



STAR UNION DAI-ICHI LIFE INSURANCE CO LTD

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RFP

Version – 1.1

Date: 09/07/2010

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## **“Outsourcing - Resources”**

Request for Proposal

This RFP is both confidential and proprietary to Star Union Dai-ichi Life Insurance Company Ltd (hereinafter called as “SUD LIFE”) and is solely for your company’s use in preparation of a proposal. This RFP, as well as any information disclosed by SUD LIFE to your company, is subject to the terms and restrictions outlined in the RFP. In connection with this RFP, SUD LIFE is providing you with various operational, personnel, and other information that deems proprietary and confidential. Such information is being furnished to you on a confidential basis to be used by you only in connection with your preparation and submission of a proposal in response to this RFP. You agree that such information will be kept confidential and will not, without prior written consent of SUD LIFE, be disclosed by you in any manner whatsoever, in whole or in part. The information will not be used in any manner other than in connection with the preparation and submission of your proposal to SUD LIFE. You further agree that you will not solicit or attempt to solicit any office, employee, or representative for any business outside of the submission of your proposal in response to this RFP.

This document and the information contained herein are confidential to and the property of SUD LIFE. Unauthorized access, copying and replication are prohibited. This document must not be copied in whole or in part by any means, without the written authorization of SUD LIFE. This document should be used only for intended purpose purported by the non-disclosure agreement signed by you or your representative organization.

BY OPENING THIS RFP, YOU REPRESENT THAT YOU ARE WILLING TO COMPLY WITH THE CONFIDENTIALITY PROVISIONS OF THIS RFP.

### **1. Introduction to SUD LIFE Insurance Company Ltd**

SUD LIFE is a joint venture between Bank of India & Union Bank of India, India's leading public sector banks and Dai-ichi Mutual Life, one of the top ten world leader in life insurance. Our mission and vision is to build golden future along with security at every step of life.

The RFP is issued by SUD LIFE. SUD is seeking to outsourced manpower to man the Contact Centre Centre”. This RFP will define the scope of work to be performed, the



requirements the service provider must address the method for response and the administrative requirements that must be followed.

#### Geographical Categorization

SUD LIFE has already started operations and selling of the various life insurance products across India through the branches of its promoter Banks: Union Bank of India and Bank of India.

## 2. Request for Proposal

This RFP is being issued to select an appropriate vendor through a transparent evaluation and selection process for outsourcing man power resources & managing the contact Centre activities.

a) **Requested Features:** The detailed areas which the SUD LIFE Contact Centre proposes to cover are classified into:-

i. Inbound calling covering the following areas:

1. Query Handling
2. Query Resolution
3. Product Information
4. Updates
5. Email/Portal Queries
6. Co-ordination with different departments for call resolution
7. Others

ii. Outbound calling covering the following areas:

1. Welcome calling.
2. Reminder calling to all the SUD AM /SUD BM to their pending requirements.
3. Renewal Due.
4. Lapsed policy calling to the policy holders.
5. Customer Satisfaction survey.

iii. Email handling

**b) Hours of Operation**

Call Centre would be 17 hour, 365/366 days a year operations. In two shifts starting at 7.00 am – 3.00 pm , 9.30am – 6.00 pm , 3.00pm – 11.00 pm or 9.00 am – 9.00pm



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### **c) Knowledge Management**

SUD LIFE will disseminate all information relevant to manage the stated processes to the resources of the Service Partner. Communication of all process changes, new initiatives etc. would also be timely disseminated to the resources of the Service Partner. The Service Partner will keep SUD LIFE informed of any information unknown SUD LIFE that comes by way of customer interaction. Post confirmation by SUD LIFE such information would also form part of the knowledge base being maintained by the resources of the Service Partner.

It's explicitly understood and agreed that Daily / Hourly spikes of business volumes are part and parcel of any such service agreement. The manpower of Service Provider will cater to such spikes with no impact to agreed performance deliverables

Formal monthly reviews would be scheduled between the resources of the Service Partner and SUD LIFE. The objective of the review would be to assess the performance of the previous month. The Team Lead of the Service Partner would be required to present the performance of previous month with detailed root cause analysis and suggested action plans for improvement.

