Expression of Interest notification for Empaneling an agency for Customer Relationship Management (CRM) System including Call Routing to designated contact numbers Campaign Management - Email/SMS/Push Notifications, Workforce Management and Workforce Optimisation, Agent Desktop, Call Recording for internal quality purposes & monitoring, Multichannel communications, Knowledge Management Training, Development of Agents & Counsellors -, Multilingual Customer Support and Performance Management

KERALA DEVELOPMENT INNOVATION STRATEGIC COUNCIL

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Contents

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1. Introduction

The Kerala Development and Innovation Strategic Council (K-DISC) a society under the Travancore Cochin Literary Scientific and Charitable Societies Act 1955 is a strategic think tank and advisory body of the Government of Kerala. In the State budget 2021, the Government of Kerala, has embarked on a major initiative to make Kerala a premier hub for the Knowledge Economy. K-DISC has been entrusted with coordinating the activities of the Kerala Knowledge Economy Mission (KKEM). The Government of Kerala had declared the Kerala Knowledge Economy Mission (KKEM) as a flagship project for providing employment to 20 lakh educated-unemployed in 5 years.

The key activities to be undertaken under the Knowledge Economy Mission are:

i. Mobilising about 60 lakh educated-unemployed and career break professionals for registration, training, and engagement on the digital portal for prospective employment.

ii. Establishing a system for career counselling of about 50 lakh and handholding them individually through the skilling and assessment programmes.

iii. Providing skilling to about 35 lakh candidates.

iv. Engaging the trained job seekers with job providers and facilitate prospective engagement for 20 lakh candidates.

v. Establishing a social security system and infrastructure support system for the Knowledge Workers engaging with job providers for working near home.

One of the most important aspects of the Knowledge Economy Mission project is to provide internship and dedicated curation and counselling.

The objective of this Expression of Interest (EOI) is to identify qualified service providers who can deliver a comprehensive CRM functions to KKEM.

Applicant should submit a proposal with the following documents to **spe07@kdisc.kerala.gov.in, on or before 30'th June 2023, 5pm** .

Shortlisted applicants would receive call for a detailed discussion by K-DISC, at a mutually convenient date immediately.

2. Terms of Reference

KDISC intends to empanel an agency for Customer Relationship Management (CRM) System, including Call Routing to designated contact numbers, Campaign Management - Email/SMS/Push Notifications, Workforce Management and Workforce Optimisation, Agent Desktop, Call Recording for internal quality purposes & monitoring, Multichannel communications, Knowledge Management Training, Development of Agents & Counselors, Multilingual Customer Support, and Performance Management. The purpose of this Expression of Interest (EOI) is to invite proposals from interested and eligible agencies to empanel with KDISC for providing these services.

Scope of Work: The scope of work includes, but is not limited to:

1. Agent Desktop with all facilities
2. Call Routing to designated contact numbers
3. Campaign Management - Email / SMS (with appropriate Templates)
4. Workforce Management and Workforce Optimisation
5. Call Recording for internal quality purposes & Monitoring
6. Multichannel communications
7. Customer Relationship Management (CRM) System

8. Knowledge Management - Training. Development of agents and councellors

9. Multilingual Customer Support

10. Performance Management

11. Call back for abandoned calls

12. Integrations with appropriate portals involved in the project

13. Report Generation reports, Email - Incoming & Outgoing Calls report, SMS Delivery reports , Email

14. Delivery reports

15. Lead Source Analysis & Report for registration status

16. Campaigns

17. Detailed Work Progress Reports -Monthly

18. CRM Access for Key Personnel for continuous monitoring & evaluation of work progress

19. Trained & Qualified Resources with appropriate Team Leaders for effective handling of the activity

Potential applicants should carefully review the specific requirements and criteria set by the K-DISC before submitting their EoI application. The applicants should submit their proposal to the designated email address within the specified deadline.

