

DATE: 23 April 2024

**REQUEST FOR PROPOSAL: RFP/24/009/RBAP/PSP**

**Request for Proposal for the Telemarketing Services for UNHCR Private Sector Partnerships in the Republic of Korea**

**CLOSING DATE AND TIME: 13 May 2024 by 23:59 UTC +9hrs. (Korea time zone)**

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**INTRODUCTION TO UNHCR**

The Office of the United Nations High Commissioner for Refugees was established on 14 December 1950 by the United Nations General Assembly. The agency is mandated to lead and co-ordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and well-being of refugees. It also has a mandate to help stateless people.

In more than seven decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 18,879 people in 137 countries continues to help over 110 million UNHCR's persons of concern around the world. For further information on UNHCR, its mandate and operations, please see <http://www.unhcr.org> or [www.unhcr.org/kr](http://www.unhcr.org/kr)

**1. REQUIREMENTS**

UNHCR PSP Korea is seeking to enter into frame agreement with a qualified agency to provide outbound telemarketing services for donor development, with initial duration of 12-months, potentially extendable for a further period of two times 12-months period, upon satisfactory performance, as per below:

Phase 1: 1 July 2024 – end of June 2025 (12-months)  
Phase 2: 1 July 2025 – end of June 2026 (12-months)  
Phase 3: 1 July 2026 – end of June 2027 (12-months)

**1.1.1 Objectives for Telemarketing Services**

To implement telemarketing services the agency is expected to achieve following targets:

- 40% average contact rate for overall outbound calls
- 30% success rate for Upgrade calls (vs. valid contact)
- 30% success rate for Reactivation of actively lapsed donors (vs. valid contact)
- 10% success rate for Conversion calls (vs. valid contact)

The breakdown the number of donors for call programs are as below:

Telemarketing Calls	Phase 1	Phase 2	Phase 3	Total
Upgrade Call	12,000	15,000	16,000	43,000
Reactivation Call	10,000	10,800	12,000	32,800
Conversion Call	3,000	4,000	6,000	13,000
<b>Total</b>	<b>25,000</b>	<b>29,800</b>	<b>34,000</b>	<b>88,800</b>

The call volumes indicated are our best estimates based on the knowledge we have to date and are subject to change. The number of calls may vary and are subject to UNHCR's confirmation.

**IMPORTANT:**

The Terms of Reference (TOR) are detailed in Annex A of this document.

**IMPORTANT:**

When a Frame Agreement is awarded, either party can terminate the agreement only upon 30 days' notice, in writing to the other party.

The initiation of conciliation or arbitral proceedings in accordance with **article 18** "settlement of disputes" of the UNHCR General Conditions of Contracts for the provision of Goods and Services shall not be deemed to be a "cause" for or otherwise to be in itself a termination clause.

**2. BIDDING INFORMATION:****2.1. RFP DOCUMENTS**

The following annexes form an integral part of this Request for Proposal:

Annex A:	Terms of Reference (TORs) (Korean/English)
Annex B:	Financial Offer Form (Korean/English)
Annex C:	Vendor Registration Form (only English)
Annex D:	UNHCR Special Data Protection Conditions (only English)
Annex E:	UNHCR General Conditions of Contracts for the Provision of Services (only English)
Annex F:	eTenderBox Supplier User Manual (Korean/English)
Annex G:	Registration Guide for eTenderBox (Korean/English)

Please kindly note that this RFP is also posted on the UNHCR global site and the United Nations Global Marketplace (UNGM) site.

**2.2 ACKNOWLEDGMENT**

We would appreciate your informing us of the receipt of this RFP by return e-mail Rachel Bagnall at [bagnall@unhcr.org](mailto:bagnall@unhcr.org) and Yun Ling at [ling@unhcr.org](mailto:ling@unhcr.org) as to:

- Your confirmation of receipt of this request for proposal
- Whether or not you will be submitting your proposal

**IMPORTANT:**

Failure to send the above requested information may result in the disqualification of your offer from further evaluation.

**2.3 REQUESTS FOR CLARIFICATION**

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to Rachel Bagnall at [bagnall@unhcr.org](mailto:bagnall@unhcr.org) and Yun Ling at [ling@unhcr.org](mailto:ling@unhcr.org) **the deadline for receipt of questions is the 30 April 2024 23:59 UTC +9 hrs. (Korea time zone)**. Bidders are requested to keep all questions concise.

**IMPORTANT:**

**Please note that Bid Submissions are NOT to be sent to the e-mail address above. This may lead to disqualification.**

UNHCR will compile the questions received and plans to publish them on UNHCR Global website and UNGM shortly after the query closing date. UNHCR may, at its discretion, copy any reply to a particular question to all other invited bidders at once.