### **d) Expected Features in our Sudlife Contact Centre :**

- i. Toll Free No. / Paid Number
- ii. Call Recording
- iii. Call Barging
- iv. Call transfer
- v. IVR/ACD/OCD
- vi. Welcome Message
- vii. Queue Message
- viii. Music on Hold
- ix. Monitoring System / Report Generation
- x. Operating System (Windows)
- xi. CRM
- xii. Hours of operation will be 17 hours a day for 365 days
- xiii. Reports (MIS) which will be Daily / Weekly / Fortnightly / Monthly
- xiv. Process Level Audit
- xv. Transaction Audit
- xvi. Call Calibration
- xvii. Recruitment & Training



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a) **Expected Profile of Contact Centre agents for SudLife Contact Centre :**

Customer Care Executives

<b>Specific Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Receiving Requests, Queries, Complaints and providing resolution</li> <li>2. Outbound calling for lapsation, welcome calling, renewal reminder, ECS and requirement CALLING and any other calling which can come from time to time.</li> <li>3. Expert in using latest Contact Centre applications.</li> </ol>
<b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Wrap up time 3-4 mins and early resolution within TAT specified</li> <li>• Collections &amp; Conversions per month.</li> <li>• Closings / connecting per month as per targets.</li> </ul>
<b>Key Inter-relationships</b>	
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Sales Distribution</li> <li>• Operations</li> <li>• Back office</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Prospects</li> <li>• Customers</li> <li>• Corporate Houses</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 2-3 yrs in Customer Care</li> <li>• 1 Year in Life Insurance Process</li> </ul>
<b>Qualification</b>	<ul style="list-style-type: none"> <li>• Graduate with Excellent Tele Communication Skills</li> </ul>

**Customer Care :Team Lead**

<b>Specific Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Team &amp; People management skills</li> <li>2. Receiving Requests, Queries, Complaints and providing resolution</li> <li>3. Outbound calling for lapsation, welcome calling, renewal reminder, ECS and requirement CALLING</li> </ol> <p>MIS &amp; Interaction with SUD LIFE Team for review &amp; process definition</p>
<b>Preferred</b>	<ol style="list-style-type: none"> <li>4. Adept at using Contact Centre Applications</li> </ol>

<b>Key Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Wrap up time 3-4 mins and early resolution within TAT specified</li> <li>• Collections &amp; Conversions per month.</li> <li>• Closings / connecting per month as per targets.</li> </ul>
<b>Key Inter-relationships</b>	
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Sales Distribution</li> <li>• Operations</li> <li>• Back office</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Prospects</li> <li>• Customers</li> <li>• Corporate Houses</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 5-6 yrs in telemarketing.</li> <li>• 2 years in insurance process</li> </ul>
<b>Qualification</b>	<ul style="list-style-type: none"> <li>• Graduate with Excellent Communication Skills</li> </ul>

### 3. METHODOLOGY FOR FINALIZING THE VENDOR

#### a) Finalization strategy

The decision to outsource the manpower for the manning the contact Centre activities that SUD proposes to outsource has been rightly guided and arrived by the following Principles:

Best practices resulting in cost saving.

- ✓ Standardized & consistent experience resulting in Customer Delight in providing Services for related process to other insurance companies.
- ✓ Number of trained / skilled manpower.
- ✓ Experience in Life Insurance processes
- ✓ Total Life Insurance Client in India
- ✓ Total No. of employees

#### b) Selection Process Overview

The functional team along with outsourcing team will facilitate the selection of the proposed solution / service provider. The selection panel will review, and analyze all proposals based on technical & commercial parameters and make a recommendation to the management.

The management will finalize the recommendation and the contract would be awarded.



The outsourcing team will handle the RFP distribution and will be the main contact for all the vendors throughout the selection process. Vendors are requested not to contact individual any employee / s during the selection process.