3. Template for EoI Response

3.1 Institutional Particulars

1) Reference EoI Number:[Add the number of EoI notified on K-DISC site]
2) Reference EoI Date: [Add the date of EoI notified on K-DISC site]
3) Name of the Project for which EoI Response is submitted:[Name of the K-DISC project for which EoI is notified]
4) Name of the Organisation:[Name of the bidding agency]
5) Legal Name: [Name of the organization as registered with the relevant authority]
6) Legal Status: [Indicate the legal structure of the organization, such as a partnership, society, company, etc.]
7) Registration Number: [Provide the unique registration number assigned to

the organization by the relevant authority if any]

8) Date of Registration: [Indicate the date when the organization was registered with the relevant authority]

9) Registered Address: [Provide the complete postal address of the organization's registered office]

10) Full name of the contact person :[Provide the designation of the organisation's main contact person]

11) Designation of the contact person :[Provide the full name of the organisation's main contact person]

12) Contact Mobile Phone Number: [Provide the mobile phone number the organisation's main contact person]

13) Contact e-mail id : [Provide the email address for the organisation's main contact person].

3.2 Organisational Capabilities

1) Introduction: [Provide a brief introduction about your organisation, including its history, scope of work, and mission statement]

   I.   Introduction:
        [Provide a brief introduction to the organisation, highlighting its key characteristics and purpose. This may include the organization's name, year of establishment, and core business activities. Be concise but descriptive.]

   II. History:
        [Provide a detailed history of the organisation, including key milestones, major achievements, and any significant changes or events that have impacted the organization. This may include mergers, acquisitions, leadership changes, or other noteworthy developments.]

   III. Mission:
        [Provide a clear and concise statement of the organisation's mission and vision. This should articulate the primary objectives of the organization and how it seeks to achieve them. It should also align with the objectives of the tender.]

IV. Services:

[Provide an overview of the services offered by the organisation, highlighting its key areas of expertise and its value proposition. This should describe the specific services that the organization offers and how they align with the objectives of the tender. Be sure to highlight any relevant experience or success stories related to similar projects.]

2) Organisational structure and capacity:

[Provide information on your organisation's structure and size]

I. Total number of Employees: [Provide information the number of employees]

II. Size of the management team and roles: [Provide information the number of employees in the management team and roles]

III. Size of the support staff. :[Provide information the number of employees in the support team and roles]

IV. Mention any unique capabilities or resources that set your organization apart from others in the industry.]

3) Relevant experience in the field:

[Provide information on your organisation's experience in the relevant field, including specific projects or contracts that demonstrate your organisation's capabilities. Mention any relevant experience with similar projects, clients, or stakeholders.]

I. Experience:[Provide a detailed description of the company's relevant experience in the field, including the number of years of experience and key areas of specialization. This should include information on the types of projects the company has worked on in the past, and how this experience will help us to deliver a successful project for your organization.]

II. Key Personnel:

[Provide an overview of the key personnel who will be involved in

the project, including their roles and responsibilities, as well as their relevant experience and qualifications. This should also include their certifications and any relevant training they have received.]

III. Project Experience:

[Provide details of the most relevant and recent projects that the company has completed, with a focus on projects that are similar in scope and complexity to the current tender. This should include information on the project's goals, objectives, deliverables, and outcomes.]

IV. Client References:

[Provide a list of references for the company's previous clients who can speak to their experience working with us. This should include contact information for the references, as well as a brief description of the work we did for them.]

V. Quality Management:

[Provide a brief overview of the company's quality management system, including any relevant certifications, processes, and procedures that you follow to ensure the quality of our work.]

4) Similar projects:

[Provide information on your organisation's experience with similar projects, including the size, scope, and outcomes of each project. Mention any challenges or opportunities that your organization faced during these projects and how your team overcame them.]

I. Project Details:

[Provide a brief overview of the most relevant and recent projects that are similar in scope and complexity to the current tender. This should include the project's name, location, objectives, scope, and duration. Be sure to highlight any unique challenges or requirements of the project.]

II. Services Provided:

[Describe the services that were provided on the project, highlighting

our areas of expertise and any relevant experience or success stories.]

