REQUEST FOR PROPOSALS (RFP)
CUSTOMER EXPERIENCE SERVICE PROGRAMME

Released: 15 March 2017

Submissions close:
14 April 2017

All responses to be hand delivered and to include the following;
x3 printed copies of the your response document
x1 electronic version on a Compact Disc / Flash drive

Responses to:

ANTHONY BER
Operations Manager
Telephone: 021-487 6819
Email: Anthony@capetown.travel

Delivery Address:
Cape Town Tourism Head Office
1st Floor, The Pinnacle Building
Cnr Burg & Castle Streets
Cape Town
1. Overview

The purpose of this RFP is to solicit proposals from experienced Mystery Customer service providers and enter into a long term agreement (LTA) with successful bidder/s for an initial one year period, to be extended for an extra 1 (one) year subject to acceptable performance.

The LTA holder will be requested to provide specific services for Customer Experience Programme as specified in this RFP, based on agreed rates.

The appointment of the supplier will be made by no later than 01 July 2017.

The successful supplier will be based on the following criteria:

Characteristics of the Bidder:

STATUS:

- The provider shall be a public institution, agency, company or NGO operating in the field of Customer Experience Programmes, with proven expertise in Customer Experience Strategy.
- No particular accreditation/s required.

EXPERIENCE:

- Proven experience in the following areas, but not limited to: Customer Experience Review Programme, Social Media/Online Customer Reviews, and focus on customer experience.
- Previous work with organisations in the Tourism Industry is an advantage.

LOGISTICAL CAPACITY:

- The successful bidder is expected to work off-site, yet must be available for telephone consultations with Cape Town Tourism management. Monthly consultations, to provide updates and new briefing requirements is required at least once (1) per month.
- The successful bidder will provide monthly Customer Experience reports for each Visitor Information Centre.

OTHER:

- Must submit a BEE certificate
- Must be a registered member of Cape Town Tourism. To enquire on membership opportunities, kindly contact Jenni Vermaas on (021) 487 6800.

Note that shortlisted candidates may be invited for an information session with our management team. These meetings will take place prior to the announcement of a successful candidate.
2. Background of Organisation

Cape Town Tourism is the official tourism agency for Cape Town, responsible for visitor information, industry services and tourism marketing.

Cape Town Tourism is the heart of the Mother City; its storyteller and connector. We go to great lengths to unlock the magic of the Mother City, so that our visitors experience the holiday of a lifetime and that the tourism industry is unified and connected.

In essence we are the Mother City’s ultimate tourism hosts.

*Our Vision:*

To be recognized globally as an innovative customer centric tourism marketing association that excels and seamlessly connecting all aspects of the tourism industry in Cape Town by 2017.

We strongly believe that a customer centric approach is key to achieve our overarching business objectives of **365 | 1.9 | 25.**

- **365** – Generating high yield tourism all-year-round
- **1.9** – 1.9 million international arrivals by 2017
- **25** – Generate 25% of our own income

In essence we want more people to visit Cape Town all year round, stay longer, experience more, spend more and ultimately share their experience.

*What do we offer?*

*Industry Services:*

Currently one of the leading tourism membership organisations in the world, Cape Town Tourism serves an industry base of close to 1200 businesses. We provide our valued members with a range of benefits including accreditation, networking sessions, access to market insights, brochure display space in our visitor centres and marketing and promotional opportunities. We work closely with our members to make tourism a more inclusive space.

*Visitor Services:*

Our team are the Mother City’s ultimate ambassadors. We aim to help our visitors uncover the best of Cape Town from the moment they start dreaming of visiting to the point at which they are ready to make their booking. Our Visitor Information Centres are set up to meet the visitor where they are, with 6 Visitor Information Centres situated at strategic locations; 1 contact centre as well as mobile information centres. Each Visitor Information Centre is fully equipped to offer excellent local and regional information. We also provide booking services for accommodation, tours and transport,
South African National Parks and Computicket, as well as selling Cape Town maps, postcards, local crafts and more.