**2.4 PRE-SELECTION CRITERIA (compliance with these criteria is mandatory)**

To be eligible to participate in this bidding, your company must be compliant with the below **pre-selection criteria**. Failure to comply will result in disqualification.

Criteria (pass or fail)	Documents, and information to be provided to establish compliance with the set criteria
Your company must be registered and eligible to do business in Korea	To establish compliance with these criteria: 1. Copy of Certificate of Business Registration/ Certificate of Incorporation is to be sent 2. Vendor registration form to be filled out and submitted (Annex C)*
Data protection	Compliance with UNHCR data protection clause, please sign Annex D and send along with your proposal.
UNHCR General Terms and Conditions	Compliance with UNHCR general terms and conditions (Annex E)
Security of data and information	Your company must be compliant with <b>ONE</b> of the below requirements and submit the copy of certificate: 1. ISO 27001 ( <a href="https://www.iso.org/isoiec-27001-information-security.html">https://www.iso.org/isoiec-27001-information-security.html</a> ) 2. Personal information & Information Security Management System (ISMS-P) ( <a href="https://isms.kisa.or.kr/main/ispims/intro">https://isms.kisa.or.kr/main/ispims/intro</a> )

## 2.5 YOUR OFFER

Your offer can be prepared in Korean or English. Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may not be taken into consideration.

### **IMPORTANT:**

Inclusion of copies of your offer with any correspondence sent directly to the attention of the responsible buyer or any other UNHCR staff other than the submission e-mail address will result in disqualification of the offer. Please send your bid directly to the address provided in the "Submission of Bid" section 2. of this Cover Letter

Your offer shall comprise the following two sets of documents:

- Technical offer
- Financial offer

### 2.5.1 CONTENT OF THE TECHNICAL OFFER

#### **IMPORTANT:**

No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

Please refer to Annex A section 2 requirements.

**No pricing information can be added to the technical proposal.  
You can submit your proposal in EN or KOR.**

### 2.5.2 CONTENT OF THE FINANCIAL OFFER

Your separate **Financial Offer** must contain an overall offer in a single currency, which shall be South Korean Won (KRW).

The financial offer must cover all the services to be provided (price "all inclusive").

The Financial Offer is to be submitted as per the Financial Offer Form (Annex B). Bids that have a different price structure may not be accepted.

UNHCR is exempt from all direct taxes and customs duties. With this regard, price has to be given without VAT.

You are requested to hold your offer valid for ninety (90) days from the deadline for submission. UNHCR will make its best effort to select a company within this period. UNHCR's standard payment terms are within thirty (30) days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment. Any activity undertaken or expenses incurred in preparation of a contract before an actual contract is signed shall be borne by the Bidder. An advance notice or information of award is not to be considered as a contract.

UNHCR will not provide any advance payments or payments by letter of credit. The standard payment terms are by bank transfer net thirty (30) days after acceptance of contractor's invoice and delivery of the goods to the and/or acceptance by UNHCR of the services.

## 2.6 **BID EVALUATION:**

Each proposal from a Bidder will be considered separately and independently. Bidders shall submit a complete proposal for each solicitation in which they wish to participate. Award of a previous contract with UNHCR will not be considered in itself as a preference or guarantee for the award of future solicitations on the same subject.

### 2.6.1 **TECHNICAL EVALUATION:**

**Only offers passed the pre-selection will be technically evaluated.**

The Technical offer will be evaluated using inter alia the following criteria and percentage distribution: 70% of the total score (on a 100-point scale, i.e. max 70 points obtainable for the technical offer). Please find hereunder the detailed scoring breakdown.

<b>Company Qualifications (max 15 points)</b>	<b>Documents, information to be provided to establish compliance with the set criteria</b>
Service provision experience in the non-profit sector (max 10 points)	Please list your clients for telemarketing services currently underway and/or completed in the non-profit sector (i.e., in the charity sector), and describe the type of calls and duration of work with each non-profit organization.  The scores will be allocated for the number of clients and years of work.
Service provision experience in the for-profit (private) sector (max 5 points)	Please list your clients for telemarketing services currently underway and/or completed in the for-profit sector (i.e., private sector).  The scores will be allocated to the number of clients.
<b>Proposed Services (max 40 points)</b>	<b>Documents and information to be provided to establish compliance with the set criteria</b>
Telemarketing Services listed under section 2.1 (max 20 points)	A description of your company strategy to offer Telemarketing Services as described under section 2.1.  The scores will be allocated based on the comprehensiveness and the quality of the strategy proposed

