

Terms of Reference for Customer Satisfaction Survey with Recommendation of Quality Power Supply including SAIDI/SAIFI (Package No. S-12)

Background:

Electricity plays pivotal role for the socio-economic development of a country. Government's vision is to provide quality electricity in cost-effective and affordable manner as well as ensure reliable electricity for all. In this regard, Government's target of installed capacity of 24,000 MW has been already achieved. When the present Government took power in 2009 installed power generation capacity was 4,942 MW which is now 25,235 MW. Currently, the Bangladesh has surplus electricity compared to the demand. It may be mentioned that during last twelve years about 2.99 million new consumers are connected to electricity. As well as access to electricity increased from 43% to 99.5%. Per capita generation is also increased from 220 KWh to 560 KWh.

Many good initiatives are taken in power sector but sometimes, consumers may face interruption of power due to network constraint. Whatever the reason by nature of the product people can't accept absence of electricity even for some moments. Although customer service improved significantly still it requires further service improvement to fulfill customer expectation. Major expectations of the customers are minimum interruption, quick service restoration, easy bill payment, complaint lodge and settlement and other service assistance.

As such Government intends to appoint a consultant to carry out public perception survey on Customer Satisfaction.

Objective:

The main objective of the work is to conduct survey on customer satisfaction of electricity utilities. In this regard, consultant will prepare a draft questionnaires and will submit them with proposal. The questionnaires will be modified and then finalized after award of contract in consultation with the Power Cell before commencement of Survey.

Scope of Work:

The Consultant shall carry out the following activities (not limited to) to accomplish the assignment.

1. The survey will be carried out at different sites of each utility. Sites and sample size will be specified following the pre proposal meeting.
2. Structured questionnaire will be prepared by the consultant and these questionnaires will be used to collect data from different type of consumers of different utilities. Standard sample size of different category consumers under each feeder will be considered.
3. Evaluated distribution system reliability; Verify and evaluate system average interruption duration index (SAIDI), system average interruption frequency index (SAIFI) and Customer Average Interruption Duration Index (CAIDI) under selected areas.
4. Analyze the primary and secondary data and find out strengths and weaknesses of the utility in respect of customer service as well as objectives.

5. Analyze strengths and weaknesses of the utility in respect of customer service and Evaluated distribution system reliability;
6. Specific recommendations for better customer service, policy change, etc. Consultant also needs to develop database for continuous follow up of the survey.

Period of Performance:

The duration of the assignment will be 8 months and total man-months for the key experts will be 49 man-months.

Team Composition & Qualification Requirements for the Key Experts:

The preferred experience of proposed key staff is mentioned below:

- (1) **Team Leader (8 Man-months):** At least Master degree with a minimum 20 years experience in public communication, survey, project management and customer outreach program.
- (2) **Power Sector Specialist (8 Man-months):** At least Bachelor degree in Electrical/Mechanical Engineering with a minimum 15 years experience in power sector.
- (3) **Distribution Expert (6 Man-months):** At least Bachelor degree in Electrical/Mechanical Engineering with 15 years of experience in the distribution system of power sector.
- (4) **Financial Expert (3 Man-months):** At least Master degree in Finance with a minimum 15 years working experience in financial/economic sector, data scrutiny and analysis, and report preparation.
- (5) **Statistician (8 Man-months):** At least Bachelor in Statistics or any relevant subject with at least 10 years experience in data analysis and processing and also familiar with statistical software.
- (6) **Communication Specialist (8 Man-months):** At least Master degree (preferably Master in mass communication/ social science/ statistics) with a minimum 5 years working experience in survey, mass communication, customer awareness program, etc.
- (7) **Survey Coordinator (8 Man-months):** At least Bachelor degree with minimum 5 years working experience in survey.

Non-Key Expert:

- (1) **Enumerators:** The consultant firm may appoint required number of enumerators having Bachelor degree in engineering for data collection, scrutiny and analysis.

List of Reports and Schedule of Deliveries:

- **Inception Report:** Consultant will prepare and submit an Inception Report within one month from signing of the contract, stating their jobs understanding, concept on the requirements of the subject to perform the study and their readiness to undertake the assignment.
- **Interim Report:** Consultants will submit Interim Report within 4 months from the date of Contract signing.
- **Draft Final Report (DFR):** Consultants will submit Draft Final Report within 6 months from the date of contract signing. Consultant will conduct a stakeholder meeting on draft final report and will collect the opinion from the stakeholders. Consultants will incorporate the opinions in the final report.
- **Final Report:** Final Report shall be prepared within 8 months from the date of contract signing. The final outcome will be presented to the high authority in a workshop.

Transfer of Knowledge (Training):

The consultant shall conduct/recommend necessary local/foreign/on-job-training. The responsible & relevant personnel of Power Division, Power Cell and other utilities will be preferred for the training.

Client's Input and Counterpart Personnel**(a) Data, Personnel, facilities and local services to be provided by the Client:**

The entities of power sector will ensure access to the available pertinent information to this assignment. Consultant will work in close association with Power Division/Power Cell and other relevant entities. A coordination mechanism will be set up to review progress, provide guidance and advice. The designated personnel of the entities will interact with the consultants and provide data, arrange discussions and assistance as required.

(b) Logistics Support

Office accommodation, field visits, secretarial service will have to be arranged by the consulting firm at their own costs.

Institutional Arrangements:

Power Cell will act as contact administrator of the assignment and consultant will work with the concern utilities/stakeholders under Power Division.