

TENDER DOCUMENT

FOR

**PURCHASE OF CRM PACKAGE FOR
ADMISSION PROCESS MANAGEMENT**

FEBRUARY, 2022



**BABA BANDA SINGH BAHADUR ENGINEERING COLLEGE,
FATEHGARH SAHIB (Pb) 140407**

TENDER DETAILS:

Issue of Tender : 18.02.2022

DUE DATE: 28.02.2022 up to 1.00 p.m.

DATE OF TIME OF OPENING: Will be communicated to tenderers later on.

NAME AND ADDRESS OF TENDER ISSUING AUTHORITY:

The Principal, Baba Banda Singh Bahadur Engineering College Fatehgarh Sahib- 140407

Tender can be downloaded from the Internet (<http://www.bbsbec.edu.in/tenders/>) or can be procured from college free of the cost on any working day).

CRM Package for Admission Process Management:

The BBSBEC proposes to procure a CRM package for managing Admission Process in the college for the year 2022-23. The college is looking for vendors who have experience in CRM package for automating admission process. Sealed tenders under two bid systems (Technical and commercial bid) are invited from reputed companies and their accredited/ authorized sole selling agents in India for supply, implementation and training of CRM.

Terminology and Abbreviations

- (i) BBSBEC / College (Meaning: Baba Banda Singh Bahadur Engineering College, Fatehgarh Sahib)
- (ii) Tender, Bid (Meaning: offer received from a supplier)
- (iii) Tenderer (Meaning: an entity who seeks to supply goods by sending tender/bid)
- (iv) Tender Document (Meaning: a detailed document issued by the purchaser specifying his needs and the requirements that a potential tenderer must meet).
- (v) Notice Inviting Tenders (Meaning: advertisement containing brief details of the requirement).
- (vi) Earnest Money Deposit (Meaning: monetary guarantee furnished by the tenderer along with its tender).

Procedure for submission of Tender / Bids

It is proposed to have a Two Cover System for this purchase

- (a) Technical Bid in one cover.
- (b) Commercial Bid in one cover.

The Technical Bid and Commercial Bid of the Tender should be covered in a separate sealed cover superscribing the wordings "Technical Bid" & "Commercial Bid" respectively. Commercial Bid should only indicate prices and must mention every type of the cost involved in the successful implementation and execution of the CRM package. Earnest money demand draft must be in a separate sealed envelope indicating the amount, Name and Address of Tenderer. Both the documents viz. Technical Bid Cover and Commercial Bid Cover prepared as above and the envelop carrying Earnest money demand draft are to be kept in a single sealed cover super scribed with "Tender Bid for CRM". The cover thus prepared should also indicate clearly the name and address of the bidder to enable the Bid to be returned unopened in case it is declared "late".

GENERAL TERMS AND CONDITIONS

1. Tender should carry Letter of Authority in the name of Principal BBSB Engineering College, Fatehgarh Sahib from the reputed companies to quote the Tender, Technical Specifications offered, Literature and Compliance Certificates.
2. Tenderer should have at least three years' experience in executing such projects for reputed organizations (Proof required) and shall supply the list of such clients.
3. Tenderer must have valid ISO Certifications for security and data management. Proof to be attached with the bid.
4. Tenderer should not have been blacklisted for any reason by any government institution / department in the past three years.
5. Tenderer is advised to study all technical and commercial aspects, instructions, forms, terms and specifications carefully in the tender document. Failure to furnish all information required in the Tender Document or submission of a bid not substantially responsive to the Tender document in every respect will be at the tenderer's risk and may result in the rejection of the bid. Tenderer should stick strictly to the required specifications and should not quote vaguely and ambiguously. Such tenders will be rejected immediately without citing any reason. No change in tender document will be allowed once it is submitted. All pages of the Bid document must be duly page numbered, signed by the tenderer along with the seal of the company.
6. All bids must be accompanied by a bid security equivalent to Rs 10,000/- in the form of Bank Draft drawn from a scheduled bank in favor of the "The Principal, BBSBEC Fatehgarh Sahib", payable at Fatehgarh Sahib/Sirhind.
7. Specification should be mentioned point wise as mentioned in the tender document and no change in the tech specification would be allowed later.
8. The CRM package should be completely compliant or better than then the asked specifications. The technical evaluation committee will evaluate the technical bids and non-compliant tender would be rejected. The commercial/price bid of only those tenderer's would be opened who qualify the pre-qualification/Technical bid.
9. Mention GST or any other tax applicable. No tax should be mentioned "as per actual". Taxes/Levies if any should be clearly quoted in price.
10. No advance payment or payment against Performa Invoice will be made. Standard payment terms are 25% of the value payable at the end of every quarter.
11. If the order is not executed with in 30 day after placement of order legal action/ penalty may initiated against bidder.
12. Tenders received late, improperly sealed or incompletely or with overwriting/ corrections in tender documents are liable to be rejected. The college reserves the right to place order for full quantity or part there of as considered necessary.
13. Validity: 60 days from the opening the tender.