**Tourism Marketing:**
Our marketing services team works tirelessly, creating fresh ideas that position Cape Town as a fantastic value-for-money destination to visit all year-round. We focus not only on promoting the city's iconic attractions and offerings, but also shine a spotlight on the unexpected, lesser-explored side of the Mother City, to both the domestic and international market.
Cape Town Tourism Accolades:

2015-2016

CAPE TOWN ACCOLADES


2ND BEST BEACH CITY IN THE WORLD (National Geographic)

NO. 3 WORLD’S BEST FOOD CITIES (Traveler)

18TH TOP WINTER DESTINATION (gogobot)

CHEAPEST LONG HAUL DESTINATION (Travel & Leisure)

2014

CAPE TOWN ACCOLADES


NO. 1 HOLIDAY HOTSPOT (The Guardian)

AFRICA’S LEADING DESTINATION

5TH MOST RESPONSIBLE DESTINATION IN THE WORLD

19TH TOP DESTINATION IN THE WORLD

NO. 2 BEST BARGAIN HOLIDAY DESTINATION (Lonely Planet)

8TH FRIENDLIEST CITY IN THE WORLD (Traveler)

TOP 15 BEST WATERFRONT CITIES (The Huffington Post)

MOST BEAUTIFUL CITY IN THE WORLD (BuzzFeed)

TOP 10 BEACHES IN THE WORLD (Bazaar)
3. **WORK SCOPE – KEY REQUIREMENTS:**

The successful bidder will be required to perform a Customer Experience Programme for Cape Town Tourism, which includes but not subjected to;

- Measuring the consistency of adherence to standards by Cape Town Tourism Visitor Services staff.
- Quality control process
- Measurement of performance of the staff on Customer Experience through the eyes of the visitor / customer.
- Provide objective, actionable real time information on Customer Services
- Employee recognition of excellent work
- Mystery Customer programme with consolidated Monthly management dashboards that allows detailed analysis across Visitor Information Centres and staff
- Customer Satisfaction Measurements
- Customised training programmes
- Workshops/Capacity building and train the trainer
- Customer Experience Strategy Workshops
- Crafting the ideal Customer Experience from 1st to last moment of Truth.
- Customer Experience Blueprint that can be benchmarked with international Tourism Bodies.
- Measurement of key business drivers.
- Measurement of Visitor Information performance
- Measurement of behaviour
- Measurement of living out of Cape Town Tourism Values
- Measurement of training
- Measurement of staff initiatives.

**REPORTING REQUIREMENTS:**

Under the long-term agreement (LTA), reports shall clearly indicate details about customised measurements to Cape Town Tourism Customer experience programme aligned with Cape Town Tourism's Strategy and training programme.

Reports must be available online and PDF vision

Qualitative and Quantitative information.

**FINANCE AND ACCOUNTING REQUIREMENTS:**

Based on the agreed rate, the selected bidder and Cape Town Tourism will agree upon the monthly costs. A detailed invoice with expenditure together with each requested report. Please note that Cape Town Tourism works on a 30 day payment policy, from time of receipt of invoice.
Purchase orders may be placed by other units within the organisation against the Long Term Agreement and directly engage with the contractor for the specific deliverables. All other work outside the scope of the LTA must be done after getting a pre-approved Cape Town Tourism Purchase order.

PERFORMANCE MONITORING:

There will be a performance measurement system introduced to collect feedback after services delivered for the overall performance based on –

   a) Lead time taken with Mystery Shopper Programme
   b) Overall concept understood by brief
   c) Delivery of quality Mystery customer reports
   d) Effective and efficient communication from Account Manager to Cape Town Tourism representative through-out the month

4. INSTRUCTIONS TO BIDDERS:

Bidder(s) should follow the instructions set forth below in the submission of their proposal to Cape Town Tourism.

Completed bid submission by no later than 14 April 2017, with the following information therein:

4.1. Supply Chain Management

   4.1.1. Due consideration must be given to the following;
   - Statutory legislation and acts governing Cape Town Tourism
   - Reliability and integrity of the current Infrastructure
   - Independent and objective assistance
   - Sustainability and cost management

4.1.2. Submission Requirements

Your proposal must be set out clearly in no more than 20 A4 pages and the cover page should clearly show;

   - Company name
   - Physical address
   - Key contact name
   - Key contact email
   - Key contact mobile phone number

4.1.2.1. Please consider the following submission requirements:

a. Executive summary: Including a summary of why your company best meets the requirements
b. Response to requirements, including proposed business plan
c. A technical proposal must include the following sections;

