



REQUEST FOR PROPOSAL

CONSULTANCY ON CALL CENTRE SERVICES

(RFP/GAKB/CALL CENTRE SERVICES/ OCTOBER 2025-01)

1. ABOUT GATSBY AFRICA

Gatsby Africa (GA) is a private foundation set up by Lord David Sainsbury, with a long history of engaging in East Africa across government, business, and society. We are committed to helping build stronger and more inclusive economies in East Africa through the transformation of sectors that have the potential for inclusive, resilient, and competitive growth over the long-term. We currently work in diverse high-potential sectors: Aquaculture, Commercial Forestry, Livestock, Textiles and Apparel, Water and Tea. We believe that, if successfully transformed, these sectors are capable of inspiring a step change in the region's growth, generating hundreds of thousands of jobs and additional incomes.

Our approach is founded on global insights, as well as experience from 30+ years of working in East Africa. We have an empowering mandate from David Sainsbury to think long-term, take calculated risks, innovate, reflect, and learn, so that we can continuously adapt and improve our work to achieve our ambitious goals. Central to this mandate is the recognition that GA cannot address sector transformation alone - we partner with governments and sector stakeholders, working together to facilitate the transformation of key sectors. As we build our understanding of what works, we are refining our approach and sharing our first-hand experience with others to help catalyse broader change.

For more information on our work, visit our website: www.gatsbyafrica.org.uk

2. PURPOSE OF THE ASSIGNMENT

The Cloud Call Centre Platform will provide inbound and outbound telephony services through a cloud-based PBX. The system will support local and international calls, offer Interactive Voice Response (IVR), and integrate SMS messaging.

3. SCOPE OF THE WORK

Infrastructure Setup

- Provisioning of cloud PBX platform with global reach.
- Provisioning of cloud SIP trunk
- Setup of local and international DID numbers for inbound calling.
- Configuration of SIP trunks for outbound calling.
- Ensure redundancy and failover mechanisms for high availability (99.95%+ uptime).

Call Centre Features

- Inbound Call Handling: Call routing, queues, ring groups, call transfers, voicemail.
- Outbound Call Handling: Agent-initiated calls with configurable caller IDs, predictive/preview/manual dialling options.
- IVR System: Multi-level menus, self-service options, language support, time-based routing.

SMS Messaging:

- One-way notifications (alerts, reminders).
- Two-way SMS for confirmations or basic customer interactions.
- Bulk SMS campaign capability.

Agent & Supervisor Tools

- Web-based softphone applications for agents.
- Call monitoring tools for supervisors (listen, barge, whisper).
- Role-based dashboards for admins, agents, and supervisors.

Reporting & Analytics

- Real-time dashboards (call volume, wait time, dropped calls).
- Agent performance metrics (calls handled, talk time, idle time).
- IVR usage analytics.
- SMS delivery and response reports.

Security & Compliance

- Secure voice (SRTP/TLS) and SMS data encryption.
- Role-based access controls (RBAC).
- Audit logging of activities.
- Compliance with local telecom regulations and GDPR.

4. KEY DELIVERABLES

1. Cloud PBX environment configured and deployed.
2. IVR menu design and implementation.
3. Inbound/outbound call routing setup with local and international DIDs.
4. SMS gateway integration for one-way, two-way, and bulk messaging.
5. Softphone/web app setup for agents.
6. Supervisor monitoring tools (listen, whisper, barge).
7. Reporting dashboards for calls, IVR, and SMS.
8. Security & compliance controls in place.
9. User training & documentation for admins, agents, and supervisors.
10. Testing & Go-Live support.

5. SKILLS AND EXPERIENCE REQUIRED

Technical Expertise

Cloud PBX & VoIP

- Proven experience deploying and managing cloud-based PBX systems (e.g., Asterisk, FreePBX, 3CX, Twilio, Genesys, Amazon Connect, or equivalent).
- Strong knowledge of SIP trunking, DID provisioning, and Caller ID management.
- Experience with local and international call routing.

IVR Design & Development

- Ability to design and configure multi-level IVR menus.
- Knowledge of call flow optimization and language/localization support.
- Familiarity with DTMF and speech recognition systems (nice to have).

SMS Integration

- Experience configuring SMS gateways and APIs.
- Familiarity with two-way SMS communication and bulk messaging tools.
- Understanding of SMS compliance regulations in different regions.

Security & Compliance

- Strong knowledge of VoIP security protocols (TLS, SRTP).
- Experience implementing role-based access control and audit logging.
- Familiarity with data protection regulations (e.g., GDPR, PCI-DSS where applicable).

Infrastructure & Networking

- Knowledge of scalable cloud infrastructure (AWS, Azure, GCP, or equivalent).
- Experience with network optimization for VoIP (QoS, bandwidth management, NAT traversal).
- Familiarity with redundancy and disaster recovery planning for high-availability systems.

Reporting & Analytics

- Ability to design and implement real-time dashboards and historical reporting.
- Experience in agent performance analytics and call quality monitoring.
- Familiarity with SMS reporting tools (delivery, engagement metrics).

Project Management & Delivery

- Experience leading Call Centre or telephony system implementations.
- Strong documentation and training skills for agents, supervisors, and admins.
- Familiarity with agile or phased delivery approaches.
- Ability to manage multi-vendor coordination (telecom providers, SMS gateway, hosting provider).

