

## EXPRESSION OF INTEREST FOR THE PROVISION OF DIGITAL TRACKING (SOCIAL LISTENING) SERVICES

We are looking to engage suitable research agencies who can provide the scope of market research services of **digital tracking/social listening**. We require a robust social listening tool and partner to gain insight on customers behavior in the digital space, what/who influences their behavior and decision-making and in turn, utilize the insights to make our communication investment work optimally.

### EOI REQUIREMENTS

If you are interested and capable of providing this scope of research services, please send your expression of interest with the following:

- Expression of Interest letter duly dated signed and stamped.
- Proposal clearly show the following: -
  - a) Firm's detailed company profile containing (but not limited to); Number of years in operation, Service portfolio, list of its directors and key resource employees, International links (research and other), The type of work your firm undertakes and list of clients you have worked with and work for etc.
  - b) List of previous clients where your organization has carried out digital tracking and social listening in the past five years (list at least five and give a brief description of the project)
  - c) Provide at least three (3) reference letters from clients where your firm has done digital tracking and social listening research work in the past five years.
  - d) Provide copies of the relevant accreditations that your company has (e.g. ESOMAR, UK Market research quality standard etc.)
  - e) List any special research facilities and/or techniques offered by your firm.
  - f) Provide details on innovative techniques utilized by your firm in digital tracking and social listening.
  - g) Provide general details of the tool used for social listening
  - h) Provide general details of sampling and data processing methods that your firm has experience in handling.

- i) Give details on nature of your firm's field organization and the quality controls that you apply to data collection.
- j) Provide examples of the typical style of reports produced by your firm.
- k) Provide details of your firm's professional codes of practice, as well as the applicable procedures that you undertake to guarantee of confidentiality and security.
- l) Provide details of your firm's knowledge of specific markets and industries, particularly knowledge of Ethiopian market, with regards digital tracking and social listening.
- m) Provide details of presence in Ethiopia.

### SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email address: [research.sourcing@safaricom.et](mailto:research.sourcing@safaricom.et) no later than **Thursday 6th January 2022 at 5:00 pm (GMT+3)**.

- **All submissions to email must be less than 20MB, and if larger should be shared on a google drive**

### NEXT STEPS

Once the responses are received, the process will follow the steps below:

- Review of Expression of Interest Submissions.
- Prequalification of shortlisted suppliers.
- Issuing of tender to shortlisted prequalified suppliers.

### NOTE

1. Safaricom Ethiopia reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for informing the bidders of the outcome of the process.
2. Safaricom Ethiopia and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.