

# TENDER NOTICE

## REQUEST FOR PROPOSALS FOR CONSULTANCY TO CARRY OUT A CUSTOMER SATISFACTION AND PERCEPTION SURVEY

The Commission, the regulatory authority for the communications sector in Kenya, invites proposals for consultancy services to carry out a customer satisfaction and perception survey.

The Commission was established for the purpose of ensuring that communications services are provided in a manner that confers the most benefit to the citizens of Kenya and the economy. In executing its mandate, the Commission is committed to creating an environment that ensures fair play among the various service providers, and where there is a good public/stakeholder understanding of our regulatory responsibilities. It is with this commitment in mind that the Commission seeks to carry out a customer satisfaction and perception survey.

**The terms of reference for the consultancy include:**

**i) Perception Survey**

- Determine the level of public/stakeholder awareness and their knowledge about CCK and its role.
- Determine public perception of CCK and the reasons behind the perception, including the sources of information influencing this perception and how it impacts on the image/reputation of the Commission.
- Determine stakeholders perception on the manner in which the Commission discharges its mandate.
- Make any appropriate recommendations.

**ii) Customer Satisfaction Survey**

- Determine the responsiveness of the Commission to its licensees and service providers and that of licensees to their customers.
- Determine the effectiveness of its regulatory functions as perceived by both Licensees and the Consumers.
- Establish whether consumers feel that services provided by licensees are adequate in terms of their geographic spread and their variety in the market
- Determine whether consumers feel that the quality of the services provided by licensees is acceptable.
- Make appropriate recommendations.

To qualify for consideration for award of the tender, bidding firms must demonstrate relevant survey experience of not less than five years.

Detailed tender documents may be obtained from the Procurement Unit at the Commission's office during working hours between 9.00 a. m - 12.00 noon and from 2.00 to 4.00 p.m. upon payment of a non refundable fee of Kshs. 1000 only. Payments shall be made in cash, money orders or banker's cheque payable to the Commission.

Proposals in sealed envelopes clearly marked - **CCK/RFP/64/2007 "proposals for customer satisfaction and perception survey"** should be placed in the tender box situated on the ground floor of the CCK Centre or mailed to the address below on or before **2nd March 2007 at 2.30 p.m.**

**The Secretary  
Tender committee  
Communications Commission of Kenya  
P.O. Box 14448,  
Nairobi 00800**

Tenders will be opened on the same day at 2.45p.m. in the meeting room on the 1st floor of the CCK Centre in the presence of bidders or representatives who choose to attend.



**Communications  
Commission  
of Kenya**