Compliance with standards and services listed under section 2.2 (max 10 points)	<p>A comprehensive proposal is presented by addressing requirements under section 2.2.</p> <p>The scores will be allocated based on the comprehensiveness and compliance.</p>
Compliance with operations management services listed under section 2.3 (max 10 points)	<p>A comprehensive proposal is presented by addressing all requirements under section 2.3.</p> <p>Please include:</p> <ul style="list-style-type: none"> <li>○ one (1) sample report for daily results</li> <li>○ one (1) sample report for monthly results including performance analysis</li> </ul> <p><i>Please note that without samples, 0 points will be given.</i></p>
<b>Personnel Qualifications (max 15 points)</b>	<b>Documents and information to be provided to establish compliance with the set criteria</b>
Experience and skills of a dedicated team who will work on UNHCR project. (max 15 points)	<p>Experience of core people who will work on UNHCR project. (Including experience with similar projects)</p> <p>The scores will be allocated based on the average years` of relevant experience of the core people.</p> <p>Please include:</p> <ul style="list-style-type: none"> <li>• CV or bio of the people that will be assigned to UNHCR account (max half A4 page)</li> </ul> <p><i>Please note that without the CVs, 0 points will be given.</i></p>

The minimum passing score of the evaluation is 42 out of 70; if a bid does not meet the minimum, it will be deemed technically non-compliant and will not proceed to the financial evaluation.

## 2.6.2 **FINANCIAL EVALUATION:**

The **Financial offer** will use the following percentage distribution: **30%** from the total score.

The financial component will be analyzed only for those suppliers that pass the technical evaluation.

The maximum number of points (30) will be allotted to the lowest cost per responder offered in Annex B. All other offers will receive points in inverse proportion to the lowest cost per responder.

## 2.7 **SUBMISSION OF BID:**

Bids should be submitted by file upload to eTenderBox, the online bid registration tool of UNHCR. The eTenderBox can be accessed via the following URL:  
<http://etenderbox.unhcr.org>

In order to use eTenderBox, registration on the website is required. This registration is exclusively for eTenderBox and does not replace any other registration with UNHCR.

A supplier should have only one registered email account in the system. The supplier must use only that eTenderBox account for managing its offers to UNHCR.

In case the password is forgotten that account cannot be used anymore, and new registration is required. The eTenderBox Registration Guide and Use Manual are available at the above URL and provided as annexes to this RFP.

<b>IMPORTANT:</b>
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The technical offer and financial offer are to be sent in separate documents. Failure to do so may result in disqualification.

Allowed extension for files to upload are .doc, .docx, .xls, .xlsx, .rtf, .png, .jpg, .jpeg, .pdf, .txt, .zip, .ppt, .pptx, .mbp, .rar, .gif, .tif and .tiff. Executable files (.exe, .bat, .cmd, etc.) should not be uploaded. The maximum size limit per file is 10MB.

Uploaded files can be amended by the Supplier while the tender is open. The selected files for upload are submitted when the 'Save & Submit' button is clicked on. Therefore, this button must be clicked before the deadline expires. If done so, the selected files will be submitted and uploaded successfully even if the deadline expires during the file upload. It is the Supplier's responsibility to ensure that all files of the final offer are submitted by the tender expiration deadline.

Once the deadline for submission is expired, the bid will be automatically closed after which the uploaded files can be reviewed but options for additional upload and deletion of previously uploaded files are not available anymore. To ensure the safe submission of the full and final offer, it is recommended to have all files uploaded well before the tender deadline.

**DEADLINE: 13 May 2024 by 23:59 UTC +9 hrs. (Korea time zone)**

**IMPORTANT:**

Any bid received after this date or sent to another UNHCR address may be rejected. UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

It is the supplier's responsibility to verify that documents and correspondence have been submitted properly before the deadline.

UNHCR will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

**2.8 BID ACCEPTANCE:**

UNHCR reserves the right to accept the whole or part of your bid.

UNHCR may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the Purchase Orders for Services.

UNHCR may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by UNHCR at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that UNHCR is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to UNHCR's general principles, including economy and efficiency and best value for money.

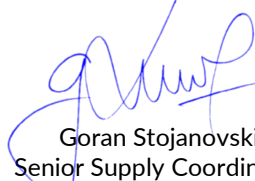
**2.9 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS:**

Any Purchase Order (PO) issued because of this RFP will be made in the currency of the winning offer(s). Payment will be made in accordance with the General Conditions for the Provision of Goods and Services (**Annex E**) and in the currency in which the PO is issued. Payments shall only be initiated after confirmation of successful completion by UNHCR business owner.

2.10 **UNHCR GENERAL CONDITIONS OF CONTRACTS FOR THE PROVISION OF GOODS AND SERVICES:**

Please note that the General Conditions of Contracts (**Annex E**) will be strictly adhered to for the purpose of any future contract. The Bidder must confirm the acceptance of these terms and conditions in writing.

Yours faithfully,



Goran Stojanovski  
Senior Supply Coordinator  
United Nations High Commissioner for Refugees (UNHCR)  
Regional Bureau for Asia Pacific (RBAP) Bangkok