

Annex A: Terms of Reference

Korea/RFQ/PSP/2021/03

Provision of Short Messaging Services (SMS) for the Private Sector Partnerships of United Nations
High Commissioner Korea

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1 Introduction

1.1 Background

The Office of the United Nations High Commissioner for Refugees was established on 14 December 1950 by the United Nations General Assembly. UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution of refugee problems. UNHCR is an impartial organization, offering protection and assistance to refugees and others based on their needs and irrespective of their race, religion, political opinion or gender. In all its activities, UNHCR pays attention to the needs of children and seeks to promote the equal rights of women and girls. In its efforts to protect refugees and to promote solutions to their problems, UNHCR works in partnership with governments, regional organizations, international and non-governmental organizations.

Since UNHCR started its Private Sector Partnership operation in Korea in 2009, UNHCR Korea has been raised awareness of refugee issues and asked individuals to support UNHCR's activities through various channels and reached over 250,000 individual giving donors.

As the number of donors are increased, UNHCR Korea needs to contact donors with various communication methods. Currently we use phone calls, emails, post and SMS, donors prefer SMS as the communication method based on donor survey. UNHCR Korea uses SMS service more actively in conducting cash appeals, impact messages and communicating with donors for donor event.

1.2 Statement of purpose & objectives

UNHCR Korea is seeking to appoint a SMS service provider including MO service (Mobile-Originated Service) to communicate with donors via mobile phone.

The selected vendor will provide the MO service which is an online text messaging platform to send and receive SMS (Short Message Service), LMS (Long Message Service) and MMS (Multimedia Message Service).

Project duration: service starting from the appointment of the selected service provider until 31 December 2021.

2 Requirements

2.1 *Activities and deliverables*

The Vendor should be able to provide an independent platform for UNHCR to load data and send SMS in Korean. The platform should be easy to operate and the access should be controlled by UNHCR, in other words, the vendor should not have access to the data.

The SMS platform should:

- Allow user to customize sender name
- Include reports that can capture the delivery status and response rate. We should be allowed to generate reports on monthly and daily basis
- Include MO service that can receive and accumulate donor's response and message for us to follow up each donor's response. We will use 2 MO numbers
- Allow merge function in order for us to have personalize message
- Provide schedule send function

The quantities provided in **Annex B** are estimated volumes, actual usage may vary.

2.2 *Applicable general conditions*

Please indicate your acknowledgement of the UNHCR General Conditions of Contract for the Provision of Services (**Annex C**) by signing and company stamping this document.

2.3 *Special data protection conditions*

Please indicate your acknowledgement of the UNHCR Special Data Protection Conditions (**Annex D**) by signing and company stamping this document.

3 Content of the offer and evaluation

3.1 Technical proposal

Please make sure that you submit the necessary information in your technical proposal to establish compliance with the below eligibility criteria. There is no set format to present your proposal, it can be a pdf, word, power point presentation etc. Please note that general company profile will be **NOT** be accepted.

The evaluation will be based on a pass/fail (Yes or No) method. Your proposal can be in Korean and/or English and has to be compliant with **all** the below listed criteria to be considered as compliant:

Criteria (pass or fail)	Documents, information to be provided to establish compliance with the set criteria
Proficiency in English and Korean	In your technical proposal, please confirm that your company can <u>work and process data in both English and Korean.</u>
Allow user to customize sender name for every special campaign	In your technical proposal, please describe <u>how to use and at least provide one (1) sample</u> you have.
Provide schedule send function	In your technical proposal, please describe <u>your schedule sending function and any limitation.</u>
Allow merge function for us to have personalized the message	In your technical proposal, please describe <u>the merge function and some examples for demonstration.</u>
Include reports / provide the search function that can track the sending records.	In your technical proposal, please describe <u>the searching function and the report.</u>
Include reports that can capture the delivery status, response rate.	In your technical proposal, please provide <u>the template/sample of your reports</u> to manage UNHCR account with a short description. We should be allowed to generate reports on monthly and daily basis
Provide MO service and 2 MO numbers	In your technical proposal, please describe <u>how to use and samples for MO service function.</u> MO service should receive and accumulate donor's response and message so that it will allow us to follow up each donor's response

3.2 Financial proposal

Please fill in the Financial Quotation (**Annex B**) for your price proposal. Your financial proposal must be all-inclusive, meaning that no further cost will be absorbed by UNHCR in case of selection.

UNHCR is exempted from all direct taxes, with this regards the price must be given without any local taxes. Please use a single currency (KRW) to provide your quotation.

UNHCR shall pay the Vendor within thirty (30) days after satisfying completion of the Services requested for setting up all necessary tools and platforms. Payment for the SMS service will be made on monthly basis after satisfactory completion of each service. Payment shall be made against the invoice and based on the quotation submitted by the Vendor.

4 Bid submission

The offers are to be submitted via UNHCR online bidding system, called eTenderBox. Please read eTenderBox manual and guide for registration. Your quotation must be valid as least for 30 days. You need a valid email address and a password to access the tender to upload your bids.

<http://etenderbox.unhcr.org>

The deadline to receive your proposal is: 24th of March 2021 23:59 pm (Korea time)

For any question, please contact Ji Eun Song at songj@unhcr.org and Mathieu Mal at mal@unhcr.org