

SCOPE / STATEMENT OF WORK OUTSOURCING OF CONTACT CENTRE



1.0 Background

The Board of Pengurusan Air Selangor Sdn Bhd has approved outsourcing the contact centre operations to a third-party service provider to be in line with its customer experience radical improvement agenda for two years which will start from 1 January 2025 to 31 December 2026.

The Air Selangor Contact Centre is managed by a business partner for 3.5 years from 1 July 2021 to 31 December 2024. Details of the **current operations** are simplified in Table 1.

Table 1

Item	Details
Operating Hours	24 hours / 7 days / 365 days
Manpower	Total manning 181 <ul style="list-style-type: none"> • 130 Contact Centre Agents • 20 Resolution Agents • 12 Team Leaders • 6 Quality Assurance (QA) Analyst • 5 Real-time analysts • 1 Scheduler • 7 Operational Support Team
Average Daily Call Traffic	2,643 calls daily
Total incoming calls per year	965,001 calls
Peak Hours Volume	300-400 calls per hour
System Infrastructure	<ul style="list-style-type: none"> • Salesforce • Customer Cloud Service (CCS) • One Screen • Daisy • Business Intelligence Tools • Telephony equipment • Telephony equipment/system (PABX facility SIP trunk lines/ISDN PRI and IVR), IT software and hardware • SDWAN (VeloCloud) between BPO and Air Selangor Data Centre
Monthly Abandoned Call %	1.53% (for the year 2023)
SLA Achievement (for the year 2023)	94.49%

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Average Daily Outbound Calls	94 calls per day (for the year 2023)
Certification	<ul style="list-style-type: none"> • ISO 18295-2:2017 Customer Contact Centres • COPC CX Standard for Contact Centers, Ref. 7.0

2.0 Purpose

The main ambition of this outsource process is to continue to provide the best customer experience (CX) to Air Selangor customers in Selangor, Kuala Lumpur and Putrajaya. The two-year outsourcing will continuously strengthen operational and cost efficiency in journey to elevate the service delivery standard.

3.0 Air Selangor System

There are 3 systems that the contact centre potentially will be using:

- CRM (Salesforce)
- System for water disruption (Onescreen)
- Billing system (Oracle)

Vendor should provide quotation based on the flexibility to use one system, two systems and three systems. The number of systems to be used by the Contact Centre will be determined by Air Selangor in due course. Refer Table 2 for details of the Air Selangor systems.

Table 2

Software/System	Remarks
Salesforce Service Cloud	a) The company will provide Salesforce Service Cloud license to Vendor. b) All enhancement will be done within Air Selangor's tenancy of Salesforce Service Cloud. Vendor may suggest enhancements as needed. c) The cost for license and enhancement will be borne by Company.
Onescreen	a) The company will provide access to Vendor. b) The cost for license will be borne by Company.

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Software/System	Remarks
Customer Cloud Service (CCS) for Billing System	Company shall provide access to CCS for Vendor to view the information on our billing system with limited interface only.

4.0 Services Required

The outsourced company shall provide the services identified below. Details provided are deemed fit at the point of tender.