14. On acceptance of tender, the date of execution of the work order as mentioned in purchase order should be strictly adhered to otherwise; BBSBEC reserves the right not to accept the CRM package in full or in part. In case the order is not executed within the stipulated period, BBSBEC will be at liberty to make purchases through other sources, and to forfeit the earnest money of the Tenderer.
15. The term of work order / contract is initially for a period of 1 year, which may be extended upto three years, on yearly basis, depending upon the quality of service provided by the tenderer, but will be on the sole discretion of the college management.
16. Termination for Default
 - The college management may, without prejudice to any other remedy, for breach of agreement in whole or part, terminate the contract.
 - The agreement will be terminated if
 - The company fails to provide any or all of the services for which it has been assigned within the period(s) specified in the agreement, or within any extension period thereof if granted by the college pursuant to conditions of the agreement **or**
 - In the judgment of the College, the company is engaged in corrupt or fraudulent practices in competing for or in executing the agreement. **or**
 - The company fails to follow instructions, guidelines, submission of reports, lists, data. **or**
 - The company is found to be involved in or associated with any unethical, illegal or unlawful activities. The agreement will be summarily suspended by the College without any notice and thereafter the agreement may be terminated after giving a show cause notice and considering its reply, if any, received within 10 days of the receipt of the show cause notice.
16. Matters regarding any dispute shall be referred for arbitration to any Officer appointed by the Head of BBSBEC, whose decision shall be binding and final. Any dispute whatsoever will be subjected to the jurisdiction of Fatehgarh Sahib Courts only.

TECHNICAL SPECIFICATIONS FOR CRM Package:

A comprehensive CRM package to manage the complete admission process with desktop portal and mobile app for following modules:

Lead Centralization, Allocation Automation & Management:

Centralized Lead Pool with Auto-Source Tagging (Widget, Smart Landing Pages). Listing the assigned leads in Lead Manager along with an advanced search functionality to better prioritize the leads. With sub-modules as Lead Segmentation, Verification (sms/email), Lead Engagement View (Lead Score & Strength), Stage Management, Timeline, Follow-up Notes, Communication Logs, Document Locker, Lead Flow Algorithm, Dynamic Lead Distribution etc. The system should be capable of restricting duplicate student registrations, incorrect email id or mobile number, etc. from entering into the system

Application Management & Automation:

Provide a seamless user experience to students and help the admissions team to fill applications and filter out applicants with a search panel. Application Form Builder, Student's Dashboard (Apply / Receipt /Auto Save), Post Editable Fields. Processing of Online Admission Forms with Real Time tracking of Applicant stage. The Application registration module should be enabled with the Advance Form AutoSaved feature before the final submission to avoid any loss of data

Campaign Manager

Real time monitoring of all marketing campaigns with in-depth analytics, source-wise attribution, and budget planning, FB Lead Ad Integration, Remarketing Connectors, etc

Analytics and Reports

Analytics around multiple parameters such as time slot analysis, form stage wise breakup, scoreboard etc which help to keep a check of health of campaigns and thus help to plan the optimizations.

Counsellor Management

Enable counsellors with a platform to track & monitor the leads allocated to them & nurture leads in a much more effective and strategic manner by marking stages / notes / follow-ups, Google calendar integration etc

Query Management,

Centralized Support Dashboard, Query Allocation, Feedback Management. Deployment of 24x7 Query Management System with proper ticketing system to resolve student queries via college's dashboard

Admin Dashboard

Trend Analysis, Bench Marking Analysis, Counsellor Productivity Report, control of user access restrictions etc

User Dashboard

Login based user Dashboards should be made available for all the College users of the system (viz. Board Management, Faculty Members, College's other employees, etc.)

Payment Manager

To integrate college payment gateway with the CRM with provision of payment of Application/Registration Fee, Token Fee, Part fee, Full Fee, Hostel Fee etc

Marketing Manager

Upload Raw Data, Bulk SMS, Email & WhatsApp Marketing, Marketing Automations, WhatsApp Business API, In-app call, sms, email and WhatsApp plugins. Drip Marketing (Email, WhatsApp messages & SMS), Pre-integrated Email/SMS/WA messages, Auto Login CTA Enablement. Advanced real-time tracking of marketing Campaigns and source/medium/campaign of each user registration for the College.

Template Manager

Full Library of standard and customizable templates of sms, emails and WhatsApp messages

Customer Service

To ensure the customer service and sort-out the issues raised within 24 hours, throughout the tenure of contract. Generation of real-time information to college users for all the transactions such as Enquiry/Lead/ User Registration, Application submission, Payment etc.

OTHER REQUIREMENTS:

- No of Users: As per requirement (Minimum 15)
- No of Leads Intake: 10,000

- Number of Raw Data Upload 5,00,000
- Number of Widgets 2
- Application Forms 2
- Number of Marketing Automation Workflows As per the requirement
- Number of Publisher Integration API 5
- All the URL of the Landing Pages/subsequent pages, etc. should be SSL certified.
- White Labelled URL
- Fully integrated multi-user system with full protection against unauthorized access (only the concerned authority or user should see the relevant data); access permission at all levels; role-based authentication and access at various levels such as application, module, form and fields.
- Provision of Data Masking, Data Privacy for College users. Head of the College should have the rights to limit the access of each user on the go.
- Automated generation of multiple letters to applicants depending on their stage in the admission process. e.g. payment receipts Final Admission Letter, Student ID card generation etc.
- Updating and printing of data regarding fees paid, confirmed and admitted candidates
- Able to send Promotional/transactional emails, WhatsApp messages and SMSs on demand with Event Triggered Automated Responsive Feedback mechanism using SMS / WhatsApp messages / Email id.
- Integrated Communication facility: Automated - Transaction based Emailers / SMS and On Demand - SMS & Mailers for information to Students/applicants
- Data Privacy: To ensure data privacy and understand the college's need to keep applicant information confidential. The vendor must have leased highly-secure cloud server architecture from providers which are rated the world leader in secure cloud computing by Gartner Research. The cloud platform must use the SSL encryption for ensuring secure connections between servers and the browsers. This agreement bounds both the college and the vendor not to disclose any confidential information in whatsoever circumstances through whatsoever medium without consent. This includes Candidate Information, Terms and Conditions, Commercial agreement or any other sensitive detail to either business.