    III.   Key Personnel:

[Provide information on the key personnel who were involved in the project, including their roles, responsibilities, and relevant experience. This should include their certifications and any relevant training they have received.]

    IV.   Project Outcomes: [Provide a summary of the outcomes achieved on the project, including any deliverables produced, milestones achieved, or other notable results. Be sure to highlight any value-added or innovative solutions that were provided and success stories.]

    V. Client References and Recommendations:

[Provide a list of references and recommendations for the project's previous clients who can speak to their experience working with you on the project. This should include contact information for the references, as well as a brief description of the work you did for them.]

    VI. Lessons Learned:

[Provide a brief summary of any lessons learned from the project, including any areas for improvement or opportunities for innovation. This will demonstrate your company's commitment to continuous improvement and ensure that any issues encountered on previous projects are addressed.]

5) Certifications & Awards received: [Mention any relevant certifications or accreditations or awards that your organisation has received.]

    i.   Name of Certification/ Awards: [Provide the name of the certification that the organisation has obtained]

    ii.   Issuing Body: [Provide the name of the organisation that issued the certification]

    iii.   Certification Number: [Provide the unique identification number assigned to the certification]

    iv.   Date of Issue: [Indicate the date when the certification was issued]

v. Expiration Date: [Indicate the date when the certification will expire]

3.3 Approach and Methodology for the Project

1. Overview of Approach: Begin by providing a high-level overview of the agency's understanding of the project, their capabilities, and their ability to deliver results.

2. Agent Desktop with all facilities: The agent desktop should provide a user-friendly interface that enables agents to access all relevant information quickly and easily. The desktop should allow agents to view customer information, history of interactions, and the ability to make notes or updates on customer accounts.

3. Call Routing to designated contact numbers: The solution should provide an advanced call routing mechanism that can intelligently route calls based on factors such as the customer's location, language preference, or the nature of the inquiry.

4. Campaign Management (Email / SMS appropriate Templates): The solution should enable the management of email and SMS campaigns with pre-designed templates for fast and efficient communication.

5. Workforce Management and Workforce Optimisation: The solution should provide tools for workforce management and optimization, such as scheduling, forecasting, and real-time adherence monitoring.

6. Call Recording for internal quality purposes & multichannel communications: The solution should enable the recording of all customer interactions across multiple channels for quality assurance purposes.

7. Multichannel communications: The solution should support multichannel communications, including voice, email, SMS, and chat.

8. Customer Relationship Management (CRM) System: The solution should have an integrated CRM system that allows agents to access customer information and track interactions.

9. Knowledge Management - Training. Development of agents and counselors: The solution should have a knowledge management system that enables the training and development of agents and counselors.

10. Multilingual Customer Support: The solution should support multilingual customer support, enabling agents to communicate with customers in their preferred language.

11. Performance Management: The solution should provide tools for performance management, such as real-time monitoring, reporting, and analytics.

12. Call back for abandoned calls: The solution should enable the automatic call back for abandoned calls, reducing customer wait times and improving customer satisfaction.

13. Integrations with appropriate portals involved in the project: The solution should integrate with appropriate portals involved in the project, such as e-commerce or support portals.

14. Report Generation (Email - Incoming & Outgoing Calls report, SMS Delivery): The solution should generate reports on incoming and outgoing calls and SMS delivery, providing insights into call volumes, wait times, and call resolution times.

15. Delivery reports: The solution should provide delivery reports for email and SMS campaigns, enabling the monitoring of campaign performance.

16. Lead Source Analysis & Report for registration status: The solution should provide lead source analysis and reports on the registration status, providing insights into the success of campaigns and identifying areas for improvement.

17. Campaigns: The solution should enable the management of campaigns, including the creation and distribution of marketing materials.

18. Detailed Work Progress Reports -Monthly: The solution should provide detailed work progress reports on a monthly basis, enabling continuous monitoring and evaluation of work progress.