**c) Selection Schedule**

Description	Date
Distribute RFP to Vendors	9th July'10
Proposal response due date	15th July'10
Opening of Technical Bid	16th July'10
Opening of Commercial Bid	21 <sup>th</sup> July'10
Evaluation of bids Vs Infrastructure & past record	22nd July'10
Finalization of Vendor	23 <sup>th</sup> July'10
Issuance of LOI	28 <sup>th</sup> July'10
Signing of SLA	29 <sup>th</sup> July'10

**d) Service Level Agreement:**

In line with SUD LIFE's service provider sourcing strategy, quality matrices and accuracy measures will be defined, (to be provided by the vendor). Given that there are multiple transaction activities, the service level definition will be arrived at for each such activity.

**e) However below listed are critical service standards to be adhered to:**

- i. Quality / Accuracy.
- ii. Uniformity.
- iii. Quick resolution.
- iv. Perfection in submission of bill.

**4. Proposal format Instructions**

SUD LIFE reserves the right to reject any or all proposals, to modify the offer, or to waive any irregularity or informality on a proposal or in the bidding. Award of contract, if made by the management will be based upon a comprehensive review and analysis of each proposal and the estimated costs to maintain and operate the proposed environment over a period of 2 to 3 years. The service provider shall abide by the decision of SUD LIFE.

Service provider should submit two separate envelopes consisting of (Technical Bid and Price Bid as a part of bidding process. **The Technical Proposal envelope should not contain any financial terms like cost of resources.** The financial bid envelope should contain both the cost of the resources as well as any other charges, if applicable.



No service provider may withdraw their Proposal for a period of ninety (90) days after the date set for the opening of proposals. All prices / quotes shall be firm and not subject to increase during the term of any contractual agreement arising between SUD LIFE and the service provider as a result of this RFP.

SUD LIFE management reserves the right to reject any or all Proposals or any one or all items of such Proposals, to waive any irregularities, to increase or decrease quantities, and to be the sole judge as to the suitability of the current process and the merit of this model to meet the needs of SUD LIFE.

#### Service provider compliances & responsibilities

- ❖ Compliance with regulatory rules and regulations to administer data shall be vendor's responsibility.
  - ❖ Service provider to ensure that all Information Security policies as per The IT governance of SUD LIFE is followed & ensure 100% compliance
  - ❖ Service provider to insulate SUD LIFE from any liability, for whatever reason arising from any person on their rolls working on the SUD LIFE process.
  - ❖ Service provider to indemnify SUD LIFE against all losses arising out of:
    - ❖ Indemnifying Party's breach of this Agreement;
    - ❖ Indemnifying Party's violation of the Applicable Law;
    - ❖ Indemnifying Party's negligence, willful misconduct, or wrongful act or omissions in connection with the Services; or
    - ❖ Any third party's allegation that any intellectual property or products provided by the Indemnifying Party and used in relation to the Services infringe or misappropriate any copyright, patent, trade Secret, trademark, trade name or other proprietary rights of such third party.
- Information security  
Service

Service provider should share the guidelines and criteria. Service provider to have extensive process for audit checks pertaining to induction of potential services provider into the provider network.

Service provider should designate persons to check the quality of the services provided at regular intervals considered to be adequate in their professional judgment to assess and to monitor the quality of tests and examinations in the Business Operating module.

Service provider should provide the data & facts of such acts mentioned above in v & vi to SUD LIFE at frequent intervals.

#### **Technical Evaluation**

Service provider shall provide the technical details in format given in Annexure 3 . Upon qualifying the technical round, service provider will qualify for the commercial evaluation.

Service provider shall quote the prices in format given in Annexure 4 (Rate quotation form). Upon acceptance of the offer by SUD LIFE, service provider shall sign an agreement with SUD LIFE comprising of two documents – “Master services agreement” and the “Scope of work”. The concluded contract would come into existence only upon signing of the agreement. The terms of the RFP shall form part of the agreement.

Service provider may / shall also quote the (descending) graded prices linked with increase in volumes during the term of the contract period.

### **Tenure of Contract**

In the event that the service provider is acquired by or merges with another company by operation of law, the terms and conditions of the contract resulting from this RFP shall remain in full force and effect with the acquiring company.

Initially contract will be for 1 year which can be renewed by mutual consent of both the parties for another 1 year.

