



**INFORMATION AND COMMUNICATION TECHNOLOGY  
AGENCY OF SRI LANKA**

**BIDDING DOCUMENT  
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**NATIONAL COMPETITIVE BIDDING (NCB)**

**FOR**

**PROCUREMENT OF A SERVICE PROVIDER FOR SETTING UP,  
MANAGING AND OPERATIONS OF THE MULTI-CHANNEL  
CONTACT CENTER FOR GOVERNMENT INFORMATION  
CENTER (GIC)- 1919**

**IFB No: ICTA/GOSL/SER/NCB/2021/10**

**October, 2021**

# **Appendix 01: Description of Services**

## **1. Introduction**

Information and Communication Technology Agency (ICTA) of Sri Lanka is the apex ICT institution of the Government. In terms of the Information and Communication Technology Act No. 27 of 2003, (ICT Act) as amended by Act No. 33 of 2008, ICTA has been mandated to take all necessary measures to implement the Government's Policy and Action Plan in relation to ICT. ICTA is required to assist the Cabinet of Ministers in the formulation of the National Policy on ICT and provide all information necessary for its formulation. ICTA, is a wholly owned institution by the Government of Sri Lanka, which was formulated and operationalized to implement the e-Sri Lanka Development Project funded by the World bank from 2004 to 2011. Through the e-Sri Lanka Development Project, ICT was to be used to develop the economy of Sri Lanka, reduce poverty and improve the quality of life of the people of Sri Lanka.

ICTA is an apex body providing National Level Guidance and Co-ordination for National Priorities including providing efficient and citizen centric services with the simplification of processes and state mechanism; expanding Digital Governance using Information Technology as a knowledge exchange tool; designing new laws and organizational frameworks Data Protection and Cyber Security.

ICTA recognized the difficulty of the public to obtain correct and relevant information by the government organizations. In order to facilitate this with a reliable and convenient mechanism, the ICTA initiated the Government Information Centre (GIC) Project to provide government information in all 3 languages through a call centre facility. This uses the short-code number '1919' accessible across all telecommunication service providers in Sri Lanka.

## **2. Background of the Government Information Centre (GIC)**

The Government of Sri Lanka (GoSL) is the main Service Provider to citizens. Each citizen will need to interact with government organizations for various requirements throughout their lives. The starting point of these interactions is the obtaining of information – citizens want to know, how they can obtain a government service. Unfortunately, due to the lack of resources, the lack of citizen-centeredness within government and due to lack of cross-functional process clarity, citizens are given incomplete or wrong information by various government bodies. This results in multiple visits by a citizen to a government organization, frustration, and at times an inability to obtain the required services.

As a solution to this problem, the ICT Agency envisaged a call centre which enabled citizens to call and obtain information about listed government services. This call center was activated as the government 'Help Desk'. The call centre has been given an easy-to-remember short-code telephone number i.e.1919. The center was staffed by professional and

courteous agents who provide information to citizens in all 3 languages (Sinhala, Tamil and English).

The GIC was officially launched in August 2006 and the operations of the call centre has been out-sourced to a private call centre operator or facility provider through competitive Bidding process, periodically i.e. 2 years.

GIC receives average 1.8 million calls annually and daily average call volume around 5,000.

Annually received calls:

<b>Year</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>
2018	203,426	144,787	152,032	131,478	160,281	147,974
2019	211,865	146,777	159,392	144,324	140,617	140,064

<b>Year</b>	<b>July</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
2018	158,878	166,211	148,687	156,609	131,911	135,974
2019	140,064	154,917	168,861	158,340	137,509	165,756

Note: detail data could be accessed at GIC call data is published at the web portal [www.gic.gov.lk](http://www.gic.gov.lk)

As a commitment of the OGP National Action Plan II 2018 – 2020 (under Commitment #6), new features are supposed to be introduced for GIC-1919 platforms to support differently-abled citizens to access information on government services.

In line with its vision of Digitally Inclusive Sri Lanka, ICTA examines all its strategies, procedures, projects, and resource allocation decisions through the lenses of inclusion and diversity.

The current contract for GIC will complete on 31st December 2021. therefore, ICTA intended to select a service provider to continue the contact centre services for the next three years commencing from 01st January 2022.

### **3. Objectives of this assignment**

The objective is to set up, operate and manage a citizen centric Government Information Centre (GIC), to provide access to government information and services conveniently.

To achieve above key objective, ICTA has decided to introduce and position GIC as a government's contact centre with more choices of channels and proactive information dissemination through multiple digital platforms. Therefore, with the current technology availability and accessibility, GIC's service offerings will be expanded and enhanced by adoption and embedding into the new contact centre services to be procured.

Following are the key strategies for implementation of new mode for the GIC:

1. Accurate and up-to-date information on Government Services ensured through a Dedicated Content Management Team to manage and a designated officer at each of GoSL institutions
2. Increase Citizen Engagement by Offering Choice of Digital Channels and adoption through strategic awareness.
3. Efficient service through data analytics - Self-Service through website, FAQs and IVR for trending/demanded inquiries.
4. Proactive Dissemination of Information.

GIC is expected to bring about the following benefits to the citizens:

- Accurate information on Government Services offered to Citizens through a friendly and convenient one-stop information centre, in all three languages.
- Continuous improvements to the information provided, through grievance handling and complaints resolution.
- Service reachable through a short-code number.
- Multiple channels to get information conveniently without any barriers.
- Help desk for digital intermediary services.
- Citizens can get required information prior to obtaining a service.

To achieve a citizen-centric approach in the delivery of the government information, GIC will incorporate the following key elements that will focus on improving the information dissemination proactively through multiple choices of access to reach assistance of the agents through the process of seeking accurate obtaining the government services.

1. Self-Service via IVR, FAQs and Website
2. Social Media integration
3. Instant Messengers and Web chat widgets
4. Email
5. Real Time Analytics, Dashboards, and Reporting

The enhanced GIC will offer seamless services conveniently accessible by the citizens through agent-assisted and digitally assisted channels facilitated through telephone, mobile phone, social media, and web applications.

The GIC knowledge base contains information pertaining to over 300 government organizations. In future, more organizations will be added the GIC platform.

Therefore, ICTA seeks proposals from the established contact center service providers to implement a dynamic GIC model to offer better quality contact centre services for the Government of Sri Lanka

The enhanced GIC will offer services in following approaches, but not limited to:

**Agent assisted channels:**

Contact centre agents support queries originated by callers on Public Telephone Services, Webchat, Instant Messengers, Social-Media Messengers and Emails.

- Respond to enquiries on telephone calls from the general public who seek government services
- Respond to enquiries on live chats received from Instant messengers, Webchat, Social Messengers from the general public who seek government services
- Respond to enquiries posted by the general public on GIC social-media pages who seek government services.
- Respond to enquiries emails received from the general public who seek government services.

**Digital assisted channels:**

Digital Assisted channels support the queries by the general public on the GIC website, FAQs, social media, and Interactive Voice Response (IVR).

- Publish up-to-date and relevant information related to the government services on the GIC website.
- Publish Frequently Asked Questions (FAQs) on the GIC's Website and Social Media channels
- Publish relevant information and updates on GIC's social media platforms.
- And/Ensure common, frequent, and generic inquiries are supported through multi-level IVR by playback of recorded audio responses in all three languages.

## Multichannel Government Information Centre

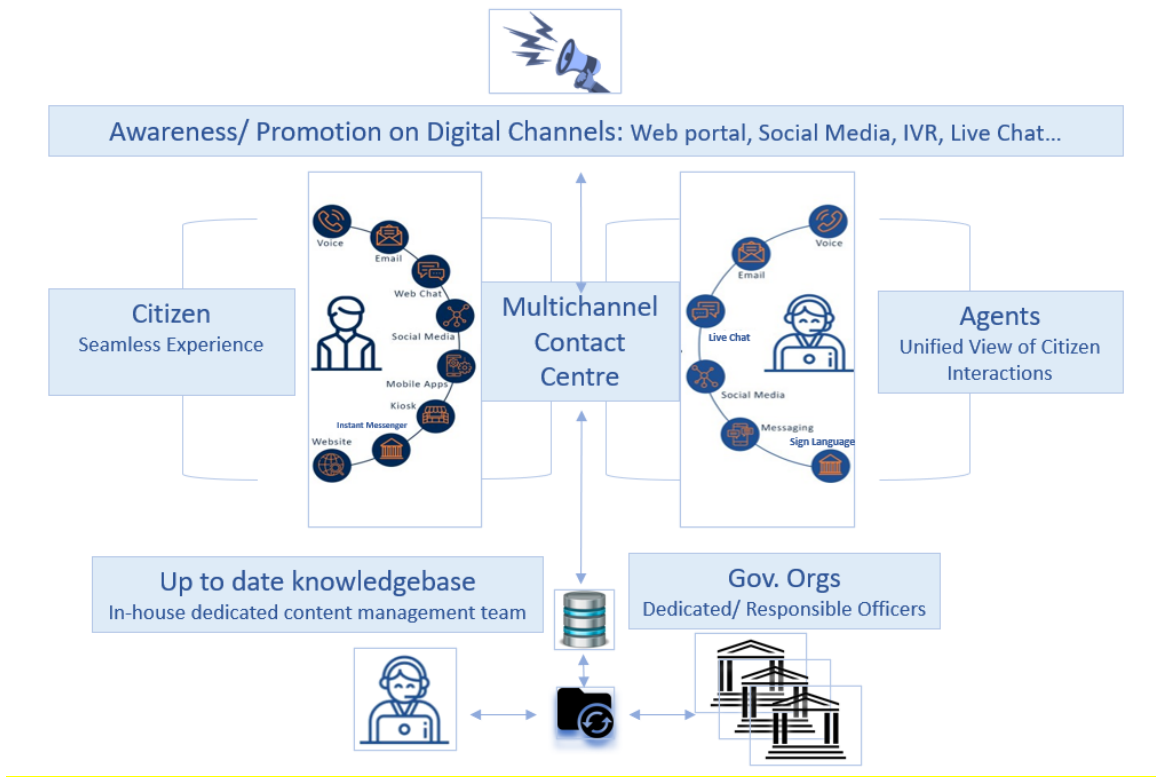


Diagram 1 Multichannel Government Information Centre

The enhanced GIC will maintain up-to-date content by adopting in-house dedicated content management approaches to ensure quality, relevance and accuracy of the information provided to the general public. Also, will ensure to update the Digital Assisted channels are synchronized with the knowledgebase.

### **4. Project Goals**

To offer improved, relevant, and quality Government Information services by maintaining better user experience with highest satisfaction through multiple channels assisted by Human and Digital.

### **5. Scope of Work**

Setting up, managing and operation of the enhanced GIC contact center which is capable of handling Human Assisted Enquiries and Digital Assisted Enquires with the required capacity of human resources, technology and infrastructure.

The GIC contact centre should provide government services related information to the public, helping them with the diverse queries related services provided by the various government institutions.

The contact center should be resourced with required number of skilled agents, capable content management team, supervisors/team leaders with adequate bilingual/ trilingual capabilities to respond to queries in Sinhala, Tamil and/or English. The GIC contact Center must be supervised and managed according to international standards. The contact centre managerial staff should manage the contact centre in such a way to adhere the highest performance by deploying minimum number of required human resources efficiently.

GIC contact center Service Provider shall ensure a high quality of the user experience. The activities of GIC should therefore be monitored constantly to reduce the average wait times, abandoned call and live chat rates and other acceptable measures of contact center quality. The Service Provider should provide access to real-time data and reports through dashboards and call and live chat recordings, in the agreed upon format, that enable the ICTA or other authorized government officers to monitor quality levels.

The contact center will be providing a 24-hour service. The need for increased number of Contact Center Agents and resources is a decision to be taken collectively by the contact centre service provider and ICTA, based on the trends and demand to ensure specified KPIs and SLAs are maintained for better user experience and responsiveness.