NO	ITEM	SCOPE FOR SERVICES																																	
1.	Operating Hours	<p>i. Account related enquiries and issue:</p> <ul style="list-style-type: none"> Monday to Friday: 8.00am - 7.00pm Saturday, Sunday & Public holiday: 8.00 am - 5.00pm <p>Note: After operating hours, calls related to accounts will not be routed to the call centre agent.</p> <p>ii. Disconnection/reconnection, meter related, water related enquiries and issues:</p> <ul style="list-style-type: none"> 24 hours / 7 days / 365 days 																																	
2.	Manning Requirement to be provided by the Vendor and their general functions. Employees must possess suitable qualification, experience and able to speak and write in BM & English. Employees must only operate the contact centre for the Company.	<p>i. Vendor shall provide all active live agents (well trained agents) for the following:</p> <table border="1"> <thead> <tr> <th>Manning</th> <th>Year 1</th> <th>Year 2</th> </tr> </thead> <tbody> <tr> <td>Operation Manager</td> <td>1</td> <td>1</td> </tr> <tr> <td>Contact Centre Agent</td> <td>80</td> <td>70</td> </tr> <tr> <td>Resolution + Live Chat Agent</td> <td>25</td> <td>25</td> </tr> <tr> <td>Team Leaders (Inbound)</td> <td>8</td> <td>8</td> </tr> <tr> <td>Team Leaders (Resolution)</td> <td>2</td> <td>2</td> </tr> <tr> <td>Quality Assurance Leader</td> <td>1</td> <td>1</td> </tr> <tr> <td>Quality Assurance Analyst</td> <td>6</td> <td>6</td> </tr> <tr> <td>Work Force Scheduler</td> <td>1</td> <td>1</td> </tr> <tr> <td>Trainer</td> <td>1</td> <td>1</td> </tr> <tr> <td>Total</td> <td>125</td> <td>115</td> </tr> </tbody> </table> <p>ii. Full Time Employee (FTE) subject to monthly review based on call trends and company required.</p>	Manning	Year 1	Year 2	Operation Manager	1	1	Contact Centre Agent	80	70	Resolution + Live Chat Agent	25	25	Team Leaders (Inbound)	8	8	Team Leaders (Resolution)	2	2	Quality Assurance Leader	1	1	Quality Assurance Analyst	6	6	Work Force Scheduler	1	1	Trainer	1	1	Total	125	115
Manning	Year 1	Year 2																																	
Operation Manager	1	1																																	
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		<ul style="list-style-type: none"> iii. Employees must possess suitable qualifications, experience and be able to speak and write in BM & English as listed in Appendix 1. iv. The candidate shall be approved by the Company prior to the appointment except for Contact Centre Agents. v. Vendor shall able to manage Live Chat but not limited to the following areas (high negative sentiments): <ul style="list-style-type: none"> • Water Disruption • Request for Reconnection • Disconnection or Wrong Disconnection vi. The expertise of a resolution agent for live chat must be experienced to investigate the issues, “resolve” the issue or at least escalate to the First Contact Resolution (FCR) person in charge for resolution.
3.	Dynamic Crisis Management Strategy	<ul style="list-style-type: none"> i. Vendor shall develop crisis management strategy for different situations such as water disruption, billing, etc. ii. The strategy shall include but not limited to the systems, processes and people. iii. Vendor shall plan and provide the required number of active live agents during ERP / water crisis. iv. The charges shall be based on the schedule of rates (SOR) quoted by vendor in this tender.
4.	Certified Operations Performance Centre (“COPC”) & Certified Personnel	Vendor must have at least one (1) certified COPC personnel managing the Contact Centre. This is to ensure the Vendor applies COPC best practices at the Company’s contact centre to ensure high level of service is delivered.
5.	Training	<ul style="list-style-type: none"> i. Vendor shall provide the trainer and carry out the on-board training to all staff. ii. The content of the training must be in accordance with COPC CX Standard for Contact Centers, Rel 7.0.

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NO	ITEM	SCOPE FOR SERVICES
6.	Office & Facilities	<ul style="list-style-type: none"> i. MSC/MD status with conducive environment (must be located within Klang Valley/ Putrajaya/ Cyberjaya) ii. Contact centre operation readiness for any disaster (with no impact/downtime to contact centre operation) iii. Suitable location with necessary acoustic engineering that controls noise level
7.	Telephony Systems	<ul style="list-style-type: none"> i. Vendor shall supply 128 lines via 2 SIP trunks/ISDN PRI provided by Telekom Malaysia (TM) available for concurrent inbound and outbound calls). ii. The company will setup incoming calls to be diverted through 15300 short-code service from TM to the newly subscribed 2 SIP lines/ISDN PRI. iii. The inbound call will be borne by Air Selangor. iv. The outbound call shall be borne by the vendor. v. Vendor shall supply telephony equipment/system (PABX/IP PABX/Cloud PABX) include voice noise cancelation headset and IVR. vi. Vendor shall provide the contact centre dashboard, real-time historical & IVR reporting from same telephony application. vii. Vendor to build integration from PABX system to the company's internal system. The cost shall borne by Vendor. viii. Vendor shall continue to improvise to provide the self-service via IVR with Self-Serve Account Balance ix. Any enhancement or integration on the system infrastructure shall be borne by the Vendor.