19. CRM Access for Key Personnel for continuous monitoring & evaluation of work progress: The solution should provide CRM access for key personnel, enabling continuous monitoring and evaluation of work progress.

20. Trained & Qualified Resources with appropriate Team Leaders for effective handling of the activity: The solution should provide trained and qualified resources with appropriate team leaders for the effective handling of the activity.

3.4 Project Particulars

A. Project Financials

a. Project Budget: Provide an overview of the project budget, including a breakdown of costs for each activity of the project, such as cost for Customer Relationship Management (CRM) System, including Call Routing to designated contact numbers, Campaign Management - Email/SMS/Push Notifications, Workforce Management and Workforce Optimisation, Agent Desktop, Call Recording for internal quality purposes & monitoring, Multichannel communications, Knowledge Management Training, Development of Agents & Counselors, Multilingual Customer Support, and Performance Management.

Sl No	Component	cost	Remarks

b. Payment Schedule: Outline the payment schedule for the project, including the percentage of the project cost that will be paid at each milestone.

Sl No	Instalment	Payment

B. Contingency Plan: Describe your contingency plan for unexpected costs or

changes to the project scope.

C. Project Milestones

Detail the project mile stone for each activity .

Sl No	Milestone	Expected No of Days to complete the task

D. Project Deliverables

1. Agent Desktop with all facilities

- A comprehensive plan outlining the features and functionalities required in the agent desktop.

- Development of a custom agent desktop software that includes all the necessary features required to efficiently manage and respond to customer queries.

- Integration of various applications and tools, including CRM, chatbot, analytics, and communication tools, to help agents resolve customer queries quickly.

- Design and development of a user-friendly, responsive and customizable Agent Desktop interface.

- Delivery of the Agent Desktop application in a suitable format (such as a web application or a desktop application), along with all necessary documentation, licenses, and support.

- Training sessions for agents on how to effectively use the desktop features to provide excellent customer support.

2. Call Routing to designated contact numbers

- Development of an intelligent call routing system to ensure that the customer is connected with the right agent at the right time.

- Integration of call routing functionality with the CRM System, including automatic call distribution, IVR menus, and call forwarding options.

- Implementation of automatic call-back functionality for situations where the wait time for a customer is too long.

- Configuration of designated contact numbers and routing rules based on specific business requirements.

- Testing and verification of call routing functionality to ensure reliable and efficient call handling.

- Real-time monitoring and reporting of call traffic and queue status to ensure prompt handling of customer calls.

3. Campaign Management - Email / SMS (with appropriate Templates)

- Creation and implementation of effective email and SMS campaigns for KDISC to engage with customers and promote its services.

- Integration of campaign management functionality with the CRM System, including scheduling, segmentation, and tracking of email and SMS campaigns.

- Customizable templates for different types of campaigns such as welcome messages, promotional offers, etc.

- Tracking and reporting of campaign performance to measure the effectiveness of the campaigns and identify areas for improvement.

4. Workforce Management and Workforce Optimization

- Development of a workforce management and optimization plan that considers the availability and skills of the workforce.

- Implementation of a scheduling system that ensures that the right number of agents are available to handle the expected call volumes.

- Configuration of a workforce optimization system that provides agents with real-time insights and recommendations to improve their performance.

- Integration of workforce management functionality with the CRM System, including real-time monitoring of agent performance and availability.

5. Call Recording for internal quality purposes & Monitoring

- A call recording system that records all customer interactions for quality monitoring and training purposes.

- Secure storage and retrieval of call recordings, with access granted only to authorized personnel.

- Regular monitoring of call recordings to identify areas of improvement and provide feedback to agents.

6. Multichannel communications

- Development and implementation of a multichannel communication system that enables customers to reach KDISC through various channels such as phone, email, chat, social media, etc.

- Integration of the multichannel communication system with other systems such as CRM and reporting tools to provide a seamless customer experience.

- Ongoing monitoring and optimization of the multichannel communication system.

7. Customer Relationship Management (CRM) System:

- Design and development of a comprehensive CRM System to manage customer interactions, profiles, preferences, and feedback.