The ICTA will expand the coverage of GIC during the period of contract and the Service provider should be capable of adding such information in the shortest possible time. At such times the Service provider should device mechanisms to train the staff on the new information without disrupting the operations. The Service Provider will ensure that the information maintained in the contact center about these government institutions (and related services) is the up-to-date and accurate. The ICTA will facilitate this process by setting up the necessary relationships between the Service Provider and government institutions. Since the number of government bodies that are covered is expected to increase in the future, the Service Provider should also keep track of the citizen requests that are received related to services that are currently not covered. The ICTA and the Service Provider will periodically review these requests. The ICTA will work with the Service Provider and the relevant government institutions to incorporate their services to the portfolio of services offered by the GIC.

Added the above description, the following specific services are also to be provided by the GIC Service Provider as scope of work for Setting up and operating the contact center for GIC-1919.

### **5.1 Content Management**

The enhanced GIC will maintain up-to-date content by adopting in-house content management approaches to ensure quality, relevance and accuracy of the information provided to the citizens. To ensure this, the service provider to implement following;

1. Establish a content management team to ensure quality, relevant and up-to-date content is available on GIC knowledge base, IVR, GIC web portal, FAQs and GIC social-media pages.
2. Maintain, manage and update the IVR, GIC web portal, FAQs and the social-media pages which are synchronized with the knowledgebase.
3. Respond to escalated queries by calls, live chats, emails and social media pages.
4. Ensure Self Service options updated by analyzing trending inquiries.
5. Monitor and Analyze mentions and inquiries through Social CRM for feedbacks.
6. Ensure validity of the responses in coordination with government institutions.
7. Be single point of contact between Government Institutions and the Contact Centre
8. Convert information provided by the government institutions to any format presentable to; Call Centre Agent and Citizen (Call Scripts, Web portal content, Social Media Content, FAQs, IVR and Email).
9. Content verification and confirmation in coordination with government institutions.

### **5.2 GIC Web Portal Management**

The GIC portal ([www.gic.gov.lk](http://www.gic.gov.lk)) contains the information of more than 300 government organizations which are broadly categorized into government ministries, departments, statutory bodies, government banks, government hospitals, provincial councils, district & divisional secretariats, and local government authorities. It further provides information related to services provided through the government organizations with an organization level categorization.

The content management team at GIC will ensure the content published on GIC portal are up-to-date, relevant and synchronized with content on GIC Knowledge base.

The knowledge base, FAQs and web portal should be designed in such a manner that those can be easily styled and seamlessly integrate to a modern website that would be implemented in the future.

### **5.3 Social Media Management and Engagement**

The Service Provider's content management will manage, improve and maintain GIC Social Media pages with up-to-date content, review and respond enquiries and feedbacks. The GIC presence on social media currently on Facebook, Twitter, Instagram, LinkedIn and YouTube.

The content management team at GIC will ensure the content published on GIC Social Media pages are up-to-date, creative, relevant and synchronized with content on GIC Know management.



## **5.4 Training**

The agents and content management team from time to time should go through a product training procedure that would ensure the accurate information is passed on to the general public once the new information or service is added to the GIC. Upon completion of Product Training procedure, the agent should go through a rigorous testing system (performance monitoring system) to assess his/ her knowledge about the Government bodies and their services provided to the public.

## **5.5 Realtime monitoring and reporting**

The Service Provider establish and provide access to real-time reporting tool that displays contact center metrics and KPIs to allow managers and teams to monitor and optimize performance.

Real-time and cumulative views should be refreshed continuously, presenting key information such as agent utilization, service levels, abandon rates and average handling time for all the channels: voice, instant messenger, Web Chat, social media, email, the web portal, IVR and FAQs.

Further, actual data trends should predict performance patterns and contact volumes in real-time, improving decision-making regarding staffing resources or contact routing.

Real-time thresholds and alerts should be easily defined and should be able to provide notifications to contact centre manager/supervisors.

The real-time dashboard be accessible online to ICTA. The government organizations should be provided access to selected data set and reports in respect to enquires of their organization. Also, facilitate easy-to-define distribution lists ensure that the relevant data is sent to a selected group of recipients by email.

The dashboard should facilitate accessing real-time GIC data via RESTful API to be published on GIC web portal for statistical information for its users.

Detailed, searchable activity logs should be provided to examine the step-by-step progression to review the detailed activities of an agent for all the channels.

Reports should be viewed on-demand or scheduled to run on a daily, weekly, monthly, and annual basis. Additional output options should include email, printing, or content export to Excel, HTML, PDF or text file. Should facilitate accessing report data via RESTful API.

### **5.6 Scalability and flexibility**

The Service Provider should increase or decrease number of agents and resources based on the trend and demand created by inbound calls and live chats and to ensure KPIs and SLAs are maintained availability and accessibility of the GIC services to offers better quality and greater experience to the callers.

The Service Provider should be able to scale up number of agents and resources during seasonal services and at disaster situations to ensure abandoned call and chat rates maintained below specified range.

Also, the service provider should ensure business continuity of the GIC Contact Centre during a lock-down situation or disaster situation in the country, by enabling systems to be accessible remotely by the agents and content management team. Appropriate technological infrastructure and system should be deployed, and facilities should made available to the agents and the content management team for a smooth operation of the GIC remotely.

## **6. Infrastructure and Technology**

### **6.1 The telephone capacity**

The Service Provider will employ the technology to ensure that incoming calls hunt for the next-available-line. Depending on call volume and the SLA, the Service Provider will increase the number of lines with no additional cost to the quoted price.

The Service Provider should configure the short-code telephone number '1919' for local callers to access to the Contact Centre. Similarly, the telephone number 0094-112-191919 or service provider proposed (0094####)191919 configured to facilitate receiving international calls.

Call Back, Call Transfer and conference call facility to facilitate specific requirement of connecting the caller with the relevant government organization/officer.

### **6.2 Interactive Voice Response (IVR) - Multilevel**

The Service Provider should establish a Dual-Tone Multifrequency (DTMF) based IVR for incoming voice calls. Following are the some of the requirements for IVR:

- i. IVR should be integrated to the SCRM
- ii. IVR should support tri-language: Sinhala, Tamil and English
- iii. IVR should support voice responses through audio playback
- iv. IVR should support call forwarding/divert to designated telephone numbers based on selection options
- v. IVR should support to build survey questions and obtain answers from callers

- vi. IVR should support, multiple, audio playbacks during callers are waiting in the queue, at set timeframe/frequencies
- vii. IVR should support customized audio playbacks based on the options selected
- viii. IVR should support to obtain inputs through telephone keypad
- ix. IVR should support self-service options for more frequent services and information requests.
- x. IVR should support automatic detection of overwhelming calls and playback appropriate audios.
- xi. IVR should support prioritizing calls and queue
- xii. IVR should support auto detection of repeat calls and put in priority queue
- xiii. IVR should support call escalations

The content and scripts for voiceovers to be developed by the content management team as services are introduced and for self-service options.

The Service Provider to record quality voiceovers in the three languages and publish upon review and approval of ICTA.

### **6.3 IVR selection Options**

Below is basic multilevel IVR options and should be able customized depending on services made available at GIC:

- 1. Welcome message
- 2. Language options for Sinhala, Tamil and English
- 3. Services option such request for information, request for eServices and complaints etc
- 4. Playback recorded audio for automated self-service options
- 5. Playback recorded audio during waiting in queue, in the selected language option
- 6. Emergency services such as disaster related information
- 7. Any other services related to seasonal services Eg. Examination results, election related information, university admissions etc

### **6.4 Live Chat Aggregator**

The Service Provider will establish and configure a Contact Centre grade Live Chat Aggregator by integrating Instant Messaging platforms and Web Chat Widgets for GIC contact centre agents to respond to the enquiries by the Citizens.

- i. The Chat Aggregator should be integrated to the SCRM for an unified view
- ii. The Chat Aggregator should support tri-language: Sinhala, Tamil and English
- iii. The Chat Aggregator support automated responses through and selection of service options
- iv. The Chat Aggregator should support to build survey questions and obtain answers from live chat users
- v. The Chat Aggregator should support, automated messages/announcements during users are waiting in the queue, at set timeframe/frequencies
- vi. The Chat Aggregator should support customized chat responses based on the options selected

- vii. The Chat Aggregator should support self-service options for more frequent services and information requests.
- viii. The Chat Aggregator should support automatic detection of overwhelming live chats and trigger appropriate messages/announcements.
- ix. The Chat Aggregator should support live chat escalations

The Service Provider will subscribe Instant Messaging services from WhatsApp, Viber and Facebook Messenger. Upon subscription, configure the Instant Messaging services to short code number '1919' and integrate to the Live Chat Aggregator and systems at the Contact Centre for a seamless response to the live chat enquiries by the agents.

The Live Chat aggregator shall support text messages, document sharing, URL sharing and image sharing.

The Live Chat Aggregator should save and archive all the chats along with logs.

Further, Web-Chat widgets which will be enabled at Government Websites will require to be integrated to the Live Chat Aggregator along with the Instant Messaging Services, to receive and respond to enquiries thorough government websites.

## **7. General Operating Requirements**

### **7.1 Operations Plan**

The Service Provider should submit a suitable Operational Plan and upon acceptance of the ICTA, should implement the plan to satisfy the necessary requirements to ensure the smooth functioning of the Contact Center. The Operational Plan provided by the Service Provider (and all subsequent changes to it) is subject to the ICTA approval prior to implementation. It is expected that the plan will contain all details necessary to successfully operate and monitor the GIC Contact Center, and will at a minimum include the following:

1. Hours of Operation and Location details
2. Details on shift patterns, planned redundancies
3. Team logistics (hierarchy, reporting structures, key responsibilities of each role) and resume for staff (including supervisors, quality control and other managerial staff)
4. Staffing (hiring) plans and Training (and re-training) plans
5. Detailed Technology inventory
6. Contingency plans (for all aspects of operations)
7. Continuation of operations remotely 'Work-From-Home' (WFH) basis plans in case of lockdown (for all aspects of operations)
8. Quality control plans (including frequencies and methods for call monitoring, and quality checking and enforcement)
9. Reporting process, all report formats and frequencies and online reporting tool
10. Knowledge-base: the latest/updated knowledge base in all three languages would be provided to the Service Provider. Therefore, it is required to propose plans for

- customizing the knowledge base including necessary translations (in Unicode) if required and maintenance of the same
11. Social Customer Relationship Management system (SCRM): brief overview of existing SCRM, plans (time line, method) for customization to meet quality and reporting requirements
  12. Detailed call scripts
  13. Call flow diagrams, escalation and resolution procedures
  14. Change management procedures
  15. Ramp-up plans (if needed for the future)
  16. Redundancy plans
  17. Business Continuity plan
  18. Training and certification
  19. Design architecture plan
  20. Agent performance measurement plan

## **7.2 Tri-Lingual**

The Service Provider will handle and improve the inbound contact center that answers citizen queries through telephone calls, live chats, e-mails and social media in a high standard of spoken and written Sinhala, Tamil and English.

The Service Provider will operate and improve already set up technology that enables callers to select preferred language before the call is routed to appropriately skilled agent.

The operators should have the ability of typing at least two languages to feed in to the SCRM based on the preferred language of each caller.