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NO	ITEM	SCOPE FOR SERVICES
		<p>x. In the event of contract termination, Vendor shall able migrate all data to Company and the cost borne by Vendor.</p> <p>xi. Vendor shall develop real-time performance dashboard and analytics to gauge business insights.</p>
8.	Process Re-Engineering to support Customer Centric parameters	<p>i. Vendor shall ensure all SOPs and processes are in adherence to COPC CX Standard for Contact Centre, Ref 7.0 standard. Vendor shall update the SOPs when there is any update to the standard.</p> <p>ii. Vendor shall perform a full customer experience mapping to integrate with the Company's customer management initiative project.</p> <p>iii. Vendor shall borne the cost of all data/report/system integration with the Company.</p> <p>iv. Vendor shall perform First Call Resolution (FCR) protocol.</p>
9.	Workforce Management Solution	<p>i. Vendor shall establish Workforce Management for scheduling and forecasting the manning level requirements.</p> <p>ii. Any new development & enhancement will be borne by the vendor.</p>
10.	Performance Management	<p>i. Vendor shall establish the real-time dashboard to provide the performance updates but not limited to the following:</p> <ul style="list-style-type: none"> • Daily, weekly, and monthly staff, contact centre operations performance, CSI and documents validation report • Weekly & monthly quality assurance report • Monthly KPI performance report <p>ii. Vendor shall be proactive in analyzing the data, manage the patterns and plan and recommend to the Company for optimization.</p>

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NO	ITEM	SCOPE FOR SERVICES
11.	Quality Assurance	Vendor shall establish Quality Assurance practices and develop a high standard of Quality Assurance templates in accordance to COPC CX Standard for Contact Centre, Rel 7.0 standards.
12.	Satisfaction Survey	<ul style="list-style-type: none"> i. Vendor shall perform Customer Satisfaction Index (CSI) Survey via Salesforce to gain valuable insights and implement customer centric initiatives. ii. Vendor shall analyze the data and propose recommendation for improvement of contact centre operations.
13.	Risk Assessment	<ul style="list-style-type: none"> i. Vendor shall perform periodical risk assessment initiatives to assess risk exposure and strategies on yearly basis or as required by the Company. ii. Vendor shall perform internal audit on yearly based on ISO 18295-2:2017 Customer Contact Centres requirements.
14.	Consultancy	Vendor shall provide advice related to the service as and when required by the Company.
15.	Certification	<ul style="list-style-type: none"> i. Vendor is certified ISO 18295-1:2017 (Customer Contact Centre) ii. Vendor shall obtain ISO 18295-1:2017 (Customer Contact Centre) for company. The renewal and surveillance cost shall be borne by Vendor.
16.	2-Year Plan	<p>Vendor shall provide a 2-year plan which consist of but not limited to the following plan;</p> <ul style="list-style-type: none"> • to address crucial areas that require immediate improvement to elevate service delivery to world class standards • Readiness for non-voice where live call agent become live chat agent • integration with the Company's system
17.	Non-Disclosure Agreement (NDA)	The Vendor shall enter an NDA with the Company to protect all confidential business information.