- Integration of all other modules and functionality (such as call routing, campaign management, and workforce management) with the CRM System.

- Configuration of CRM rules and workflows based on specific business requirements.

Testing and verification of the CRM System to ensure accurate and complete customer data and effective customer engagement.

8. Knowledge Management - Training. Development of agents and counselors

- Design and development of a knowledge management module to capture and share information, policies, procedures, and best practices.

- Development and implementation of a knowledge management system that enables agents and counselors to access the information they need to effectively assist customers.

- Regular training sessions for agents and counselors to keep them updated with the latest information and best practices.

9. Multilingual Customer Support:

- Design and development of a multilingual support module to support customers in various languages.

- Integration of multilingual support functionality with the CRM System, including language-specific communication channels, templates, and workflows.

- Recruiting and training of agents who are proficient in the required languages.

- Ongoing monitoring and optimization of the multilingual customer support system to ensure high-quality service.

10. Performance Management

- Development and implementation of a performance management system to monitor and improve the performance of agents and counselors.

- Creation of performance metrics and KPIs that align with KDISC's business objectives.

- Regular performance reviews and feedback sessions for agents and counselors

- Actionable insights and recommendations for improving overall performance

11. Call back for abandoned calls

- Automated call back feature for customers who abandoned their calls

- Real-time notifications to agents and counselors about call backs

- Integration with CRM system for call back scheduling and tracking

- Customizable call back options for customers, including preferred time and date

12. Integrations with appropriate portals involved in the project:

- Comprehensive analysis and identification of all relevant portals and systems that need to be integrated

- Customized integration solutions based on the requirements of each portal or system

- Seamless integration between KDISC's CRM system and all relevant portals and systems

- Testing and validation of all integrations before deployment

13. Report Generation:

- Customizable reports for incoming and outgoing calls, SMS deliveries, and emails

- Real-time report generation and distribution to designated personnel

- Interactive dashboards for easy data visualization and analysis

- Ad-hoc reporting capabilities for on-demand analysis and reporting

14. Delivery reports:

- Detailed reports for tracking the delivery of SMS messages and emails

- Real-time notifications for delivery failures or delays

- Automated re-sending of failed messages or emails

- Comprehensive analysis of delivery performance and insights for optimizing future messaging campaigns

15. Lead Source Analysis & Report for registration status:

- Comprehensive analysis of lead sources and channels for KDISC's campaigns

- Detailed reports for tracking the registration status of leads

- Customizable lead source tracking and reporting based on KDISC's requirements

- Actionable insights and recommendations for optimizing lead generation and conversion

16. Campaigns:

- Customizable email and SMS templates for campaigns

- Automated campaign scheduling and tracking

- Integration with CRM system for lead tracking and management

- Comprehensive campaign performance tracking and reporting

17. Detailed Work Progress Reports -Monthly:

- Customizable monthly work progress reports based on KDISC's requirements

- Real-time progress tracking and reporting

- Analysis of key performance metrics and trends

- Actionable insights and recommendations for improving overall work progress

18. CRM Access for Key Personnel for continuous monitoring & evaluation of work progress:

- Customizable CRM access permissions based on personnel roles and responsibilities

- Real-time monitoring and evaluation of work progress by key personnel

- Customized dashboards and reports for each personnel based on their requirements

- Integration with KDISC's performance management system for comprehensive performance tracking and evaluation

19. Trained & Qualified Resources with appropriate Team Leaders for effective handling of the activity:

- Comprehensive training and development programs for agents and counselors

- Customized training and coaching based on individual performance and development needs

- Qualified and experienced team leaders for effective team management and performance improvement

- Regular feedback sessions and continuous improvement initiatives

Sl No	Deliverable	Subcomponents	Timeframe	Mechanism for verification of achievement