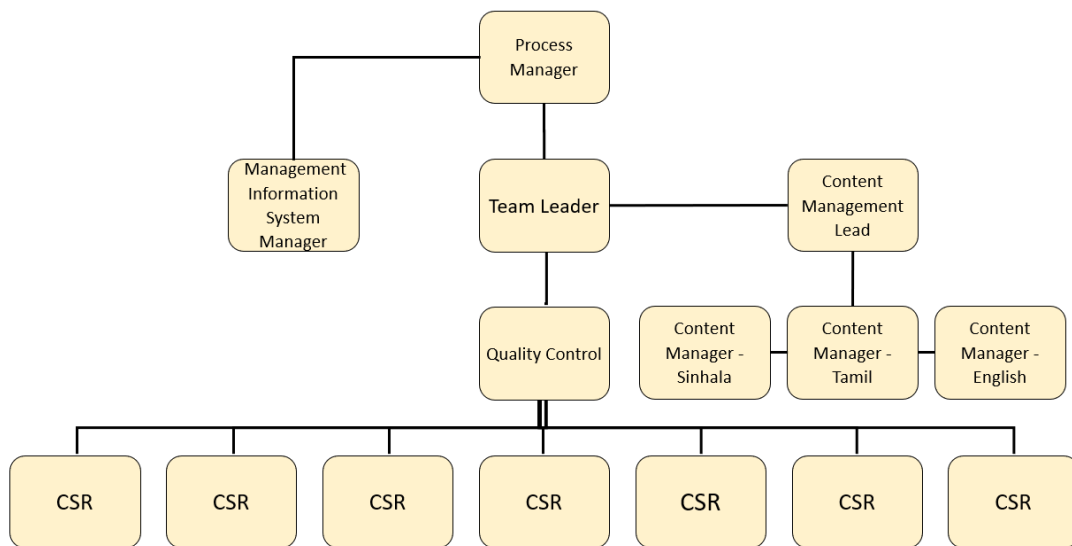
## **7.3 Hours of Operation**

Twenty-Four hours, including public holidays and weekends.

Based on the service utilization trends analysis, the ICTA and the Service Provider together may decide on operational hours of service.

## **7.4 Team Logistics/structure**

With the above call volume structure, the Service Provider can propose to the ICTA a team structure/hierarchy as long as the ratio of Agents to TL/Quality/Supervisor is no more than 15 to 1.



Basic responsibilities for each are below:

<b>Title</b>	<b>Responsibility</b>
CSR (Agents)	Inbound: Respond to queries received on Human Assisted Channels, update SCRM and inform content management team on non-availability information on knowledge base. Outbound: Respond to pending queries with answers on preferred channel
Content Management team	Ensure quality and relevance of the Content on knowledge-Base and all the digital channels by proactive coordination with content owner agencies/originators for updates. Facilitate Backoffice support in coordinating with relevant government institutions to source the relevant and up-to-date information. Ensure responsiveness to inquiries, comments, feedbacks on digital assisted channels.
Quality Control (QC)	Ensuring Quality, customer satisfaction and handling of all related enquires received
Team leader	Looking into operations, quality & MIS
Process Manager	Overall smooth operation, compliance with reporting, training and other requirements, coordinating with relevant government organizations and the ICTA, providing recommendations to the Information and Communication Agency of Sri Lanka for improving the service

Management Information System Manager	Responsible to monitor and analysis contact centre usage trends and report to Process Manager for necessary improvements and resourcing of agents to accommodate increasing enquiries received through calls, live chats, e-mails and Social Media. Will monitor KPIs for enforcement of SLA.
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The Service Provider is free to propose another team structure, as long as the 15:1 ratio between Agents and Team Leader is maintained.

## 7.5 Workflows and escalations

### 7.5.1 Inbound calls,

The workflow details how an agent assisted calls will be handled, how and when calls will be escalated, and time periods for each step. Similar workflow applicable to inbound live chats, emails and social media enquires too with necessary customization.

- Step 1:** Caller calls the inbound contact center
- Step 2:** Automated welcome message played
- Step 3:** Caller selects preferred language option
- Step 4:** Caller selects service option
- Step 5:** Automated disclaimer message played
- Step 6:** An agent answers the call, within specified KPI
- Step 7:** The agent greets the caller, and asks for his/her query. The caller requests service
- Step 8:** The agent accesses available knowledge (in the Knowledge base) and answers the citizen query
- Step 9:** The agent updates the SCRM to reflect the call details. Essential details to capture date and time of call, agent name, type (category/topic and/or subtopic) of information/service requested, availability of requested information (resolution status of the call), duration of call and the citizens preferred language (for majority of the call, if the caller used more than one language to communicate during the call). Only if the customer is willing to provide it, his/her name, telephone number, mobile number, email address and/or location called from, and other identification information should be captured
- Step 10:** Is the query resolved (i.e. the caller is satisfied)? If YES, the call ends. If NO, the process moves to step 7
- Step 11:** When the caller query is not resolved, the agent requests the caller to call back within 72 hours, provides the caller with a call reference Number to track the request, and agent escalates the call immediately for Level 1 Escalation to;
  - i) the Content Management Team for content/information related issue

ii) the Help Desk support at LGII for eServices related issue via provided ticketing system

The call reference number along with enquiry details may be emailed to the caller in preferred language, if email address is provided. Update the SCRM with required details.

**Step 12:** The Content Management Team search for the required information, and if possible, provides the information to the Agent (by updating the SCRM and Knowledge base). If such an internal resolution can be provided by the Content Management Team, it should be done within 12 hours. Often the Content Management Team will need to contact a specified contact person at the relevant government institution in order to obtain further information. If the Content Management Team is unable to resolve within 24 hours, the team should immediately perform a Level 2 escalation to the Government institution in question.

**Step 13:** The contact person within the government institution will be instructed by the ICTA to resolve issues escalated to him/her within 48 hours of receiving the enquiry (i.e. the Level 2 escalation) by the Content Management Team. If a resolution is found, he/she will contact the Content Management Team and provide the information. If an immediate resolution is not found, the Content Management Team will still be notified. Upon being contacted by the government institution, the Content Management Team will immediately update the Knowledge base (with the new information) and the SCRM (with the status on availability/non availability of a resolution) so that the information is available to all agents from this point onwards for use, and also to be given if and when the citizen returns back.

**Step 14:** (If and) When the customer calls back, the required information is provided to the citizen. In the event the Team Leader was unable to find an answer (even after contacting to the relevant government department), the lack of information is communicated to the citizen, with a promise to investigate for future (and maybe directing the citizen to directly contact the relevant government body). The agent taking the customer call updates the SCRM.

**Step 15:** Issues which are not resolved at Level 1 or Level 2 escalation will be escalated to the Review Committee at the end of each month (L1 and L2 unresolved. Review Committee is Level 3 escalation). The Review Committee will periodically (monthly) review Level 3 escalations and make decisions (such as adding new services to the GIC).

The Service Provider will prepare detailed workflows for all the channels with narrative taking into account the basic structure given above. The workflows should work hand-in hand with the SCRM solution used by the Service Provider in order to track information on inbound calls, live chats, emails and Social Media enquiries and to facilitate quality and reporting requirements.

The Service Provider and ICTA together will update workflows and related procedures, periodically, to provide better user experience and to improve efficiency in responsiveness of GIC contact centre.



### **7.5.2 Call/Live chat enquiry Scripts**

ICTA will provide the existing call/enquiry handling script to the selected Service Provider.

The Service Provider will prepare detailed scripts with the approval of ICTA, to handle various types of calls/enquiries that will be received by the contact center, and the meet above mentioned call flow pattern. These will contain the appropriate responses to be made by a customer service agents and supervisors. The scripts need to emphasize polite and efficient service. The scripts should be able to handle all situations/conversations arising from the call/enquiry/process flow specified above.

The scripts will be used extensively during Service Provider training to ensure that all contact center Service Providers follow a same high level of customer service.

The Service Provider will update and/or provide new scripts as and when needed, subject to ICTA approval.

Call/Enquiry scripts, and subsequent changes, will be approved by ICTA from time to time as necessary.

### **7.5.3 Ramp-up of operations**

Demand/Trend Basis- Service provider needs to monitor and analyze the trend of customer queries and demand on all the channels: call, live chat, email and social-media.

Facilitate ad-hoc requirements- ICTA will provide such ad-hoc requirements to arrange the contact centre resources in advance. A process flow with amicable SLAs to be agreed upon the selection of the service provider.

The ICTA may decide to include new services into the portfolio of GIC services. Introduction of such new services may also require ramp-up of operations - retraining of agents, new data to be added to the Knowledge Base and additions/customizations to the SCRM, if applicable.

Service Provider will ensure that the new information is fully integrated into the work flow; call scripts, and make other necessary changes to operations. The Service Provider will undertake these changes with no additional cost to ICTA.

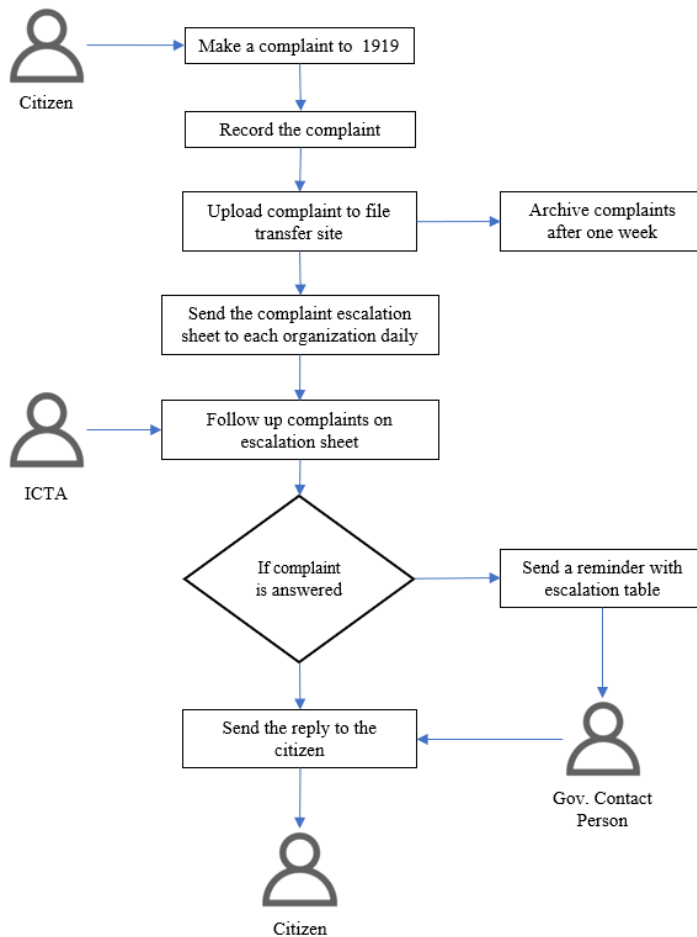
The Service Provider is expected to accommodate such changes within 5 days of receiving notice from the ICTA.

The Service Provider shall increase number of seats and agents for increased on call volume and for new service offerings that will be introduced by ICTA.

ICTA will conduct promotional and awareness activities for such activities the service providers should plan and increase resources within 1 month to handle forecasted call volume.

#### 7.5.4 Grievance Handling

##### GIC Grievance Handling Process (apply to Call, Live Chat, E-mail and Social Media)



1. Citizens call the 1919 and select the Complain option (for example IVR Option 1 should be Government Information and Option 2 should be Complain or Grievance) to submit a grievance/complaint.
2. The GIC operator greets the caller and requests details of the grievance/complaint.
3. The caller submits the details of grievance i.e. Name of the citizen, Government organization, service, and grievance/complaint.
4. Operator issues a ticket number and asks the caller to re-call GIC after 48 hours
5. Record the complaint with a reference number.
6. GIC process manager generates the daily complain/grievances escalation sheet.
7. Daily complain/grievances should be uploaded to a file transfer URL and allow contact persons to down load the daily complain/grievances.

8. Escalates the organization specific complain/grievances via an e-mail from GIC to the coordinating officer of the particular organization with a copy to the HoD.
9. Sends a weekly escalation summary to the coordinating officer nominated by ICTA with the status of the complain/grievances

### **Feedback**

10. The coordinating officer checks the situation in relation to the grievance and submits the latest situation/status related to the grievance to the GIC by email. He/she makes an official note/log to the Head of Unit/Division about the GIC incidence and to expedite the resolving of the issue.
11. Once the citizens recall GIC after 48 hours, the GIC operator asks for the ticket number and retrieve the information related to the particular grievance and informs the caller about the latest status of the grievance and closes the grievance.