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NO	ITEM	SCOPE FOR SERVICES
18.	Compliance to management system / requirement	Vendor shall comply to the following : <ul style="list-style-type: none"> • Experience in Customer Operation Performance Center (COPC) CX Standard For Contact Centers Certification • ISO 18295 - 1: 2017 Customer Contact Centres
i.	Fee Structure & payment	<ul style="list-style-type: none"> i. Based on the actual quantity of services/works provided. ii. All claims shall be submitted complete with the supporting documents as required by the Company. iii. Monthly payment will be process upon received Monthly Corporate Performance Report

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APPENDIX 1

JOB DESCRIPTION

No.	Position	Min Qualification	Min Experience (Year)	Job Description
1	Operation Manager	Degree or relevant experience in operation and managing customer contact centre	10	<ul style="list-style-type: none"> <li data-bbox="878 512 1458 762">i. Manage team leaders, determine and define contact center operational strategies by conducting needs assessments and business reviews. Understanding contact center metrics and applying the given technology to optimize the workforce. Assist in defining user requirements, focusing on efficiency and effectiveness. <li data-bbox="878 793 1458 1043">ii. Work closely with Work Force Management (WFM) to ensure staffing/roster levels support business targets. Help to define “quality” and assist in establishing a learning environment based on collaboration, feedback, and data. Drive a resolution-focused environment aimed at delighting the customer. <li data-bbox="878 1075 1458 1266">iii. Ensure Teams are motivated, engaged, empowered, and informed. Build a culture that includes performance reviews, coaching, counseling, and disciplining employees. Organizing Event, Reward & Recognition with the help of Team Leader. <li data-bbox="878 1297 1458 1455">iv. Prepare contact centre performance reports by collecting, analyzing, and summarizing data and trends. Build, develop and continuously improve contact centre operational strategies and procedures. <li data-bbox="878 1486 1458 1833">v. Continuously looking for and executing on new ways to provide more efficient and effective customer outcomes. Delivering efficiency, customer satisfaction, and workforce effectiveness objectives. Be unafraid to ask for help, be willing to ‘fail-fast’ and willing to take a risk when the need arises. Ensure a safe, friendly working environment. Ensure company and client compliance initiatives are in place and supervised.

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No.	Position	Min Qualification	Min Experience (Year)	Job Description
				vi. Any other relevant task that deemed required to ensure the best quality of service.
2	Contact Centre Agents (CCA)	Diploma; or SPM and 3 years relevant experience in customer contact centre;	- 3	<p>i. Handles incoming calls from customers.</p> <p>ii. Their responsibilities are to assist the customer such as but not limited to inquiries, complaints, troubleshoot for no water, water pressure, water quality, meter faulty or meter leak, pipe leak, stopcock problems, and a high bill, resolve issues with payment, billing, and deposit refund, etc. and provide the solution.</p> <p>iii. Any other relevant task that deemed required to ensure the best quality of service.</p>
3	Resolution Agents	Diploma and 1-year relevant experience in customer contact centre; Or SPM and 3 years relevant experience in customer contact centre	1 or 3	<p>i. Manage Abandoned Calls and Voicemail Calls that are left by the consumer in the IVR.</p> <p>ii. Manage Follow-up cases.</p> <p>iii. Manage documents sent by the Consumer to ensure it is complete before submitting them to the respective Stakeholder.</p> <p>iv. Manage the CSI with Low Rating.</p> <p>v. Any other relevant task that deemed required to ensure the best quality of service.</p> <p>vi. Able to effectively manage queues to meet expectations and reply to customers in a timely manner via Live Chat</p> <p>vii. The expertise of a resolution agent for live chat must be experienced to investigate the issues, "resolve" the issue or at least escalate to the First Contact Resolution (FCR) person in charge for resolution.</p>

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4	Team Leader (Inbound)	Diploma and 3-year relevant experience in customer contact centre; Or SPM and 5 years relevant experience in customer contact centre	3 or 5	<ul style="list-style-type: none"> i. Escalate case to the region that has exceeded SLA or requires urgent Action. ii. Monitor team performance agents which include but not limited to AHT, Attendance, Aux, and Lateness. iii. Deliver information regarding new processes or schedule/unscheduled water disruption received from the region. iv. Lead and coach the team to ensure accuracy and efficiency in all inbound processes. v. Managing employee KPI performance, including conducting performance evaluations and providing feedback to employees. vi. Review incoming calls to determine how best to respond to customer inquiries (side-by-side monitoring). vii. Managing the house rules, attending to Manager Calls, Organizing Event, Reward & Recognition. viii. Manages the daily operational activities to ensure the CCA does not exceed any daily operation measure that's been set. Identify Daily Mistakes that occurred and provide justification & action. ix. Utilizes the analysis hourly calls pattern and burning issues and liaise with WFM for scheduling sufficient manpower and staff over time. x. Any other relevant task that deemed required to ensure the best quality of service.

