009). DNCRP started its journey on 28 June 2009 to execute the provisions stipulated in the Act. Soon after its establishment, the Directorate began providing its services to the people under the authority conferred by the several Sections, particularly the Section 21 to redress the grievances of the consumers.

The Honourable High Court Division has instructed the Directorate to launch a 24-hour hotline service for 7 days a week on 16 June 2019. Subsequently on 27 August 2019, the Honourable Court further directed DNCRP to install the hotline service through an outsourcing process.

In compliance to the Honourable High Court's direction and to further facilitate the consumers' right and address their grievances, the Directorate has decided to hire a firm for providing a hotline (call-center) services to receive, channelize and redress the consumers' grievances.

Keeping that in mind, the authority of DNCRP wishes to address the complaints of citizens/consumers regarding the infringement of their rights through launching a hotline (call-center) service.

b. Objectives of the Assignment

The main objective of this service is to provide a hotline service (through call center) to address consumers' complaints and to produce purposeful periodic reports (as prescribed by DNCRP) as and when required by the Directorate.

c. Scope of Services

DNCRP is seeking for an experienced partner who will provide hotline services (through call center) in order to address consumers' complaints.

The basic requirements are as follows:

- Receive consumers' complaints (about consumer rights) through hotline services (through call center) by calls and emails.
- Consumers' query, service and complaint management.
- Email response management.
- Route the calls to appropriate resource.
- Follow up on consumers' complaints wherever and whenever necessary.
- Document, record and preserve all call information according to standard operating procedures.



- Generate and preserve CDR and call logs.
- Should maintain Call Monitoring System (number of calls answered and rejected/unanswered).
- Should have ACD, multi-level IVR, dedicated queue and skill management system.
- Should have own CRM and WFM platform.
- Voice logger with 100% conversation recording facility.
- Quality assurance tools.
- Operational in 24-hour a day, 07 (seven) days a week, round the year.
- Three (03) seats/agents will remain in operation during 06:00 am to 02:00 pm and Five (05) seats/agents will remain in operation during 02:00 pm to 10:00 pm and Two (02) seats/agents will remain in operation during 10:00 pm to 06:00 am. The number of seats/agents and time schedule may vary time to time.
- Technical integration of short code (to be provided by BTRC) with all telecom operators.
- Integration facility with any other required system as deemed necessary for this project.
- There may be future requirements for outbound calls, not more than 20% of the inbound calls. Hence, the firm (Hotline Service Provider) should have outbound calling facilities.
- Short code and email address for receiving complaints will be provided by DNCRP.
- Delivery of report on a daily, weekly, monthly and yearly basis as per the requirements and prescribed formats of DNCRP.

During catering the services, the firm (Hotline Service Provider) shall have to take responsibilities of the followings:

- Ensure security of information of citizens/consumers.
- Ensure security of data of DNCRP and data produced within/by the process.
- Necessary desktop/laptop computers, internet connectivity support in Service Provider office premises.
- The hardware (laptop/desktop) should be compatible to work in this project.
- Facilitating a dedicated DNCRP team in service provider premises to monitor the whole operation and report to DNCRP (as and when needed).
- Necessary Reporting (as and when required).

Following KPI's are expected to be considered in order to ensure the quality of calls:

- First call resolution: The percentage of calls that the agent resolves the caller's issue without having to escalate, transfer or return the call.
- Percentage of calls blocked: The percentage of callers that received a busy tone when they call.
- Average time in queue: The average amount of time callers wait in call queues before an agent responds.
- Average after call work time: The average amount of time an agent spends completing work related to the call after they finish the call.
- Service level: The percentage of calls answered within a specified number of seconds.
- Average abandonment rate: The percentage of callers who hang up before reaching an agent.
- Agent turnover rate: The percentage of agents who leave the call center.
- Average speed of answer: The average amount of time it takes for the call to be answered by an agent or the Automatic Call Distributor (ACD).



- Average handle time: The average amount of time an agent spends speaking with the caller, including hold time.
- Schedule adherence: A measure of an agent's degree of compliance with their assigned schedule.

Education and Experience

- Team Leader/Project Coordinator/Supervisor should have minimum Bachelor degree with 5 (five) years of relevant experience.
- Call Center Agents should have minimum Bachelor degree with 3 (three) years of relevant experience.
- Each agent should have substantial knowledge on Consumers' Right Protection Act, 2009 and relevant rules.
- Each of the proposed staff should be proficient in relevant computer applications.
- Each of the proposed staff should possess required language proficiency.
- Each of the proposed staff should have knowledge of customer service principles and practices.
- Each of the proposed staff should have knowledge of call center telephony and technology.
- Each of the proposed staff should have good data entry and typing skills.
- Each of the proposed staff should have knowledge of administration and clerical processes.

Key Competencies of the Team Leader/ Project Coordinator/ Supervisor and Call Center Agents

- Verbal and written communication skills.
- Listening skills.
- Problem analysis and problem solving.
- Customer service orientation.
- Organizational skills.
- Attention to details.
- Judgment, adaptability, team work, stress tolerant and resilience.
- Clarity of voice and Bangla pronunciation.

d. Transfer of Knowledge (Training)

- The Consultant (Hotline Service Provider) should provide hands-on training for five (5) to ten (10) officials of DNCRP on the call center operating standards, standard operating procedures, technical aspects, etc. Bidders are encouraged to propose any other detailed and/or a specific training module.
- DNCRP will arrange training program for 20-25 agents initially on Consumers' Right Protection Act 2009, its rules and application as well as other relevant acts/rules/regulations related to the subject. A maximum of 25 agents will be offered training each year free of cost. Besides, training will be provided on any new laws/regulations relevant to consumers' right free of cost.



e. List of Reports, Schedule of Deliveries, Period of Performance

- Daily reports – by 10:00 a.m. of the following day.
- Weekly reports (From Friday to Saturday) – by 11:00 a.m. of the following Sunday.
- Monthly reports – within two (02) working days of the following month.
- Quarterly reports – within five (05) working days of the following quarter.
- Half-yearly report – within ten (10) working days of the following month.
- Annual report – within 15 January of the next year.
- Formats for periodic reports will be provided by DNCRP.
- Quarterly Progress Report (QPR) – Quarterly payments depend on the acceptance of these reports.
- Final Completion Report – Ten (10) percent of the lump-sum Contract Price shall be paid upon acceptance of this report.
- Operating Procedure Manual – Ten (10) percent of the lump-sum Contract Price shall be paid upon completion of the Manual and Training.

f. Institutional Arrangements

- The firm should have facilities and/or capabilities to operate on a 24 x 7 x 365 basis.
- Should have a minimum 70 (Seventy) seats of capacity including necessary hardware (desktop/laptop computers etc.), software, internet connectivity support etc.
- Have minimum 50 (fifty) seats in current call center operations.
- Have an extensive experience for more than 5,000 call center training hours.
- Have Quality Standard Definition Document (QSDD) for call center operations.
- Firms having experience in working with Government entities may be given preference.


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