### **7.5.5 Seasonal Services**

The Seasonal services are offered by GIC for a limited period of for general public. Such seasonal services will be informed to the service provider 5 days in advance for ramp up of resources and facilities. Accordingly, call scripts, workflows and updating content on all digital channels should be carried out by the service provider. Further, IVR, and Live chat service selection options should be updated to for agent assistance or self-service.

As required, the content management team should ensure content is consistent across all the channels and platforms for better access of the information.

Following are some seasonal services are listed below (but not limited to):

- Exam results;
- Voters Registrations inquires;
- UGC cutoff marks;
- UGC online application filling;
- Natural and national level disaster situations;
- Pandemic situations;
- Any other seasonal service that requires the services of the contact center;

### **7.5.6 Remote Monitoring**

The Service provider should provide access to a secure online Remote monitoring system for ICTA to access and monitor activities on human assisted channels, while it is in progress.

The Remote monitoring system should provide details such as name of Agent, Call Queue, Call Duration, Total Duration, Number of Total Calls, Status etc.

### **9.5.7 Live Chat Service**

The Service Provider should establish Instant Messaging Platforms through a unified communication to respond to enquiries on live chats through following channels;

- WhatsApp OR Viber,
- Facebook Messenger,
- Web Chat widgets

Service provider to obtain business APIs of Instant Messenger services, for GIC and ICTA will assist with necessary documentation process for service provider to subscribe the services.

Service provider to configure '1919' as the contact telephone number.

Live Chat Service will be handled by the contact centre agents in all three languages.

Live Chat should have selection of service options and automated responses features for self-service.

Record and maintain all chats on the SCRM and integrated with real-time dashboards to monitor the service quality. ICTA should have access to chats and dashboards of Live Chat Service.

Live Chat should facilitate obtaining feedbacks and conducting surveys. These data should be integrated to the Real-time dashboard to monitoring of performances.

Live Chat feature should be able to extend to be embedded into a future mobile app and Webchat widget of the government institutions to be responded to any enquiries initiated by the users of respective applications and services.

Live Chat Service will facilitate sharing of weblinks (URLs), documents, images in relation to the enquiries.

### **9.5.8 Email Handling**

The Service Provider should establish integrated email platform to respond for enquiries received by Emails to GIC.

The service provider will be receiving the email enquiries and respond as appropriately with responses, in preferred language (Sinhala, Tamil or English) of the sender.

Content Management Team may develop and use templates and content to cater to common nature of enquiries. Also use proper email acknowledgements for enquiries.

Agents should be able to initiate emails, forward emails and reply to emails.

ICTA will provide email accounts for citizen enquires dedicated for GIC.

Email Service will facilitate sharing of weblinks (URLs), documents, images in relation to the enquiries.

#### **9.5.9 Content Management Process**

To ensure up-to-date content is available at GIC, the content management team will ensure following process, but not limited too;

- Manage, maintain and update content on GIC Knowledgebase, GIC Web Portal, GIC Social Media Pages and GIC IVR.
- As government institutions send updated content and content management team to optimize received content in publishable manner on GIC channels: Human Assisted and Digital Assisted, in all three languages. Any such updates require Social Media attention should be presented in rich content.
- Scan through Print, Electronic, government websites and Social Media for any announcements on changes by services and information by government institutions and proactively contact relevant institutions to validate and verify for any such changes and obtain confirmed content for immediate update on GIC channels.
- Archive old content for references.
- Maintain a detail log of content changes to the GIC channels.
- Escalate none-responsiveness of any such government institution to ICTA.
- ICTA along with the service provider will define the content process flow.

### **10.Human Resources - Hiring, Training and Staffing**

#### **10.1 Customer Service Representatives**

The Service Provider should staff the contact center with high-quality Customer Service Representatives with Bilingual/Trilingual capabilities. The Customer Service Representatives should go through a rigorous recruitment & training process and be compensated in a manner that motivates excellence in performance.

#### **10.2 The Content Management Team**

The Service Provider should staff adequately to manage and keep track of complete content life cycle and ensure the content on knowledge base, IVR, FAQs, live chat automated options, the web portal and Social Media pages are up-to-date.

The content management team will be the key interface between GIC and Government Institutions. The content management team will monitor and scan through Social CRM, Feedbacks on Social Media, Live Chats, Emails, surveys etc.

The content management team proactively act to source, verify and confirm from the listed government institutions for any changes required to the content at GIC.

The content management team also provide back-office support to the Customer Service Representatives in escalated issues and ensure updated information is sourced and confirmed.

The content management team will optimize and enhance the content in presentable manner on all the channels.

The Service Provider should enhance human resource capabilities, address staffing issues, check attrition, increase retention and cater to ramp up resolutions.

The content management team will be responsible to ensure up-to-date content on GIC knowledge base, GIC Web portal, FAQs, social media. Also respond to escalated enquiries by/to email and on GIC social media pages.

The preferable team composition would be as follows;

- i- Content Management Lead
- ii- Content Manager – Sinhala Language
- iii- Content Manager – Tamil Language
- iv- Content Manager – English Language

The team should be skilled and trained to manage and handle the website content, knowledge base, create and edit quality content: text and graphical, manage social media.

### **10.3 Recruitment Criteria**

- i. Contact Centre Agents – Handling Inbound enquires on Human Assisted Channels.
- ii. At a minimum, the following set of skills should be specified when hiring or assigning Customer Service Agents (Contact Center Service Providers) to work in the GIC Contact Center. The hiring, training and testing procedure developed by the Service Provider should ensure each of the following skills are present within each Agent before he/she begins unsupervised operations within the GIC
  - Preferably Bilingual or Tri-lingual Agents with excellent fluency in each language: spoken and written
  - Good Vocal Voice Clarity
  - Typing skills (ability of typing skills in Sinhala or Tamil (Unicode) with English to be considered as a preferred qualification).
  - Excellent writing skills in Sinhala or Tamil (Unicode) and/or English to handle Live Chats.
  - Be a people's person.

- Customer Service Capabilities
  - Confidence
  - Excellent Listening Skills
- iii. Team Leaders and Supervisors:
- iv. At a minimum the following standard should be adhered to when hiring or assigning Team Leaders and Supervisors to work in the GIC Contact Center.
- At least bi-lingual, preferably tri-lingual with excellent fluency in each language: spoken and written
  - Good Vocal Voice Clarity
  - Typing skills (ability of typing skills in Sinhala or Tamil (Unicode) with English to be considered as a preferred qualification).
  - Excellent writing skills in Sinhala or Tamil (Unicode) and/or English to handle Live Chats.
  - Be a people's person
  - Customer Service Capabilities
  - Confidence
  - Excellent Listening Skills
  - Ability to train Agents (training skills)
  - Ability to monitor calls and engage in Quality Control
  - Ability to maintain and ensure the smooth operation of the contact center
  - Ability to lead a team of call center Agents
  - Ability to handle dissatisfied customers
- v. Content Management Team:
- At a minimum, the following set of skills should be specified when hiring or assigning resources for Content Management to work in the GIC Contact Center.
- Excellent content writing, content creation, excellent fluency in each language: Sinhala (Unicode), Tamil (Unicode) and English
  - Translation capability one language to another: Sinhala, Tamil and English
  - Capability to manage and handle Web Portal, E-mail platform and Social Media
  - Be a people's person.
  - Customer Service Capabilities
  - Confidence
- vi. Additionally, a Supervisor should have experience in inbound or outbound contact center operations, with significant experience in handling teams

#### **10.4 Training:**

- i. The Service Provider should train their contact center agents appropriately in order for the agent to resolve customer queries efficiently and courteously.

- ii. Adequate training procedures and methods are to be designed to ensure that the agents are well equipped to handle customer queries.
  - The Service Provider will develop and deliver his/her own training program. All training materials are subject to the ICTA review and acceptance.
  - Any such training materials and content developed for purpose of training GIC human resources should be provided to ICTA.
  - The training program should include exercises to improve the Agents and content management team speaking, listening and writing skills in each language. It should contain modules aimed at providing good Customer Service.
  - Apart from above mentioned general soft-skills, the training program should also include detailed product specific training – i.e. training that is specific to handling queries related to specific government services.
  - As part of the product-specific training, it is recommended that the visit at least some of the government departments that are covered under the GIC Contact Center.
- iii. All training will be subject to approval by the ICTA. At its discretion, ICTA may participate in and observe any training provided by the Service Provider. ICTA's participation in training activities shall not relieve the Service Provider of the responsibility to perform the work as required.
  - The Service Providers proposed training procedures should specify the time period (length) as well as frequency of training. The following minimum guidelines are provided:
  - All new agents will have a 5-day training on products, procedures and soft-skills
  - All new agents will be put on a supervised on-the-job training program for at least 3 days prior to handling live, unsupervised queries.
  - Existing (experienced) agents will be put on retraining exercises 1 to 2 days each month. This training will cover products, procedures and soft-skills.
- iv. The Service Provider will re-train the Agents and content management team if and when any product modifications, updates, deletions or changes take place. For example, if a new government service is added to the services list, or if a particular citizen service procedure changes, the Service Provider will ensure that all Agents and content management team are trained and able to handle citizen queries related to this new service.
  - The Service Provider will undertake such training within 48 hours of agreeing with ICTA on the product update and receiving information about the new product from ICTA or the relevant Government Body, whichever happens later.
  - The Service Provider will document and maintain records of all training undertaken related to various products



- v. The Service Provider should retrain those Agents who do not perform to the required standards. Upon suitable retraining, if the Agent is unable to perform to required standards, the Service Provider shall take necessary steps to replace the Agent with another trained Agent.
- vi. The Service Provider should regularly evaluate the agents internally, according to a testing and evaluation criteria developed by the Service Provider and Approved by ICTA.

## **11. Quality Assurance, Monitoring and Reporting**

### **11.1 General Requirements**

- 11.1.1** The Service Provider should build a suitable Quality Monitoring/Assurance system. Quality Monitoring is an important aspect in the contact center as it governs smooth operations from operational and customer point of view.
- 11.1.2** When running at full capacity, the Service Provider will adhere to, and make necessary arrangements to monitor compliance, on all channels, to the following standards:
  - Average speed of answer
  - Average handle time
  - Call abandon rate
  - Chat abandon rate
  - E-mail response time
  - E-mail first contact resolution time
  - Social Media Response time
  - Social Media first contact resolution
  - First Call Resolution
  - Utilization and occupancy
  - Escalations
  - Volume of Level 1 escalated enquires (Level 1 as defined in workflow above) should not be more than 5% of total [not applicable to queries related services that are covered by government bodies not participating in the GIC services at any given time]
  - All citizen queries requiring Level 2 escalations (to government body) must be closed within 72 hours (this 72 hour comprises the maximum 24 hours the Team Leader may take for internal research + the maximum 48 hours the government representative has to provide an answer) from the time of escalation.
  - The Service Provider will submit at the end of every month a detail report on escalated enquires providing more information on closed & open enquires. This report should contain details on subject matters and the relevant departments of escalated enquires.

- At the end of every month a report on average handling time of each agent should be submitted
- At the end of every month a report on complaints and compliments should be compiled and submitted to the ICTA with the relevant audio/text files.

**11.1.3** Apart from above mandatory performance indicators, it is expected that the Service Provider will employ other more detailed criteria to measure quality. These are to be presented to ICTA for approval before implementation.

E.g. **average call handling time is expected to be around 2 minutes 30 seconds and 10 minutes for live chat**, initially. But actual time will only be transparent once the Contact Center has been operational for at least a month. The Service Provider will collect information on such matrices (like Average Call/Live chat time), and take steps to improve (by reducing the Average Call/Live chat time, without compromising on quality of service)

**11.1.4** The Service Provider should monitor performance by adhering to all the operational deliverables mentioned in the SLA.

**11.1.5** The Service Provider should excel in inbound operations as mentioned in the SLAs and benchmark performance indexes.

**11.1.6** The Service Provider should conduct internal audits on the contact center with the aim of finding any shortcomings or issues and also should correspondingly take appropriate corrective and preventive actions to solve the shortcomings and issues.