- Understanding of the requirements for services, including assumptions
- *Proposed approach, methodology, timing and outputs:* Any comments or suggestions where necessary, as well as the bidder’s detailed description of the manner in which it would respond to the technical specifications.
- *Proposed Project Team Members:* The curriculum vitae of the senior professional members of the team including their specific responsibilities on the project/s, relevant experience and qualifications.
- *Sample Portfolio:* A significant number of points is assigned to evaluate the portfolio of the bidder with regards to the relevancy to the type of work that Cape Town Tourism will require, its diversity and how it matches Cape Town Tourism’s style. The bidder must submit samples that allow technical scoring.

c. A financial proposal must be accompanied by a cover letter signed by a duly authorized representative of the bidder, confirming the following:

- The price; and
- The period of validity of the bid

In addition, the financial proposal must cover all the goods or services to be provided and must itemize the following costs;

- Design concepts of the Mystery Customer programme, travel allowance, and management dashboards cost
- Personnel costs for meetings
- Miscellaneous costs, if any (indicating nature and breakdown)
- A proposed submission of offers that indicates an all-inclusive average standard *monthly* rate
- Total estimated cost (excluding VAT)


d. Capacity statement which should cover;

- A statement regarding the availability of sufficient capacity.
- Information regarding number of current contracts.

e. Company information which should include;

- The management structure
- Ownership details; including BEE Certificate.
- (If relevant) progress against Employment Equity plan targets (in tabular format listing at least the following: date of establishment, current staff profile and progress against targets.)
- (If relevant) your South African VAT number and an original, valid tax clearance certificate

f. References which should include;

- A list of recent work undertaken in similar/related fields.
• Name, designation, company name, phone and email addresses of two contactable references.

g. Please include any other considerations relevant to CTTs consideration and evaluation of your proposal.

4.2. Cost of Proposal:
The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with Cape Town Tourism, making a presentation, negotiating a contract and any related travel. Cape Town Tourism will in no case be responsible or liable for those costs, regardless of the conduct or outcome the selection process.

4.3. Contents of the Proposal:
Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected.
The bidder is expected to examine all corresponding instructions, forms, terms and specifications contained in this RFP. Failure to follow the instructions provided, terms and specifications requested will be at the bidder’s risk and may affect the evaluation of the proposal.

5. ADJUDICATION OF BIDS
A two-stage procedure will be utilized in evaluating the proposals, with technical evaluation of the proposal being completed prior to any evaluation of the Financial Proposal.

The technical evaluation of the proposals will be accomplished by a selection panel. The selection panel will evaluate all proposals which have passed the preliminary examination of proposals according to:

• The creativity through a range of styles employed, the diversity of outputs, and the relevance of material of past projects completed – evidence report (30 Points);
• The proposed work methodology, service level proposed and quality assurance mechanisms (15 Points);
• The experience of the firm in carrying out related projects (15 Points);
• The qualifications and competence of the personnel proposed for the assignment (30 Points);
• BEE scoring of company (10 Points);

The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The points allocated to the technical proposal correspond to 60% of the total obtainable points.
The financial proposal will only be evaluated if the technical proposal achieves a minimum of 70% of the total allocable points for the technical evaluation. Proposals failing to obtain this minimum threshold will not be legible for further consideration.

The maximum number of points for the price component is 40% of the total obtainable points. The maximum number of points will be allocated to the lowest price proposal, in descending order.

Total obtainable points of bidder = technical score + financial score

8.3 Costing

Submit a revised costing based on the requirements of this brief.

6. **TENDER EVALUATION PROCESS & TIMELINES**

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
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<tbody>
<tr>
<td>Bid Specifications Committee drawn up RFP requirements</td>
<td>27 February 2017</td>
</tr>
<tr>
<td>RFP preparation and distribution</td>
<td>13 March 2017</td>
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<tr>
<td>Closing date for Submission</td>
<td>14 April 2017</td>
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<tr>
<td>Bid Evaluation Committee to review proposals and shortlist candidates for final interviews.</td>
<td>20 April 2017</td>
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<tr>
<td>Shortlisted candidates notified</td>
<td>21 April 2017</td>
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<tr>
<td>Bid Adjudication committee to meet with shortlisted candidates and review</td>
<td>24 - 28 April 2017</td>
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<tr>
<td>BAC recommendation to Exco and CEO to Ratify</td>
<td>TBA</td>
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<tr>
<td>Appointment of supplier</td>
<td>01 July 2017</td>
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