## **5. Guidelines to Vendors while filling RFP**

Outlined below are several instructions and requirements regarding your participation with SUD LIFE RFP. If there are any conditions that your company cannot meet, please specify the same clearly in your intent to bid document.

### **RFP Acceptance / intent to bid documents**

Each service provider must state whether it intends to bid on this RFP. If the service provider is intending to bid, the following acknowledgement documentation must be returned to the coordinator.

This documentation is provided in Annexure as identified below.

#### **Annexure 1. - Company contact information**

#### **Annexure 2. - Acceptance / intent to bid documents**

These documents may be faxed to SUD LIFE: RFP coordinator on 022 – 39546312 specifically mentioning at the top on first page “RFP RESPONSE TO Outsourced Resources”

Each service provider should also send Internet e-mail to the coordinator indicating that the faxed acknowledgement has been sent. (See contact information above)





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**RFP co-ordinator**

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Star Union Dai-ichi Life Insurance Co Ltd  
11th Floor, Raghuleela Arcade  
Opposite Vashi Railway Station  
Vashi, Navi Mumbai  
400703  
MAHARASHTRA  
E-mail : [jayashree.chaskar@sudlife.in](mailto:jayashree.chaskar@sudlife.in)  
Telephone: 022-39546294

**Question and Answer process**

Vendors may make inquiries and request clarification concerning this RFP and its contents by following the process outlined below:

**Question submission instructions:** Inquiries and request for clarification concerning this RFP must be submitted in writing to SUD RFP coordinator (email, fax or courier) given above by 15/07/2010 by 12.30 pm. Inquiries will not be accepted beyond this date.

**Question response process:** Every attempt will be made to answer all inquiries from each vendor. Questions will become the sole property of SUD LIFE and therefore the service provider maintains no proprietary rights to the questions. Each service provider should inquire about, and clarify; any RFP question that the service provider does not fully understand or believes may be interpreted in more than one way. SUD LIFE, however, is not required to answer any or all questions.

**Costs incurred by vendors**

Each service provider, by submitting a response, agrees that any cost incurred by the service provider in responding to this request, or in support of the activities associated with this request, is to be borne by the service provider and shall not be billed to SUD LIFE.

**Disposal of responses**

All materials submitted in response to this RFP shall become the property of SUD LIFE.

SUD LIFE reserves the right to use all ideas presented in any proposal received in response to this RFP.

**Right to reject any or all bids**

SUD LIFE reserves the right to modify or terminate this RFP at any time prior to the execution of a definitive contract. SUD LIFE may also reject any and all bids without



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providing reason or justification for such rejection or to not award a contract as a result of this RFP.

### **Some Do's and don't's**

This RFP is both confidential and proprietary to SUD LIFE and is solely for your company's use in preparation of a proposal. This RFP, as well as any information disclosed by SUD LIFE to your company, is subject to the terms and restrictions outlined below.

In connection with the RFP SUD LIFE is providing you with various operational, personnel, and other information that SUD LIFE deems proprietary and confidential. Such information is being furnished to you on a confidential basis to be used by you only in connection with your preparation and submission of a proposal in response to this RFP. You agree that such information will be kept confidential and will not, without prior written consent of SUD LIFE, be disclosed by you in any manner whatsoever, in whole or in part. The information will not be used in any manner other than in connection with the preparation and submission of your proposal SUD LIFE. You further agree that you will not solicit or attempt to solicit any office, employee, or representative for any business outside of the submission of your proposal in response to this RFP.

In addition, you will be responsible for any breach of this confidentiality, non-disclosure, and non-solicitation agreement by your agents, employees, and representatives. Moreover, you agree to transmit the information only to your agents, employees, and representatives who need to know the information for the purpose of preparing and submitting your proposal to SUD LIFE, and who are informed of the confidential nature of the information. Should SUD LIFE elect not to do business with you, you will return all materials supplied by SUD LIFE as soon as possible and in any event, upon request.

This proprietary information and the materials contained herein will not be photocopied, reproduced, or distributed to others at any time without the prior written consent of SUD LIFE.

The submission of a RFP response expressly indicates that you are in agreement and will comply with the terms stated above.