**11.1.7** The Service Provider should also allow and cooperate fully for any external audits on the contact center. ICTA (or designated agent) would conduct audits at any time of the program

**11.1.8** The Service Provider should take appropriate steps and adhere to changes and betterments as a result of the external audit.

**11.1.9** The Service Provider should facilitate obtaining customer feedback and surveys through interactive approaches for customer enquires by SMS, Email, Web Portal, Instant Messengers etc.

**11.1.10** The Service Provider should ensure continuous improvements.

## **11.2 Quality monitoring**

**11.2.1** The Service Provider should work closely with the ICTA to ensure high call/live chat quality and high levels of customer service are maintained at the Contact Center at all times.

**11.2.2** The service provider should provide suitable arrangement for the soundless environment (background voice), without disturbing to the callers for their conversations. This provision should lead to provide high level of customer services.

**11.2.3** The Service Provider must adhere to the following key performance indicators (KPI) in order to assure the Service Level Agreements (SLAs) and satisfactory level of the services:

- a) First call resolution (FCR) - More than 95% at all times;
- b) Average speed of answer (ASA) - within 15 seconds of being in the queue;
- c) Average handle time (AHT) - part of handling time;
- d) Call/ chat abandon rate - This should be below 5% of total landed calls;
- e) E-mail – Response time - Within 12 hours
- f) E-mail first contact resolution rate – 95%
- g) Social Media Response time - Within 6 hours
- h) Social Media first contact resolution rate – 95%
- i) Live Chat response time - Within 74 seconds
- j) Live Chat average handle time - 10 minutes
- k) Live chat first contact resolution rate – 95%
- l) Utilization and occupancy - Agent Utilization ideally should be 75% of the time, and Occupancy of seats should be equal to or more than 85% of the time;
- m) Escalations -Should be done and resolved within 48 hours;
- n) Average talk/chat time - Same as handling time;
- o) Average hold time - Part of handling time again;
- p) percentage of calls answered within 20 sec - 80%;
- q) percentage of chats answered within 74 sec – 80%;
- r) Average queue time for calls - Not more than 20 seconds;
- s) Average queue time for chats - Not more than 74 seconds;
- t) percentage of calls/chats blocked – 0%;

**11.2.4** The Service Provider should use the following methods to monitor and ensure call/chat quality:

- Walk-around observation – Manager/supervisor/team leader spends and allotted amount of time every day “making the rounds” of the contact center. Usually done in a casual manner without notes being written or evaluations being given.
- Side-by-side monitoring – Manager/supervisor/member of the Quality Monitoring Team sits down next to an agent, listens/reads and observes to see how the agent is handling customer contacts. Agents are evaluated during customer contacts and then given immediate feedback regarding their performance.
- Plug-in/Side Jack monitoring – Manager/supervisor/member of the Quality Monitoring Team listens/reads to both sides of the call/chat in its entirety. Agents know when they are being monitored and the person doing the

observation is sitting right next to the agent. Feedback would normally be given immediately

- Silent monitoring - Manager/supervisor/member of the Quality Monitoring Team listens to agents' calls/chats in real time at random from a remote location. Agents are not given notice each time they are monitored. An assessment of the call/chats is provided immediately or at a later time
- Record and review – Managers/supervisors use software programs to record calls, save chats, store them electronically and subsequent review.
- Voice, chat and screen/multi-media monitoring – Similar to silent monitoring, allows managers/supervisors/quality teams listen in on a phone call, read on a live chat and track the accuracy of data being input (into computerized SCRM system) at the terminal by an agent at the same time.

**11.2.5** The above types of call/chat monitoring should be undertaken regularly, as a part of routine operations. At least 5 calls and 5 live chats of each agent should be monitored daily basis.

**11.2.6** ICTA by itself and by employing a third party will monitor the operations of GIC. The Service Provider should extend full cooperation for such activities.

**11.2.7** ICTA will also carry out independent surveys by employing a third-party or employing its own resources to monitor the customer satisfaction level. The Service Provider should extend full cooperation for such activities.

**11.2.8** The Service Provider should document, and provide to ICTA, reports about the call and chat monitoring activities undertaken.

**11.2.9** All recordings and savings must be indexed so that search indexes can be used – based on date, time, agent, customer name (if available), nature of query, type of product accessed. Service Provider should provide the ICTA full access to recordings. The format for providing the recordings to ICTA can be suggested by the Service Provider, subject to ICTA approval

**11.2.10** A sample of recorded calls should be uploaded to ICTA's designated cloud space weekly basis

## **12 Social CRM, Knowledge-base and Reporting**

**12.1** The Service Provider should integrate all aspects of the contact center a unified access to information and provide call/customer tracking functionality. This software will have following:

- Knowledge Base: This is a searchable database that stores information about all the government services. It should enable agents to quickly access required information during a Call or Live Chat. Also, should provide restricted access to content to view only basis by ICTA and the Government organizations.
- SCRM solution: should facilitate the tracking enquiries, Listening/mentioning, dashboards, analytics, reporting and MIS functions.
- The GIC knowledge base (KB) should be accessible from anywhere and anytime without any restrictions, including respective content owners with user profiles and privileges.
- Integration to real-time dashboard to monitor operational data/information and KPIs. The real-time dashboard should be accessible online. Also, shall provide access to government organizations to monitor information in respective enquiries to their organization. Should provide APIs to integrate to the GIC Web Portal to publish real-time statistics on selected data set.

In addition to the information included in the knowledge base agents are supposed to provide answers using government information portals also, such as: Official Government Web Portal ([www.gov.lk](http://www.gov.lk))

**12.2** The Service Provider will develop a set of procedures, that together with above mentioned software solutions, facilitate the maintaining of high standards of service, tracking of quality indicators and enable timely compliance with reporting requirements.

**12.3** The Knowledge-Base: Will contain all information related to the government services. It is expected that the Service Provider will need to develop this database using in-house software developers and/or through customizing off-the-shelf databases. The information provided by ICTA will be used to populate the database. The Knowledge Base will have the following functionality:

- Knowledge base should contain all the sections of the information collection template as the main information source for providing information to citizen inquires.
- Easily searchable (through key word or indexed/service-based search)
- Hierarchical and service wise maintenance of information
- Scalable (in order to accommodate addition of new data, as more services come online through the GIC)
- Easily updateable (so that information can be changed when ever government departments change a procedure)

- User-friendly (so that any agent with the proper training can use it, and edit certain pieces of information, if needed)
- Maintained in 3 languages
- Will be accompanied by login facilities that provide for controlled access (e.g. so that only an authorized person can change information about an existing government procedure), and an audit facility (to keep track of additions/deletions made to data)

**12.4** SCRM solution: It is expected that the Service Provider will have existing SCRM software that is customizable to meet the needs of the TOR/GIC Contact Center

**12.5** Ownership of the Customized requirement of the SCRM software should be with the Information and Communication Agency of Sri Lanka further copy of the customized Software and Database provide the Information and Communication Agency of Sri Lanka

**12.6** Reporting: The Service Provider will establish a comprehensive real-time dashboard to access data/ information, KPIs and maintenance of SLA by ICTA and stakeholder organizations. Also, the real-time dashboard will be accessible via APIs to feed specified data/information to GIC web portal for statistics and reporting:

The Real Time Dash board should provide facility to track the enquiries which have been received to Human Assisted Channels. Must contain information on number of enquires on each channel and by type (types of services requested by citizens), number of enquires received, abandoned, handling time for calls/live chats, waiting time for calls/live chats. It should also contain all other information captured by the Agent. Any call and live chat with missing information should be sent back to the Agent or Content Management Team for completion before being finalized. This information should be accessible through real time dash board generated based on information captured on the SCRM.

- Daily analysis of call abandons, hourly agent wise answered calls, agent wise average hold time, and abandons calls from the queue
- Organization wise hourly, daily, monthly, annual complain/grievances report
- Quality assurance report of selected agents for hourly, daily, monthly, annual evaluation
- Hourly, daily, monthly, annual Agent Evaluation Report (Quality Report)
- Hourly, daily, monthly, annual analytical reports on KPIs achievements
- There should be an hourly, daily, monthly, annual report to agent Utilization and Occupancy of seats.
- There should be an hourly, daily, monthly, annual report to prove that Calls being routed through IVR
- Organization wise and service level wise report should be able to generate on hourly, daily, monthly, annual
- Report to show calls are answered within 20 seconds
- Daily attendance report from the HR system.

**Complain Report:** The Service Provider should maintain a record of all complains received by citizens. To be made available within first 2 days for the following month.

- Organization wise daily complain/grievances report
- Organization and service wise weekly/ monthly/year complain/grievances status report

Formats for all reports and dashboards will be designed by the Service Provider and approved by ICTA. Some of the sample formats are provided in the Appendix K.

**12.7** The Service Provider will perform random customer surveys aimed at understanding the level of satisfaction among citizens who contact the GIC. At a minimum, 10% of enquires should be surveyed.

### **13 Contract Period, Review, Extension**

**13.1** The Service Provider is expected to operate the GIC Contact Center for a period of 36 months from the operational acceptance date specified in the contract.

**13.2** ICTA should evaluate the performance of the operational activities every 6 months each year during contract period.

**13.3** However, at the sixth month (from the start of operations), ICTA will perform a comprehensive review of the contact center performance

The Service Provider will provide to the ICTA data and reports and any other information necessary for this review, and corporate fully in the review.

**13.4** Upon completion of the review at the end of first year operations, ICTA will recommend operational enhancements/changes that need to be undertaken by the Service Provider.

### **14 . Data, Services Personnel and Facilities to be provided by the Client**

**14.1** ICTA will assign a project manager for necessary coordination and contract management.

**14.2** ICTA will carry out the GIC promotional campaign to popularize the contact center services. Further, publicity may be undertaken, purely at its discretion.

**14.3** ICTA will maintain and provide the list of contact persons (and designated back-up contact persons) from within the government departments whose services are covered under the GIC.

## Appendix B

### GIC Contact Centre – Compliance Sheet

**Compliance sheet for the Technical Requirements of the contact centre as specified in the Description of Services.**

Service provider's technology platform should comply to the requirements specified in this section. Therefore, it is mandatory to comply with the below specifications.

If the answer is 'No' in the column number 3, then specify the Service Provider's technical proposal in the column number 4

#	(1) Technology Category	(2) Technical Specification	(3) Complied / Not Complied	(4) Remarks (if "Not Complied" specify offer)
1.	Multichannel Contact Centre	Provide and combine multiple communication channels on a unified platform : Voice, Email, Social Media, Live Chat, Short Message Service		
2.	Voice	Configure '1919' short-code telephone number to enable and receive local calls through PSTN.  Configure '0094-112-191919' telephone number to enable and receive international calls through PSTN  OR  Service Provider may propose a direct dialing number, by ensuring last digits of the dialing number the series is maintained as (0094####) <b>191919</b> , to facilitate receiving international calls.		
3.	Email	Email accounts for Citizens to access will provided by ICTA for service provider's team to access and respond.		



