REQUEST FOR PROPOSALS - COMPANY SURVEY ON IREMBO

Introduction

This document is the Terms of Reference (ToR) for the comprehensive brand health and customer perception survey planned for IREMBO LTD. The primary reason is to conduct an in-depth assessment of its brand health and customer loyalty through an NPS survey. This initiative aims to understand better customer perceptions, experiences, and sentiments towards Irembo's brand, products, and services by the users, encompassing both agents and end users. Additionally, the insights gathered from this exercise will inform strategic decision-making, guide product and service improvements, and support the company's overall brand development and positioning. It is worth noting that IREMBO currently provides citizens with access to over 230 public services through its website, USSD platform, and network of agents operating nationwide.

Objectives

- Measure IREMBO's current brand health by understanding the key factors that influence customer perceptions of the company's brand, including product quality, customer service, value proposition, and brand image.
- Assess customer satisfaction levels among end users and agents using the Net Promoter Score, a metric for measuring customer loyalty and willingness to recommend the brand to others.
- Identify key areas for improvement in the company's products, services, and overall customer experience that can enhance brand loyalty and advocacy.
- Understand customer perceptions and experiences with IREMBO services.
- Develop Insights to provide data-driven actionable recommendations and strategic insights to guide the company's brand management and customer experience enhancement initiatives.

Scope of Work and Methodology

The scope of work for the selected market research company will be responsible for:

- Designing the survey methodology and creating instruments where the survey questionnaire will include both quantitative and qualitative questions to gather data on NPS, brand perceptions, customer satisfaction, and improvement areas.
- Administering questionnaires to a sample size representing 15% of IREMBO's user base.
- The survey will be administered through a combination of online, telephone, and in-person channels to ensure a representative sample and a high response rate.
- Analyzing the data collected and providing a comprehensive report outlining the survey findings, NPS score, brand health analysis, and strategic recommendations for enhancing the company's brand and customer experience.
- Ensuring that the survey methodology complies with Rwanda's data protection law.

Key Deliverables

- A detailed survey design and methodology document.
- A comprehensive database of collected data.
- Analysis and interpretation of the data.
- A final report summarizing findings, conclusions, and recommendations for IREMBO.

Sample Size

- The survey will target 15% of IREMBO's total user base.
- The sample will include a representative mix of both end users and agents across the country.

Timeline

The project will commence on 25th October 2024 and is expected to be completed by 10th December 2024.

- **Week 1-4:** Vendor Finalise survey design and methodology.

- **Week 5-7:** Administer questionnaires and conduct focus groups by Vendor.
- **Week 8-11**: Data analysis and interpretation by Vendor.
- **Week 12-13:** Preparation and submission of the final report by Vendor

Vendor requirements/qualifications

- Proven experience in conducting large-scale surveys and market research (at least 3 projects)
- Expertise in using both quantitative and qualitative research methods.
- Strong analytical and reporting skills.
- Knowledge of the Rwandan market and customer behavior.
- The service provider should comply with Rwanda's Data Protection law.

Submission of Proposals

Interested companies should submit their proposals, including:

- Company profile and experience.
- Detailed methodology and work plan.
- Team composition and qualifications.
- Budget breakdown.
- References from previous clients.

EVALUATION CRITERIA

A. Technical Proposals

(1) **Company profile & experience [30pts]**
- Company experience in the field minimum 5 years (15pts)
- References of similar projects with similar nature and complexity implemented successfully previously (at least 3 projects) justified by past clients' completion certificates certifying successful completion of the mentioned projects (15pts)

(2) **Methodological approach & understanding of the project [40pts]**
- Description of the proposed methodology vis à vis the terms of reference (30pts)
- Detailed work plan for the project implementation & timelines (10pts)

(3) **Experience and qualifications of the research team [30pts]**
- Team composition, responsibilities & time to be allocated on the project (5pts)
- Team member's qualification (10pts)

- Team member's experience (15pts)
  B. Financial Proposal

[To be submitted in a separate file/document from the technical proposal]

Cost Structure:

Cost Component	Description	Estimated Cost (without taxes)
Consultant fees *(the fee is calculated per hour x the time to be spent on the project for each team member)*		
Travel expenses		
Material and resources		
Administrative costs		
Contingency fee		
Any other anticipated costs		
Total Estimated cost		

Proposal Submission:

All qualified and interested bidders should submit their proposals (technical & financial proposals) electronically through Irembo's e-procurement portal no later than 23rd September 2024 at 5 PM. Consulting firms will be required to sign up or register if they don't have an account already. This tender is listed under the "HR, Administrative and Support Service Activities" service category; be sure to include it on your profile.

After registration, our team will review your profile. You will only be allowed access after your account has been approved. Upon successful login, navigate to "Tenders" and locate Tender Number 1100011. More guidelines can be found on the signup page. All inquiries related to this tender are to be addressed to procurement@irembo.com 5 calendar days before the bidding deadline.