



Letter of Invitation (LOI)

AOS Ltd is inviting competent companies to submit their best proposals to survey on the satisfaction of its clients.

More details on the services are provided in the Terms of Reference.

Interested companies should send their bid documents to the following email: procurement@aos.rw not later than 8th June 2022 at **5pm, late bids will be rejected.**

The company will be selected under the selection criteria of quality and cost-based selection method (*QCBS*) and procedures described in this RFP.

NOTE: interested survey companies should drop by AOS Ltd office at KBC building 3rd floor to pick sample questionnaire at office from the time they see this advertisement.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Seong Woo KIM', is written over the 'Yours sincerely' text.

Seong Woo KIM

Chief Executive Officer

AOS Ltd



AOS LTD MISSION

AOS is to be the leading ICT Company in Africa by delivering the best solutions through global sourcing to exceed client needs.

Purpose of The Customer Satisfaction Survey (CSAT)

To assess the customers' overall satisfaction and perception of the organization's Services.

The insights generated from CSAT will be vital to gauge Our customer's needs, understand and reduce barriers our customers are facing with our services. The survey will solicit feedback and suggestions on how to improve the quality and efficiency in customer segments by their score.

Rate scales and in-depth open-ended questions will be used to measure and understand changes and patterns over time and gain a deeper understanding of whether we are meeting the customer's expectations.

CSAT, will be Predictor of Customer Loyalty, Customer Retention, Service repurchases and Customer Referral.

Survey Methodology:

The research/survey agency shall recommend methodologies and Channels on how the survey will be conducted depending on the Company present undertakings and needs.

Scope of Work:

The selected research/survey agency must undertake the following activities:

- Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of satisfaction;
- Determine the quality of service delivery as perceived by the Customers;
- Identify whether Customer expectations are being met or otherwise.
- Identify gaps in our service delivery.
- Identify the sources of customer complaints/dissatisfaction in regards to service delivery.
- Incorporate in the analysis the result gathered from the internally conducted customer satisfaction survey from different events including focus group meetings.
- Propose service improvement measures, prepare and deliver a comprehensive report detailing the methodology, findings and recommendations from the assessment.

Coverage and Minimum Sample size to be surveyed.

Particulars	Sample Size	AOS services
Medium Customer (Existing Private Customers)	30	-Cloud - Colocation - Webhosting -Back up as service
Small Customers (Existing Private Customers)	30	-Cloud - Colocation - Webhosting - Back up as Service

Deliverables:

- A report sharing methodology and tools to be used, This should be presented within 5 calendar days before signing the contract.
- Draft report on survey findings, recommendations, and suggestions on how to improve customer service in a manner which addresses customer concerns within the framework of AOS LTD mandate to be done within 3 weeks.
- Final report on findings and recommendations taking account the Corporation's comments on draft report in both hard and soft copy within 30 calendar days after.
- Sign a Non-Disclosure and Confidentiality Agreement to ensure confidentiality of any data (e.g. contact details of customers) provided by AOS Ltd.

PROPOSAL:

The research/survey agency will be expected to submit technical and financial proposals which include

- A brief profile and description of the research/survey agency demonstrating their ability to achieve tight deadlines and flexibility in meeting the client's needs.
- A brief profile of **at least 4 personnel** who will be assigned to the research showing areas of specialization.

Qualification of the Research/Survey Agency:

- Has at least 3 years of experience in conducting customer satisfaction research and surveys, including the analysis and presentation.
- Has own proprietary research tool/s or methodology which is internationally accepted that provides clients with comprehensive insights on customer satisfaction and perception.
- Should be able to provide a brief presentation of their credentials prior to presenting their research proposal.
- Agency should be a member of any National or internationally recognized association of marketing research agencies.

Key Personnel (Agents) Qualifications and Experiences (CVs should be attached)

- Bachelor's degree in the research field or related.
- Strong research and analytical skills.
- The ability to explain clearly and present confidence.
- IT literacy, Knowledge and experience of social research methods and statistical techniques.
- Organizational abilities and Teamwork Skill.
- The ability to communicate confidently with people in influential positions.
- Proficiency in English and Kinyarwanda

Support Language.

- The language of the Survey and contract will be English.

Duration of the assignment

- The successful Research Agency will deliver a report on the Findings in 4 Weeks.

Approved Budget for the Contract

- The financial proposal should be in Rwandan francs and be all tax inclusive.

Administrative documents required

- **Bid submission letter signed and stamped**
- **Trade license**
- **Valid tax clearance certificate by RRA**
- **RSSB certificate**