		Service Provider shall provide required IT equipment and connectivity for GIC Content Management and Agents to access the E-Mail service.		
4.	Live Chat	Establish an Instant Messenger Aggregator to integrate for unified and seamless communication: WhatsApp OR Viber, Facebook Messenger and WebChat Widget		
		Live Chat shall use HTTPS and Transport Layer Security (TLS) for secure communication.		
		Instant Messenger aggregator should be integrated with SCRM.		
		Service Provider to obtain subscriptions for services from WhatsApp OR Viber Facebook Instant Messengers.		
		The Live Chat feature should be able to extend to be embedded in to a future Mobile App and WebChat widgets.		
		Automated Welcome messages, Selection of Service Options, directing chat to agents, make automated announcements/ messages etc.		
		Should integrate to real-time Dashboard to feed data for monitoring, reporting and analysing of KPI performance and SLA.		
5.	Social Media	Service Provider shall manage, improve appearance, theme and maintain GIC's Social Media platforms for better reachability and engagement of Citizens, in all three languages. GIC's Social Media presence is on Facebook, Twitter, Instagram,		

		LinkedIn and YouTube platforms for Citizens reach.		
6	Self Service	Service Provider shall create, update and manage content for Self Service on IVR, FAQs, social media, Website based on trend analysis of the inquiries.		
7.	Short Message Service (SMS)	ICTA's SMS gateway 'GovSMS' will be provided for necessary integration by the Service Provider to provide SMS services.		
8.	Social CRM (Social Customer Relationship Management System)	<ul style="list-style-type: none"> <li>▪Unified interface</li> <li>▪Shall Integrate with contact centre systems for a seamless function: PABX, IVR, ACD and knowledgebase</li> <li>▪Integrate to GIC's Social Media platforms: Facebook, Instagram, Twitter, YouTube and LinkedIn</li> <li>▪Social Monitoring/Listening: monitor the online conversation and mentions with keywords</li> <li>▪Customer Profiling capability: age, location, demographics, engagement history etc.</li> <li>▪Planning and scheduling of posts on Facebook, Instagram, Twitter, YouTube and LinkedIn.</li> <li>▪Responding to engagements</li> <li>▪Ability to drill down on information and availability of Information dashboards for broader analytical insights</li> <li>Monitoring and tracking on engagements</li> <li>▪Future proof, enhanced ecosystem access with REST APIs</li> </ul>		
9.	Multilevel Integrated Voice Response (IVR)	<ul style="list-style-type: none"> <li>▪Select options input via telephone/mobile phone keypad using DTMF tones</li> <li>▪Playback pre-recorded audios for Automated responses and for Self Service.</li> <li>▪Play audio while caller on Queue and Hold.</li> <li>▪Real-time Monitoring</li> </ul>		

10.	Automatic Call Distribution	<ul style="list-style-type: none"> <li>▪ Caller information and identification</li> <li>▪ Call queueing</li> <li>▪ Call routing: Skill Based Routing AND/OR “Most Idle Agent” routing</li> </ul>		
11.	PABX	Digital based extensions with fully fledged contact center PABX with support for caller Identification		
12.	Recording (for voice/data)	<ul style="list-style-type: none"> <li>▪ Record audio of voice calls, Live chat data, and ease of access to replaying them with time and user stamping.</li> <li>▪ Digital recording on MP3 or similar format.</li> </ul>		
13.	Call Detail Record (CDR)	Store Call Detail Record (CDR) information and ability to provide on request.		
14.	Headsets	Noise Cancellation Contact Center Headsets		
15.	Supervisor alert	Silent Supervisor alerting by the agent and supervisor barge-in. Transfer calls to next superior.		
16.	Silent Monitoring	Silent monitoring of the agents and recording conversations.		
17.	Caller Ranking	Ability to rank the caller by the agent on multiple criteria such as importance/ courtesy etc		
18.	Realtime Dashboard and Reporting	<ul style="list-style-type: none"> <li>▪ Up to date Realtime reporting facility must be available using Data Views, monitoring KPIs, performance, operational aspects and data analytics.</li> <li>▪ List of monitored queues</li> <li>▪ Real-time queue performance details</li> <li>▪ Service level status.</li> <li>▪ Reports shall be customized as needed. As per the reporting requirements.</li> <li>▪ Real-time dashboard shall be accessible to government organizations to monitor information in respect their organizations.</li> <li>▪ The selected real-time data shall</li> </ul>		

		be published on GIC website. ▪ APIs should be provided.		
19.	Remote Monitoring	Facility to rate the agents, record calls, save chats, barge/interrupt agents shall be available. Should be accessible remotely		.
20.	Infrastructure	Integrated Network Infrastructure for Voice & Data. Should equipped with Personal Computers, Firewalls, Monitoring platforms, Servers, UPSs, CCTV, Backup power Generators etc.		
21.	Security measurements and IT information security measurements	All data/information in transmission and at rest must be secured with the use of enterprise grade encryption and security tools.		
22.	Business Continuation in case of Disaster or Pandemic	Service Provider's agents should be able to continue operations Remotely on 100% capacity.  Make access to contact centre resources such as SCRM, IVR, Knowledgebase etc., for smooth operations.		

**Please provide a system audit report in relation to technical specifications as specified above in the compliance list to prove that the availability of such technical requirements in the current process.**

**Compliance sheet for the Operational Requirements of the contact centre as specified in section 5 of the Description of Services.**

The remarks column should be used to specify the Service Provider's comments of compliance

#	Operational Requirement Category	Minimum Requirement - Description	Complied / Not Complied	Remarks (if "Not Complied" specify offer
1.	Location Address	Location of GIC Contact Centre shall be within Colombo District.  Specify Location address		
2.	Answer calls in Tri-language	Answer calls in caller preferred language: Sinhala-Tamil-English		
3.	Answer Live Chats in Tri-language	Answer live-chats in caller preferred language: Sinhala-Tamil-English		
4.	Inbound Calls	Inbound calls dialled through short-code '1919' within Sri Lanka, AND 0094-112-191919 OR service provider proposed (0094###)191919 for international dialling shall connect to the service provider's contact centre.		
		Configure short-code telephone number '1919' to receive to Service Provider's Contact Centre Infrastructure.		
		Self-service options for more frequent services and information requests		
		Call divert facility to designated number or numbers		
		Conference call facility, facilitated by contact centre agent		
		Call Back facility to facilitate to fulfil the callers information		

		requirement.		
		Playback Audio Welcome messages/announcements prior selection of service options		
		Playback Audio messages/announcements during caller in queue		
		Configure caller escalations to next level		
		Support prioritizing calls and queue		
		Support auto detection of repeat calls and put in priority queue		
		Based selection IVR service options, designate calls to designated agents.		
		Configure, Customize, Add, Remove and Disable IVR service options		
		Conduct survey / feedback facility		
		Integrate/configure SCRM for a unified agent view		
		Automatic detection of overwhelming calls and playback appropriate audio playbacks		
		Integrate to Real-Time dashboard for real-time data feed to monitor KPIs		
5.	Telephone capacity	Adequately provision Telephone lines to cater incoming calls through short-code '1919' and 0094-112-191919 OR service provider proposed (0094####)191919 to receive calls.		
6.	Instant Messenger Aggregator	An Instant Messenger Aggregator should integrate to receive live chat messages by GIC agents: WhatsApp OR Viber, Facebook Messenger, Web-Chat widget.		
7.	Ramp-up of Operations	Ensure the specified KPIs and SLA are managed and		

		<p>maintained, GIC contact centre should increase or decrease number of agents and resources based on usage trends, with 24 hours for a smooth operation, including seasonal services.</p> <p>Service provider to increase additional seats and agents on request to extend/expand GIC services.</p>		
8.	Location and Working environment and contact centre facility	Service Provider should adhere to international standards specified but not limited to the Description of Services.		
9.	Hours of operations	<p>The GIC contact centre should operate 24 hours throughout the year.</p> <p>Operational hours periodically reviewed and determined based on call volumes</p>		
10.	Agent – Supervisor Ratio	15:1		
11.	Call/Live Chat flows and escalation process	The bidder's operations must comply to the processes proposed in the Process/call flows and escalations in the Appendix A - Description of Services or bidder may propose a different set of processes which meets specified service levels		
12.	Call/Live Chat scripts	The call scripts of all incoming calls should be prepared, in all three languages, and maintained for future references which would arise from ICTA.		
13.		The following details must be maintained by the service provider details of the information requested by the citizen, details of the information provided to the citizen, escalation details, response time average response time etc.		
14.	Ramp-up of	ICTA may require including new		

	operations	<p>services to GIC knowledge base. It also requires for retraining and ramp up of operations.</p> <p>Increase number of seats and agents and required resources for increased on call volume and for new service offerings that will be introduced by ICTA.</p>		
15.	Content Management	<p>The Content Management Team manage GIC content on GIC Web portal, GIC Knowledgebase, IVR, social media, FAQs etc, all three languages.</p> <p>Ensure up-to-date content all times and take proactive actions to ensure to obtain, confirm, validate such changes.</p> <p>Creative writing and designing of content for FAQs, social channels and Website.</p> <p>Coordinate with designated Government Officials for updating content.</p>		
16.	Process of evaluating Key Performance Indicators (KPI)	<p>The service provider must propose the procedures to measure contact centre performance and service level agreements</p> <p>The following indicators should be taken into consideration</p> <ol style="list-style-type: none"> <li>1. First call resolution (FCR)</li> <li>2. Average speed of answer (ASA)</li> <li>3. Average handle time (AHT)</li> <li>4. Call abandon rate</li> <li>5. Utilization and occupancy</li> <li>6. Escalations</li> <li>7. Response time</li> <li>8. Average talk time</li> <li>9. Average hold time</li> <li>10. Percentage of calls answered</li> </ol>		



11. Average queue time 12. Percentage of calls blocked		
The service provider must provide a quality assurance procedure to ensure the operational quality and service quality		
<p>The service provider must adhere to the following standards and make necessary arrangements to monitor the compliance for those standards</p> <ol style="list-style-type: none"> <li>1. All calls to be answered within 15 seconds</li> <li>2. Abandon call ratio has to be less than 5 percent</li> <li>3. First call resolution ration should be more than 95 percent</li> <li>4. Average handle time should be 2 minutes and 30 seconds</li> <li>5. Average hold time should be Part of handling time</li> <li>6. Average queue time less than 15 seconds</li> <li>7. service provider should adhere to the escalation levels specified in the call flow specification</li> </ol>		
E-mail – Response time (During Operating hours) - within 12 hours		
E-mail first contact resolution rate (During Operating hours) – 95 percent		
Social Media Response time (During Operating hours) - Within 6 hours		
Social Media first contact resolution rate (During Operating hours) - 95 percent		
Live Chat response time - within		

		74 seconds		
		Live Chat average handle time - 10 minutes		
		Live chat first contact resolution rate - 95 percent		

Responsive check list for the Human Resource Requirements as specified in the section 5 of the Description of Services

	<b>Operational Requirement Category</b>	<b>Description</b>	<b>Complied / Not Complied</b>	<b>Remarks (if "Not Complied" specify offer</b>
1.	Allocation of Manpower for the GIC operations	The bidder must provide details such as qualification and experience of staff allocation for Team Logistics: Project Manager, Team Leaders, Supervisors, Quality Controller/s, Contact Centre Agents, Content Management Team		
2.	Number of Trainers, and their capabilities and any certifications	The bidder must provide details of trainers who train the Agents		
3.	Recruitment criteria	The Service provider must ensure specified		
4.	Provisions for having adequate back up of manpower	The bidder must provide contingency plan for assuring manpower for uninterrupted continuity of the contact centre		
5.	Provisions for training on departments knowledge base, and approach	The details relating to training of Agents on the knowledge base and retraining on knowledge base updates		

## **Appendix C**

### **Schedule of Payments**

Payment for the services performed as described in this contract shall be made only in Sri Lankan Rupees in following basis;

Monthly payments in accordance, subject to certification by the Employer, that the Services have been rendered satisfactorily, pursuant to the performance indicators.

i. By Completion of each month of operation there should be a statement of total number of incoming calls received and answered.

ii. Payment shall be made on actual numbers of agents and number of hours worked at Sri Lankan Rupees (LKR) as follows:

a)  $\text{Monthly payment} = \text{Total number of agents} \times \text{Total Number of Hours}$

iii. Any deviation of the reports as per the Service Level Agreements, penalty will be charged according to the SLAs.

## Appendix D

### Key Personnel

Serial No	Team/ Team member Name	Position	Area of Expertise	Year of Experience	Tasks and Responsibilities Assigned
1		<i>Eg: Project Manager</i>			
2					
3					
4					
.....					