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### **Filling up of RFP Template-Service provider submission guidelines**

Upon completion of the RFP, each service provider/ participant must adhere to the following guidelines:

All RFP proposals must be delivered by postal / courier services, or in Person not later than close of business on 15/07/2010 to SUD LIFE RFP coordinator.

Upon delivery of the RFP proposals, each service provider should notify the RFP coordinator on phone.

Late responses will not be accepted.

Participants are expected to submit their "best and final" prices on the RFP due date. All inquiries regarding this RFP should be directed to the RFP Coordinator.

The final day and time to submit questions will be 15/07/2010 up to 12.30 pm..



**Annexure 1 - Company contact information**

Each service provider intending to participate in SUD LIFE RFP must complete and return the following contact information to the RFP Coordinator by dd//mm//yyyy up to 12.30 pm.

The following information will be used throughout SUD LIFE RFP process. Any updates or changes to this information should be sent to the Coordinator.

Company Name	
Company Address	

	Primary Contact	Secondary Contact
Name:		
Title:		
Telephone Number:		
Fax Number:		
Internet Email Address:		

Dated: \_\_\_\_\_

## **Annexure 2 - Acceptance / intent to bid documents**

### Intent to Bid

Service provider intends to bid and will participate and follow the processes and requirements outlined in this RFP.

### Confidentiality of proposals

This document and the information contained herein are confidential to and the property of SUD LIFE. Unauthorized access, copying and replication are prohibited. This document must not be copied in whole or in part by any means, without the written authorization of SUD LIFE. This document should be used only for intended purpose purported by the non-disclosure agreement signed by you or your representative organization.

Service provider will abide by confidentiality requirements as outlined.

### Non Disclosure of SUD LIFE information

Service provider understands and will abide by non-disclosure requirements as outlined.

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Service Provider Company Name:  
Service Provider Company Location:  
Name of Approving Authority:  
Signature of Approving Authority:  
Title of Approving Authority:  
Date Signed:

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By signing above, service provider agrees and acknowledges the following SUD LIFE requirements related to its participation in the RFP process, including:

### **Service provider information form**

1. General Information:
2. Name of Company:
3. Registered Office:
4. Year Of Establishment:
5. Type of Organization:
6. Statutory Registrations



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Details of turnover/profit last 3 years:

Financial Year	Turnover	Profit	Market Share
FY 2007-08			
FY 2008-09			
FY 2009-10			

Organization Structure with Contact Details of CEO:

Nature of Association / Business Areas

Details of business done with any Promoters of SUD LIFE in last financial year:

Contract	Order Details	Value of contract	Status

### Annexure 3 – Technical Evaluation Form

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Requirements	Weightage
1. Your Service Delivery model	20%
2. Your experience in running and managing similar operations	10%
3. Solution overview	5%
a. Performance Management.	
b. Operations management	
c. Quality of processes	
d. Disaster recovery and business continuity	
e. Accreditation	
4. Total no. of BFSI Clients in India	5%
5. Total no. of life Insurance clients in India	5%
6. Domain Expertise and Experience.	15%
7. Quality Certifications	5%
8. Financial standing and strengths.	10%
a. Revenue trends for last three years.	
9. Facilities	5%
a. How many facilities do you have; where are they located?	
b. What is the manpower availability?	
c. List out the safety and security measures available at the site.	
10. Disaster Recovery (DR) and Business Continuity (BC)	10%
Please provide details of your DR plan in terms of	
a. Data Recovery/ Management	
b. Location/building.	
c. Please share the DR plan document.	
d. What is your BC policy? How do you practice it?	
10. Company credentials	10%
a. Achievements	
b. References	



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#### **Annexure 4– Rate quotation form**

The rate for the transactional activities needs to be provided as under:

CATEGORY DETAILS	RATES per man month
Customer Care Executives	
Customer Care - Team Lead	

Approx Customer Care Executives - 15

Customer Care - Team Lead - 2

#### **ABBREVIATIONS**

RFP: Request for Proposal

LOI: Letter of Intent

SLA: Service level agreements

HO: Head Office

RO: Regional Office

BO: Branch Office

TAT: Turn Around Time

ECS : Electronic Clearing Service