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No.	Position	Min Qualification	Min Experience (Year)	Job Description
5	Team Leader (Resolution)	Diploma and 3-year relevant experience in customer contact centre; Or SPM and 5 years relevant experience in customer contact centre	3 or 5	<ul style="list-style-type: none"> i. To ensure operational tasks given to assigned Resolution Agents that include Outbound call or follow up (Dashboard), Abandon calling, Voicemail, Live Chat and CSI Low Rating from customers well managed according to SLA as well as escalating issues to Air Selangor Region, and perform call back Managers. ii. Manage implementation and enhancement of process flow according to the standard procedure by Quality Assurance from both stakeholders (the Company and vendor) from time to time by using Transaction Monitoring Summary (TMS). iii. Coordinate and facilitate communication from top-level management to team members in regard to ensure smoothness in operational daily tasks and in direction to a monthly target. iv. Plan and implement comprehensive performance management by monitoring Resolution Agents daily, weekly, and monthly. v. Segregate routine tasks to assigned Resolution Agents and ensure daily performance reports must be completed within timeframe before sending out to the Company. vi. Manage critical/urgent/special/repeated cases and highlight to Operation Manager and the Company's Operation team. vii. Any other relevant task that deemed required to ensure the best quality of service.
6	Quality Assurance Leader	Diploma and 3-year relevant experience in customer contact centre;	3 or 5	<ul style="list-style-type: none"> i. Manage overall quality of service for Inbound, Outbound and Live Chat channels. ii. Prepare report, analysis and action for quality improvement processes.

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No.	Position	Min Qualification	Min Experience (Year)	Job Description
		<p>Or</p> <p>SPM and 5 years relevant experience in customer contact centre</p>		<p>iii. Manage validation for CSI with low rating performance and action plan.</p> <p>iv. Any other relevant task that deemed required to ensure the best quality of service.</p>
7	Quality Assurance (Analyst)	<p>Diploma and 1-year relevant experience in customer contact centre;</p> <p>Or</p> <p>SPM and 3 years relevant experience in customer contact centre</p>	1 or 3	<p>i. Call quality monitoring Inbound, Outbound and Live Chat channel. Coaching for improvement call quality & other quality improvement processes</p> <p>ii. Manage CSI with low rating performance validation</p> <p>iii. Any other relevant task that deemed required to ensure the best quality of service.</p>
8	Work Force Scheduler	<p>Diploma and 1-year relevant experience in customer contact centre;</p> <p>Or</p> <p>SPM and 3 years relevant experience in customer contact centre</p>	1 or 3	<p>i. Responsible for analyzing contact center patterns, including volumes, trends, attrition rates, occupancy rate and contact center agents' productivities. Utilizes the analysis results to forecast contact center workload and builds resourcing and scheduling plans to meet business objectives.</p> <p>ii. Any other relevant task that deemed required to ensure the best quality of service.</p>

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No.	Position	Min Qualification	Min Experience (Year)	Job Description
9	Trainer	<ul style="list-style-type: none"> ▪ Diploma with 2-year experience relevant in customer contact centre; ▪ Certified with HRDF as trainer 	2	<ul style="list-style-type: none"> i. Responsible for training new CCA and supporting experienced staff to improve their performance, including creating educational material, conducting training sessions, identifying skills gaps, and ensuring staff members stay motivated. ii. Conduct monthly staff knowledge and skill assessment. iii. To updates any new procedure /information /process /guidelines /SOP/ campaign etc. from the Company iv. Any other relevant task that deemed required to ensure the best quality of service.