### Format of Curriculum Vitae of Key personnel

Name of the Employee	
Proposed Position	
Nationality	
Age	
Education	
Other training	
Offices Held, Academic Distinctions, Awards & Scholarships	
Language & Degree of Proficiency	
Membership in Professional Societies	
Countries of Work Experience	
Employment Record	
Period	Company & Designation
	<i>(Could be expanded to suit requirement)</i>
Detailed Employment Record	
Time frame	Description of Projects
	<i>(Should be expanded to suit requirement)</i>

**Appendix E**  
**Breakdown of Contract Price in Foreign Currency (Not**  
**Applicable)**

**Appendix F**  
**Breakdown of Contract Price in Local Currency (Sri Lankan Rupees)**

## **Appendix G**

**Services and Facilities provided by the employer**

**Refer Appendix A – Description of Services**



## Appendix H

### GIC Contact Centre – Service Level Agreement

	<u>Service Category</u>	<u>Monitoring Methodology</u>	<u>Penalty for non-compliance</u>
1	<b>Professionalism and decorum</b> - handling enquiries received Human Assisted channels: calls, live chats, e-mails, Social Media for smooth information dissemination	<p>Sampling of enquires as per scheduled approved by ICTA</p> <p>Information of compliance requirements</p> <p>Service Provider to make available all call recordings, live chat information, Social Media information and e-mails.</p>	<p>If more than 2% of monthly enquiries, on any of the channels, are found to be unsatisfactory, corrective action such as re-training to be undertaken.</p> <p>If service levels not improved/ corrected within 30 days after re-training/corrective action, a 5% penalty on next month's revenues imposed.</p> <p>If the service of the call agent(s) or content management team is unsatisfactory and not improved even after issuing three warning letters, ICTA shall request to terminate the service of such call agent (s) or content management team member.</p>
2	<b>Compliance to inbound script</b>	<p>Service Provider's QC procedure to ensure compliance, through random monitoring/record-review, reports</p> <p>Monitor call recordings, Live Chat saved records, of Agents every week. Service Provider to make available all call recordings and Live Chat records.</p>	<p>Warning if inbound script is deviated from original script. 3 Warnings constitute a 2.5% reduction in revenue per month until corrected and regularized to acceptable level</p>
3	<b>Average speed of answer and Abandoned Call Rate:</b> calls answered within 15 Seconds and daily abandon rate not to exceed 5% of	<p>Monitored by Service Provider Quality Control Dept</p> <p>Service Provider to make available daily, weekly,</p>	<p>5% penalty on daily revenue, until corrected to acceptable levels of average speed of answer and/or abandoned call rate</p>

	total incoming call volume	monthly and quarterly reports to ICTA Report to show number of agents assigned, time taken to answer calls and daily abandon rate of total incoming call volume.	
4	<p><b>Average speed of answer and Abandoned rate for live chats and Emails:</b></p> <p>Chats should be answered within 74 Seconds and daily abandon rate not to exceed 1% of total incoming enquires on live chat.</p> <p>Emails should reply with answers within 12 hours and daily abandoned rate shall be 0% of total incoming enquires on emails.</p>	<p>Monitored by Service Provider Quality Control Dept</p> <p>Service Provider to make available daily, weekly, monthly and quarterly reports to ICTA Report to show number of desks assigned, time taken to respond to live chats and daily abandon rate of total inbound chat volume.</p>	<p><b>Chats:</b></p> <p>5% penalty on daily revenue, until corrected to acceptable levels of average speed of answer and/or abandoned chat rate.</p> <p><b>Emails:</b></p> <p>5% penalty on daily revenue, until corrected to acceptable levels of response time with answer and/or abandoned call rate.</p>
5	<b>Inbound call traffic routing</b> through IVR and ACD based on language	<p>Service Provider technology capabilities (as reported by service provider, and) evaluated and signed-off by ICTA.</p> <p>Service Provider to make available a report to show Calls breakdown of the IVR</p>	5% penalty on monthly revenues
6	<b>Inbound calls escalations</b>	<p>Sampling of calls as per schedule approved by ICTA</p> <p>Service Provider to make available an escalated calls report</p> <p>Information of compliance requirements</p>	If more than 10% of calls escalation are reported for services for which information is available at the GIC, 5% penalty on monthly revenues will be imposed
7	<p><b>Updates, changes, modifications to product information</b> (govt. services)</p> <p>- product training to be</p>	Ability to fully resolve calls related to new product, as observed through weekly, monthly reports (inability to resolve would be reported in	<p>Penalties are same as Escalation Levels (clause 11) below:</p> <p>[i.e. 5% penalty on monthly revenues imposed if Level 1</p>

	<p>provided to the agents after 48 hours after handing over the new manuals to GIC</p> <p>- Knowledge Base to be updated prior to start of training to be undertaken</p>	<p>the Escalation Report)</p> <p>Service Provider to make available relevant call recordings and escalation reports</p>	<p>escalations extend above 5%. Clause to become applicable after completion of 1 month (30 days) of operation after the product update goes live]</p>
<b>8</b>	<p><b>Information Capture (via Social CRM) and Reporting</b></p> <p>a. capture of data in SCRM</p> <p>b. provision of real-time dashboards for drill-down data, KPIs and reports</p>	<p>Full compliance with all data capture and reporting requirements as per TOR. Ability to cater to ad-hock data/reporting requests made by ICTA throughout the contract period enable to receive within 24 hours</p> <p>Information of compliance requirements</p>	<p>2% penalty on monthly revenues for incomplete or delayed submission of reports. Submission of Traffic Forecasting Report to be waived for 1<sup>st</sup> month.</p>
<b>9</b>	<p><b>Change of Location:</b></p> <p>a. 30 days prior notice</p> <p>b. 100% continuity of operation between old and new location</p>	<p>Request letter to be submitted, 30 days prior to move</p> <p>Letter to contain detailed transition plans</p> <p>Information of compliance requirements</p>	<p>50% penalty on monthly revenue if disruption of service is experienced</p>
<b>10</b>	<p><b>Operational Hours: 24 hours</b></p>	<p>Service Provider must make available a Log report on agents' daily login and logout details and occupancy durations.</p> <p>Occupancy duration must be calculated within the operational hours specified by Information and Communication Agency of Sri Lanka</p> <ul style="list-style-type: none"> <li>▪ Trainers should be stated in the roster up front</li> <li>▪ New Attendance to the staff should be sent to</li> </ul>	<p>100% penalty on daily revenue for each day for which hours of operation are not adhered to</p> <p>Following penalty details are applicable for late attendance and early logouts</p> <p>a. For an Agent logged in within 15 minutes after 7.00/8.00 AM or logged out 15 minutes before the logout time, half an hour value of the Agents rate is deducted</p> <p>b. For an Agent logged in within 15 minutes and 60 minutes after 7.00/8.00</p>

		<p>ICTA</p> <ul style="list-style-type: none"> <li>Information of compliance requirements</li> </ul>	<p>AM or logged out within 15 minutes and 60 minutes before the logout time, one-hour value of the Agents rate is deducted</p> <p>c. For an Agent logged in later than 01 hour until 04 hours after 8.00 AM or logged out 01 hour earlier until 04 hours before the logout time, 04 hours value of the Agents rate is deducted</p> <p>d. For an Agent logged in later than 04 hours after 8.00 AM or logged out 04 hours earlier than the logout time, total value for the number of hours or part thereof violated, of the Agents rate is deducted (No. of hours * Agents rate)</p> <p>e. If agents are logged in from different logins 5% penalty from the monthly value</p>
<b>11</b>	<p><b>Escalation Levels</b></p> <p>Level 1 to be kept at 5% or less (for all products for which information is available at the GIC)</p>	<p>Through reports and real-time dashboards</p> <p>Information of compliance requirements</p>	<p>5% penalty on monthly revenues if Level 1 escalations extend above 5%</p> <p>Overall clause to become applicable after completion of 1 month (30 days) of operation</p>
<b>12</b>	<p><b>Duty Roster</b></p>	<p>The service provider should send the weekly roster in advance weekly basis for week days and weekends</p> <p>The weekly roster should contain a Team Leader and a Quality Controller in addition to the Call Agents.</p>	<p>If the login report is deviating from the roster 3% penalty would be charged from the monthly revenue</p>

		<p>If there is any change to the original roster keep client informed weekly basis</p> <p>The roster should contain alternatives to cover up the absenteeism and contingencies</p> <ul style="list-style-type: none"> <li>Information of compliance requirements</li> </ul>	
13	<b>Disruption of the Service</b>	<p>Generator failure, System Down, SCRM Issues and any other disruption</p> <ul style="list-style-type: none"> <li>Information of compliance requirements</li> </ul>	Value of missing hours of Agents and 5% penalty on average daily revenue per event of disruption of the service
15	<b>In-compliance of providing appropriate equipment/service.</b>	<ul style="list-style-type: none"> <li>Service Provider must make available all call recordings.</li> <li>If more than 10 calls prove that customers' conversations are disturbed by noise, echo or background noise</li> </ul>	5% penalty of monthly revenue.
16	<b>Mandatory Technology requirements</b>	As per Compliance Sheet by Service Provider, accepted by ICTA	5% penalty of monthly revenue until technical specifications are corrected
17	<b>Adequate training of agents</b>	<p>Adherence to curriculum (developed by service provider, approved by the ICTA)</p> <p>Training logs/reports maintained by service provider</p>	5% penalty on monthly revenue, until corrected to acceptable levels

		<p>Records of Agent evaluations, performed during operations</p> <ul style="list-style-type: none"> <li>• Identify training categories</li> <li>• Identify training Duration</li> <li>• Daily Agent Evaluation Report (Quality Report)</li> <li>• Information of compliance requirements</li> </ul>	
7	<p><b>Updates, changes, modifications to product information</b> (govt. services)</p> <ul style="list-style-type: none"> <li>- product training to be provided to the agents after 48 hours after handing over the new manuals to GIC</li> <li>- Knowledge Base to be updated prior to start of training to be undertaken</li> </ul>	<p>Ability to fully resolve enquires on all human assisted channels related to new product, as observed through weekly, monthly reports (inability to resolve would be reported in the Escalation Report)</p> <p><b>Note</b> Monitor escalate document</p> <ul style="list-style-type: none"> <li>• Providing correct information by reviewing recorded calls</li> <li>• Information of compliance requirements</li> </ul>	<p>Penalties are same as Escalation Levels below: [i.e. 5% penalty on monthly revenues if Level 1 escalations extend above 5%. Clause to become applicable after completion of 1 month (30 days) of operation after the product update goes live]</p>
14	<b>Availability real-time dash boards and complete data</b>	Make real-time dashboards available to monitor enquiries, performance monitoring, KPIs and SLAs, and access past data.	5% penalty of monthly revenue.
15	<b>In-compliance of providing adequate equipment.</b>	Once we observed that the required equipment is not being used continuously for	5% penalty of monthly revenue.