4. Evaluation Criteria

4.1 Institutional Particulars

A. Grading Schema – Part I
  1) Introduction of the Organisation (20 points):
    I.   Clarity and conciseness of the introduction (5 points)
    II. Demonstrated understanding of the project scope and requirements (10 points)
    III. Presentation of the organisation's values, mission, and vision (2 points)
    IV. Overall quality and professionalism of the presentation (3 points)
  2) Organisational Structure (15 points):
    I.   Clear description of the organisational structure (5 points)
    II. Presentation of the organisation's team and key personnel (5

points)

    III.   Explanation of the roles and responsibilities of the team members (3 points)

    IV.   Overall quality and professionalism of the presentation (2 points)

3) Relevant Experience in the Field (30 points):

    I.   Demonstrated relevant experience in the field (10 points)

    II.   Presentation of the Organisation's expertise and capabilities (10 points)

    III.   Clarity and conciseness of the project descriptions (8 points)

    IV.   Overall quality and professionalism of the presentation (2 points)

4) Similar Projects (30 points):

    I.   Demonstrated experience in similar projects (10 points)

    II.   Presentation of the organisation's relevant experience and success stories (10 points)

    III.   Explanation of how this experience will help the organization deliver a successful project (8 points)

    IV.   Overall quality and professionalism of the presentation (2 points)

5) Certifications (5 points):

    I.   Presentation of the organisation's relevant life certifications and qualifications (3 points)

    II.   Explanation of how these certifications will benefit the project (2 points)

A. Overall ranking Part I

An overall ranking shall be done. This ranking system provides a simple and objective way to evaluate the responses and assign grades based on the points earned. It can also help to ensure consistency and fairness in the evaluation process, as all responses are evaluated using the same criteria and grading scale.

Sub Component	Introduction of the Organisation	Organisational Structure	Relevant Experience in the Field	Similar Projects	Certifications
1					
2					
3					
4					
Total points					
Component wise ranking					
Overall points					
Overall Ranking					
Remarks					

I.   75-100 points: Excellent
II. 50-74 points: Good
III. 1-49 points: Fair

Excellent: A response that meets or exceeds all of the evaluation criteria and demonstrates outstanding performance in every aspect.

Good: A response that meets most of the evaluation criteria and demonstrates a good understanding of the project requirements, but may have some weaknesses in one or more areas.

Fair: A response that meets only some of the evaluation criteria and has significant weaknesses or gaps in understanding of the project requirements.

4.2 Approach and Methodology for the Project.

A. Grading Schema Part II

1. Overview of Approach (20 points):

    I. Clarity of project overview and understanding of project goals
    II. Coherence of proposed approach with the objectives of the project
    III. Feasibility of proposed approach within the given timeframe and resources
    IV. Identification and mitigation of potential risks associated with the approach

2. Communication and Interaction (20 points):

    i. Agent Desktop with all facilities
    ii. Call Routing to designated contact numbers
    iii. Multichannel communications
    iv. Call back for abandoned calls
    v. Integrations with appropriate portals involved in the project
    vi. Multilingual Customer Support

3. Management and Optimization (20 points):

    i. Campaign Management - Email / SMS (with appropriate Templates)
    ii. Workforce Management and Workforce Optimisation
    iii. Performance Management
    iv. Detailed Work Progress Reports -Monthly

4. Customer Relationship Management and Support (30 points):

    i. Customer Relationship Management (CRM) System
    ii. Knowledge Management - Training. Development of agents and counsellors
    iii. Report Generation reports, Email - Incoming & Outgoing Calls report, SMS Delivery reports, Email
    iv. Delivery reports
    v. Lead Source Analysis & Report for registration status
    vi. CRM Access for Key Personnel for continuous monitoring & evaluation of work progress

       vii.   Trained & Qualified Resources with appropriate Team Leaders for effective handling of the activity

5. Quality Management (10 points):

       i.   Call Recording for internal quality purposes & Monitoring

B. Overall ranking – Part II

An overall ranking shall be done. This ranking system provides a simple and objective way to evaluate the responses and assign grades based on the points earned. It can also help to ensure consistency and fairness in the evaluation process, as all responses are evaluated using the same criteria and grading scale.