Team Roles (Suggested)

- Solution Architect: Designs overall architecture (Cloud PBX, IVR, SMS, agent tools).
- Telephony Engineer: Handles PBX setup, call flows, SIP trunking, DID routing.
- IVR Specialist: Designs and configures interactive voice response menus.
- Messaging Specialist: Implements SMS gateway and messaging flows.
- Security Specialist: Ensures compliance and secure configurations.
- Trainer/Change Manager: Delivers training and user adoption support.
- Project Manager: Oversees timeline, budget, and deliverables.

6. MANAGING DELIVERY

- Inbound and outbound calls (local & international) functioning reliably.
- IVR working as per design (95%+ successful routing).
- SMS services delivering at >98% success rate.
- Real time monitoring
- End-user satisfaction with system usability and performance.

7. TIMELINES & SCHEDULE OF ACTIVITIES

One-Month Implementation Timeline

Week 1 - Planning & Setup

- Requirements finalization
- Confirm number ranges (local & international DIDs).
- Define IVR menu structure.
- Identify SMS use cases (alerts, two-way, bulk).
- Vendor & platform setup
- Provision cloud PBX environment.
- Secure SIP trunks and configure call routing.
- Security & compliance baseline
- Define RBAC roles (agents, supervisors, admins).
- Set up encryption protocols (TLS, SRTP).

Week 2 - Configuration

- Cloud PBX
- Configure inbound/outbound call flows.
- Set up call queues, ring groups, voicemail.
- IVR System
- Build multi-level IVR menus.
- Implement language/time-of-day routing.
- SMS Gateway
- Connect SMS platform to PBX.
- Configure one-way and two-way messaging flows.
- Test bulk SMS capability.

Week 3 - Testing & Pilot

- System testing
- Test inbound/outbound calls (local & international).
- Validate IVR routing and failover scenarios.
- Verify SMS delivery and response handling.
- User acceptance testing (UAT)
- Select a small group of agents & supervisors.
- Run live test scenarios (inbound, outbound, SMS).
- Training preparation
- Draft quick reference guides for agents.
- Prepare supervisor monitoring training.

Week 4 - Rollout & Go-Live

- Training sessions
- Train agents on softphones/web apps.
- Train supervisors on monitoring dashboards.
- Train admins on configuration basics.
- Go-Live launch
- Roll out to full call centre team.
- Monitor call quality, queue performance, SMS delivery.
- Post-launch support
- Provide hypercare for the first week.
- Capture issues and apply fixes.
- Final handover with documentation.

Deliverables by End of Month

- Fully operational cloud PBX with local & international call support.
- Configured IVR menus and call routing.
- Integrated SMS messaging (one-way, two-way, bulk).
- Agent softphone/web app and supervisor dashboards live.
- Reports & analytics for calls, IVR, and SMS.
- Trained staff across roles.

8. PROPOSAL DETAILS

To deploy a **cloud-based call centre** with **inbound/outbound calling (local & international)**, **IVR capabilities**, and **SMS messaging**, ensuring scalability, security, and regulatory compliance.

9. MANDATORY DOCUMENTS

The following documents must be submitted as part of the proposal:

- Certificate of Incorporation/Partnership deed/business certificate.
- Valid KRA PIN Certificate where applicable
- Certificate of Tax Compliance.
- Attach Include any other relevant professional compliance/registration
- At least three References where similar assignments have been done.

10. EVALUATION CRITERIA

Annex 1: Criterion for evaluation is outlined as per the table below:

Item No.	Evaluation Criteria	Score (%)
No.1	Provision of relevant documents i.e., Certificate of Registration/Incorporation, Tax Compliance Certificate, KRA PIN, Business permit and VAT Certificate (where applicable)	Mandatory
No. 2	Provision of Company Profile with CV(s) for key personnel involved highlighting their qualifications and relevant experience to deliver on this assignment	20
No.3.	Technical capabilities/ capacity and demonstrated experience in undertaking similar assignments in the past (including but not limited to at least Three Reference letters)	35
No.4.	Clear methodology and work plan	25
Subtotal		80
No.5.	Financial proposal (Breakdown of the costs)	20
Total		100%

11. PROPOSAL INSTRUCTIONS, ENQUIRIES & SUBMISSION DATES

- Interested firm(s) are encouraged to submit their applications attaching CVs of relevant key personnel and a technical proposal that includes methodology, indicative work plan and financial proposal for the delivery of the assignment.
- You are required to direct any communication regarding this assignment to the GA procurement team via email on rfq@gatsbyafrica.org.uk.
- Responses to questions will be distributed by GA, to all interested parties not later than Monday, November 3rd, 2025, and all enquiries must strictly be on an email.
- The proposals and enclosed documents must be sent to rfq@gatsbyafrica.org.uk and received no later than Wednesday, November 12th, 2025, at 4.00 PM East African Time.
- Kindly ensure that the technical and the financial proposals are sent as separate documents, ensuring all documents are in PDF format, with the pages clearly and sequentially numbered.

The subject line for the proposal submission should be **RFP/GAKB/IT/CALL CENTRE SERVICES /OCTOBER 2025-01**

Failure to comply with the guidelines provided will result in outright disqualification.

Gatsby Africa has the exclusive rights to conduct the evaluation process.