		<p>three days.</p> <ul style="list-style-type: none"> <li>• Sample calls prove that customers' conversations are disturbed by noise, echo or background noise for 10 calls.</li> </ul>	
<b>18</b>	<b>Technical requirements compliance with the mandatory requirements</b>		5% penalty of monthly revenue to correct the equipment as per the required specifications

# **Appendix I**

## **Shift Logistics**

Service Provider to submit the proposed plan



## **Appendix J**

### **Other Related Documents**

#### **I. Format of the Information Manual for Government Services**

I. General Information (Organization, contact Details, Address)

II. Principal Services rendered by the Institution

Service No # : [ Ex:- Obtaining a New Driving License ]

Eligibility :-

Method of submitting application :-

Places where application form could be obtained :-

Payment for application :-

Time to submit application :-

Fees paying to obtain this service :-

Period taken to provide the Service :-  
(Ordinary Service and Priority Service)

Necessary Supporting documents :-

Staff Officers in charge of the Service :-

<b>Post</b>	<b>Name</b>	<b>Division</b>	<b>Telephone</b>	<b>Fax</b>	<b>E-mail</b>

Exceptions, instances not included above and special information

Application Form (Attach form)

Completed specimen application form (attach completed form)

## II. Format of the Information Manual for e-Services

I. General Information (organization, contact persons, address)

II. Service Information

1. Service 1

- a) Description
- b) Service owner
- c) Workflow Diagram
- d) Step by step operations

Step No	Activity	Input requirement	Output	External service dependencies	Messages and Alternative options

- a) Mandatory requirements for each step
- b) Supporting documents required for each step
- c) Hours of Operation
- d) Availability requirement
- e) Response time
- f) Known limitations
- g) Other dependency services required for each step
- h) Frequently Asked Questions

# Appendix K

## Sample Reporting Templates

**Total/Average Queue Details - 2020-10-26**

Service	Answered Calls	Wait Time	Avg Wait Time	Answered Time	Avg Ans Time	Total Time	Avg Total Time
Sinhala-Information	2395	06:08:33:22	00:00:03:49	03:04:33:36	00:00:01:55	09:13:06:58	00:00:05:44
Sinhala-Complaint	270	00:01:23:53	00:00:00:18	00:08:05:09	00:00:01:47	00:09:29:02	00:00:02:06
Tamil-Information	97	00:01:41:05	00:00:01:02	00:02:59:42	00:00:01:51	00:04:40:47	00:01:36:13
Tamil-Complaint	19	00:00:14:18	00:00:00:45	00:00:27:41	00:00:01:27	00:00:41:59	00:00:02:12
English-Information	52	00:00:18:27	00:00:00:21	00:01:40:57	00:00:01:56	00:01:59:24	00:00:02:17
English-Complaint	4	00:00:04:09	00:00:01:02	00:00:05:51	00:00:01:27	00:00:10:00	00:00:02:30

### Agent Summary Report

Duration: 10/26/2020 : 10/26/2020

Agent ID	Agent	Total Login Time	Total ACD Time	Total Time in Break	Occupancy	No of Calls	Calls > 2.30 Minutes	Calls < 2.30 Minutes	Average Handling Time(s)
55	WMEH Wijesuriya	6:59:00	5:40:56	0:40:00	89.96	226	26	200	90
9	M N M Riyas	7:26:00	5:45:51	0:51:00	87.56	218	39	179	95
43	J G N S Jayamuni	7:48:00	6:08:41	1:05:00	91.48	216	49	167	102
86	GRCS Sewwandi	8:12:00	6:15:24	1:03:00	87.51	209	38	171	107
99	SK Kumuduni	7:49:00	6:17:29	0:59:00	92.07	185	48	138	122
84	W. A. P. M. Bandara	7:29:00	5:55:57	0:47:00	88.54	183	41	143	116
102	M.Navoda Prasadini	6:38:00	5:07:28	0:48:00	87.85	174	40	134	106
23	U J Parami Nisansala	7:07:00	5:51:12	0:51:00	93.4	173	53	121	121
26	H A J Harshana Perera	7:17:00	5:50:30	0:59:00	92.72	172	49	123	122
85	AAS Hansani	6:02:00	4:52:16	0:35:00	89.38	170	26	144	103
25	M T M Hifam	7:41:00	6:13:59	0:47:00	90.33	167	58	109	134
2	L.S. Hettiarachchi	7:49:00	6:24:48	1:00:00	94.08	160	64	96	144
37	S Liyanage	6:43:00	5:22:53	0:46:00	90.44	150	50	101	129
38	Shane N Zoysa	5:22:00	4:22:15	0:35:00	91.38	147	33	114	107
14	Ama Gunawardana	5:22:00	4:27:20	0:32:00	92.18	137	33	105	117
83	M. P. M. Fernando	4:05:00	3:08:48	0:41:00	92.55	96	15	81	118
71	MASS Ariyaratne	3:48:00	2:56:39	0:30:00	89.22	94	27	67	112
7	Chamika Jayasooriya	3:49:00	2:49:07	0:45:00	91.91	85	18	67	119
100	GSIH Fonseka	3:43:00	2:50:37	0:30:00	88.4	84	25	59	121
12	D M P S Dissanayake	3:36:00	2:46:58	0:35:00	92.25	83	25	58	120
41	P H G Jayawardane	3:00:00	2:17:21	0:30:00	91.57	67	25	42	123
51	Benjamin Bernard	2:17:00	1:50:56	0:15:00	90.93	58	13	45	114
76	GW Vilhanage	1:45:00	1:34:42		90.19	43			132
66	SMNM Senevirathne	0:33:00	0:11:40	0:18:00	77.78	18		18	38

## Agent Login Logout Report

Duration: 10/26/2020 : 10/26/2020

agent	agentname	Login	Logout	TotalDuration
72612	S Liyanage	0:00:00	15:12:00	6:51:00
73354	GRCS Sewwandi	6:51:00	15:03:00	8:12:00
73521	M.Navoda Prasadini	6:56:00	13:34:00	6:38:00
72376	M T M Hifam	6:57:00	15:04:00	7:40:59
73324	W. A. P. M. Bandara	6:58:00	14:47:00	7:37:00
73326	AAS Hansani	6:59:00	13:34:00	6:02:00
9848	L.S. Hettiarachchi	7:58:00	15:47:00	7:55:00
72976	WMEH Wijesuriya	7:59:00	14:59:00	7:06:59
72622	Shane N Zoysa	8:00:00	14:06:00	5:22:00
73398	SK Kumuduni	8:00:00	15:49:00	7:49:00
73163	SMNM Senevirathne	8:00:00	10:05:00	0:33:00
72367	D M P S Dissanayake	8:01:00	15:50:00	3:44:00
72624	J G N S Jayamuni	8:01:00		7:56:00
72364	M N M Riyas	8:02:00	15:20:00	7:34:00
72371	U J Parami Nisansala	8:11:00	14:35:00	7:14:59
72373	H A J Harshana Perera	8:11:00	14:31:00	7:25:00
72382	Ama Gunawardana	9:57:00	14:37:00	5:30:00
73323	M. P. M. Fernando	11:44:00		4:13:00
73401	GSIH Fonseka	11:58:00	14:31:00	3:50:59
72362	Chamika Jayasooriya	11:59:00	15:02:00	3:57:00
73217	MASS Ariyaratne	12:01:00		3:56:00
72619	P H G Jayawardane	12:12:00	14:57:00	3:08:00
72923	Benjamin Bernard	13:32:00		2:25:00
73227	GW Vithanage	14:04:00		1:53:00

### Answered/Abandoned Call Report (2020-10-26)

Service	Total Calls	Answered	Ans %	Abandoned	Aban %	Actual Abandoned	Actual Aban %
Sinhala-Information	5491	2471	45.00	3020	55.00	2904	52.89
Sinhala-Complaint	288	277	96.18	11	3.82	4	1.39
Tamil-Information	225	109	48.44	116	51.56	70	31.11
Tamil-Complaint	37	23	62.16	14	37.84	10	27.03
English-Information	55	53	96.36	2	3.64	1	1.82
English-Complaint	4	4	100.00	0	0.00	0	0.00
eServices-Sinhala	148	136	91.89	12	8.11	1	0.68
eServices-Tamil	34	7	20.59	27	79.41	17	50.00
eServices-English	9	8	88.89	1	11.11	1	11.11
TellPresident-Sinhala	299	289	96.66	10	3.34	2	0.67
TellPresident-Tamil	16	5	31.25	11	68.75	7	43.75
TellPresident-English	0	0	0.00	0	0.00	0	0.00
WiFi-Sinhala	56	55	98.21	1	1.79	0	0.00
WiFi-Tamil	6	4	66.67	2	33.33	1	16.67
WiFi-English	4	4	100.00	0	0.00	0	0.00
<b>Total</b>	<b>6673</b>	<b>3445</b>	<b>51.63</b>	<b>3228</b>	<b>48.37</b>	<b>3019</b>	<b>45.24</b>

## Call Answered/Abandoned Hourly Report

Duration: 10/26/2020 : 10/26/2020

Hour	Answered Sinhala Information	Abandon Sinhala Information	Answered Sinhala Complaints	Abandon Sinhala Complaints	Answered Tamil Information	Abandon Tamil Information	Answered Tamil Complaints	Abandon Tamil Complaints	Answered English Information	Abandon English Information	Answered English Complaints	Abandon English Complaints	Total
7	138	55	13		4	3	1				2		216
8	203	375	31	1	8		2		4		1		625
9	257	403	25	1	6	1	1		9				703
10	311	363	27	1	8	1			4	1			716
11	288	422	36	1	9	3			6	1			766
12	272	393	41	1	13	8	2	2	7		1		740
13	336	350	38	2	9	9	4	1	11				760
14	386	259	34		22	13	4		3				721
15	188	301	24	2	18	59	4	10	7				613

Organization	Sinhala	Tamil	English	Total	Total%
Department Of Motor Traffic.-RMV	122	1	4	127	13
Department of Police.	86	4	1	91	9.31
Ministry of Transport	67	5	1	73	7.47
Presidential Secretariat Office	70	1	1	72	7.37
University Grants Commission	50	9	1	60	6.14
Divisional Secreteriat (Common Mannual)	46	3		49	5.02
Ministry of Health	40	4		44	4.5
People's Bank	43			43	4.4
Bank of Ceylon-BOC	42			42	4.3
Sri Lanka Railway Department	28			28	2.87
National Savings Bank - NSB	26			26	2.66
Department of Immigration & Emigration	22	2	1	25	2.56
Department of Registrar General	22			22	2.25
Department of Examinations.	17		1	18	1.84
Department of Labour	16	1		17	1.74

# Email/Chat Report

Queue Interactions / Accepted - Offline



## Queue Interactions Accepted Offline Template

Jul 21, 2019 - Jul 27, 2019

America/Los\_Angeles -



Customize

Report generated on Jul 29, 2019 11:42

Time	Media	Channel	Queue	Accepted	< 30m	< 30m %	30m — 1h	30m
Jul 23, 2019 05:30 - 05:45	Email	numbertransfe...	LNP - Number Transf...	1	1	100.00%	0	0.0%
Jul 23, 2019 05:30 - 05:45	VoiceMail	18775008799	LNP-Voicemail	1	1	100.00%	0	0.0%
Jul 23, 2019 10:00 - 10:15	VoiceMail	14086755141	LNP-Voicemail	2	2	100.00%	0	0.0%
Jul 23, 2019 10:15 - 10:30	VoiceMail	14086755141	LNP-Voicemail	1	1	100.00%	0	0.0%
Jul 23, 2019 12:00 - 12:15	VoiceMail	14086755141	LNP-Voicemail	1	1	100.00%	0	0.0%
Jul 23, 2019 13:30 - 13:45	Email	numbertransfe...	LNP - Number Transf...	1	1	100.00%	0	0.0%
Jul 23, 2019 14:00 - 14:15	VoiceMail	18775008799	LNP-Voicemail	2	2	100.00%	0	0.0%
Jul 23, 2019 15:15 - 15:30	Email	vccpartnersup...	Partner Support Email	1	1	100.00%	0	0.0%
Jul 24, 2019 05:45 - 06:00	Email	vccpartnersup...	Partner Support Email	2	1	50.00%	0	0.0%
Jul 24, 2019 06:45 - 07:00	VoiceMail	14086755141	LNP-Voicemail	3	0	0.00%	1	33.3%
Jul 24, 2019 07:00 - 07:15	Email	numbertransfe...	LNP - Number Transf...	1	1	100.00%	0	0.0%

# Escalation Report

Date	Agent	Escalated By	Category	Reason for escalation	Department
8/8/2021	Mahesh	Alex	Knowledge gap	Didn't refer the KB properly	Department of Motor Traffic
8/12/2021	Nadesh	Jude	Delayed response	Was late to respond	Department of Motor Traffic
8/12/2021	Dinesh	Jude	Knowledge gap	Didn't refer the KB properly	Department of Motor Traffic
8/18/2021	Ramesh	Mike	Follow up delay	Didn't get back client ontime	Department of Motor Traffic
8/22/2021	Aruna	Alex	Knoledge gap	Didn't refer the KB properly	Department of Motor Traffic