Sub Component	Over view of Approach	Communication and Interaction	Management and Optimization	Customer Relationship Management and Support	Quality Management
1					
2					
3					
4					
Total points					
Component wise ranking					
Overall Points					
Overall Ranking					
Remarks					

     I. 75-100 points: Excellent

     II. 50-74 points: Good

     III. 1-49 points: Fair

Excellent: The response is comprehensive, well-organised, and demonstrates exceptional understanding of the project goals and requirements. The proposed approach is innovative, feasible, and clearly addresses all aspects of the evaluation framework with a high level of detail and precision. The response presents compelling evidence of the agency's ability to deliver the project within the given timeframe and resources.

Good: The response is clear and coherent, and demonstrates good understanding of the project goals and requirements. The proposed approach is feasible and addresses most aspects of the evaluation framework with sufficient detail and precision. The response presents evidence of the agency's ability to deliver the project within the given timeframe and resources.

Fair: The response is incomplete, unclear, or does not demonstrate sufficient understanding of the project goals and requirements. The proposed approach is not feasible or does not address important aspects of the evaluation framework with the necessary detail and precision. The response does not present convincing evidence of the agency's ability to deliver the project within the given timeframe and resources.

4.3 Project Particulars

A. Grading Schema - Part III

1. Project Financial (100 points)

 I. Clarity, feasibility, and appropriateness of budget allocation (80 points)

 II. Realistic and reasonable payment schedule (10 points)

 III. Presence of contingency plan and its feasibility (10 points)

2. Project Milestones (50 points)

I. Completeness and appropriateness of the milestones for each activity (15 points)

II. Realistic and reasonable timeline for each milestone (20 points)

III. Clarity and completeness of the expected number of days to complete each task (15 points)

3. Project Deliverables (50 points)

I. Completeness and appropriateness of the Communication and Interaction (15 points)

II. Completeness and appropriateness of Management and Optimization (15 points)

III.Completeness and appropriateness of the Customer Relationship Management and Support (15 points)

IV. Completeness and appropriateness of Quality Management (5 points)

A. Overall ranking – Part III

Based on the proposed evaluation framework, we can assign the following grading system:

Sub Component	Project Financial	Project Milestone	Project Deliverables
1			
2			
3			
4			
Total points			
Component wise ranking			
Overall Points			
Overall Ranking			
Remarks			

I. 150-200 points: Excellent

II.   100-150 points: Good

III.   1-100 points: Fair

Excellent: An excellent offer demonstrates exceptional quality and comprehensiveness in all aspects of the offer. The proposal would be well-structured, with clear milestones, timelines and budget, and would provide a detailed and realistic plan for execution

Good: A good offer would demonstrate a strong understanding of the project requirements, with a clear and well-structured approach to the implementation. It would provide a feasible plan with reasonable timelines and budget.

Fair: A fair offer would demonstrate a basic understanding of the project requirements, but may lack the depth and detail required for successful implementation. It would showcase a plan that may not be fully feasible or realistic. The team may have limitations to complete the project on time and within budget. Instructions for Internal processing.

5. Consolidated Ranking

SI.No	Part	Points Obtained	Ranking
1	I		
2	II		
3	III		
Overall			

I.   300-400 points: Excellent

II.   200-300 points: Good

III.   1-200 points: Fair

Excellent: An excellent offer demonstrates exceptional quality and comprehensiveness in all the overall aspects of the projects and its components. The proposal would be well- structured, with clear milestones, timelines and budget, and would provide a detailed and realistic plan for execution

Good: A good offer would demonstrate a strong understanding of the overall project and its components, with a clear and well-structured approach to the implementation. It would provide a feasible plan with reasonable timelines and budget.

Fair: A fair offer would demonstrate a basic understanding of the overall aspects of the project and its components, but may lack the depth and detail required for successful implementation. It would showcase a plan that may not be fully feasible or realistic. The team may have limitations to complete the project on time and within budget. Instructions for Internal processing.