

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Request for Expressions of Interest

Telemarketing Services for UNICEF Greece Partnership Office

(REOI/2019/002)

Issuance Date: 15 October 2019

Closing Date: 24 October 2019 @ 16:00 Hours Geneva Time

Reference: REOI – Telemarketing services for UNICEF Greece Partnership Office

Background

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

After a three-year presence in Greece, UNICEF's Refugee and Migrant Response in Greece is expanding its scope of work in the country under a Greece Partnership Office (GPO), within the framework of cooperation of Europe and Central Asia Regional Office, and plans to develop a telemarketing outbound campaign, in support to the resource mobilization efforts and outreach to potential private donors in Greece.

Purpose and objective

UNICEF is planning to communicate with inactive pledge donors and supporters that have been firstly contacted via Direct mail and email channel, to establish a good relationship and reactivate their commitment to UNICEF, through a well-developed telemarketing outbound campaign for the following:

A. RECAPTURING 2018 REVOKED PLEDGE DONATION

- Target: pledge donors who revoked their donation
- Goal: to ask donors to reactivate their donation
- Expected volumes: 15,000 records
- Expected outcomes: estimation aims to achieve a 60% contact rate and a 50% response rate from those contacted.
- Deliverable: 12 Euro average monthly gift

B. CONVERSION ONE-OFF TO PLEDGE

- Target: one-off inactive donors
- Goal: to convert one-off donor into pledge givers
- Expected volumes: 20,000 records
- Expected outcomes: estimation aims to achieve a 60% contact rate and a 10% response rate from those contacted.
- Deliverable: 12 Euro average monthly gift

Scope of work

UNICEF expects that all items that will be required to deliver the below mentioned service components are clearly outlined in the company's offer.

The service provider is required to define the standard service requirements of:

- Standard working team (number of operators, training, management and dedicated account)
- Timing for the start-up (including the production of scripts and training to the operators)
- Expected contact rate and number of dialing types
- Minimum/maximum volume of weekly calls able to manage (if any)
- Minimum/maximum number of dialing attempts per contact
- Availability of information sharing systems
- Availability of a redirecting system for calls requiring special handling by UNICEF
- An experienced dedicated service supervisor will be required

Deliverables

For both campaigns, the service provider will consider as standard requests:

- Data capturing on donors' database
- Voice recording of donors' agreement details (personal details, telephone numbers, bank account details, credit card details, gift details, and extra comments)
- Complaint capturing
- Weekly training/coaching sessions to callers (provided by UNICEF)

UNICEF requests an experienced dedicated service supervisor, his/her main roles will be:

- Coordinating the whole activity and service
- Service administration
- Data collection, analysis and performance management
- Team management and training
- Monitoring the quality of service
- Daily problem solving
- Coordination with UNICEF GPO
- Deliver reports
- Planning, organizing and optimizing activities

Specifications on scripts:

- UNICEF will provide two different scripts for the lists of contacts

Expected parameters to be considered in your response:

- Monthly donations/pledges may be set up by direct debit (Single European Payments Area) or credit card (Visa/MasterCard/Diners Club only)
- Minimum acceptable monthly donation / pledge must be 10€/month
- If any additional payment indicator, put forward for consideration
- Telemarketing will be launched no later than 15 November 2019
- Telemarketing operations must be active from Monday to Friday 9:00 - 15:00 and 17:30 - 20:00 and Saturday from 9:00 to 15:00
- Service provider will provide also details on how to cope with extra time and holiday time

Interested agencies are requested to share the following information with UNICEF:

A. Capability Statement

A brief capability statement concisely presented and structured in the following order to include the following information (maximum 10 pages):

- Description of the company, its experience and organization. A description of the company with the following documents: company profile, registration certificate, last audit reports, and any other information that will facilitate our evaluation of your company's substantive reliability, financial and managerial capacity to provide the services.
- Understanding of the requirements of the Service, proposed approach, solutions, methodology and timeline; Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your company would respond to the TOR.
- Proposed personnel to carry out the assignment: The composition of the team you propose to provide; Curriculum Vitae of core staff, roles the proposed individuals would play in providing the services. Knowledge of Greek Language is essential.

B. Pricing model

UNICEF is interested in receiving your costs for these services in the attached format.

C. Procedure for submission of the information:

Expressions of interest (Not more than ten (10) A4 size pages) must be sent to PFPprocurement@unicef.org by 24 October 2019, 16:00 Hours Geneva Time

Vendors are kindly requested to ensure that their full current contact details (contact person details, postal/e-mail/telephone/ fax) are included in their submission.

Note:

- i. This REOI is strictly to request interest and shall not be understood as any sign of award of a contract or as any form of commitment from UNICEF to any company/institution.
- ii. A response does not automatically ensure that a company/academia/corporate institution will be contacted or invited to tender in case UNICEF decides to tender for this assignment.
- iii. UNICEF reserves the right to change or cancel the requirement at any time during the REOI and/or solicitation process.
- iv. All submissions will be treated confidentially.