

INFORMATION SHEET

1. Purpose

Bank of Maldives (BML) is seeking a reliable party to submit proposal to conduct fieldwork for customer satisfaction and brand health survey for the Bank.

2. Objectives

- To find out factors contributing to customer satisfaction
- To extend current understanding of customer satisfaction
- To measure brand health
- To identify strengths, weaknesses and areas of improvements in order to ensure that customers are provided quality and premium customer care.

3. Scope of Services

- Formulation of survey questionnaire
- Presentations of findings and results in report format including graphical representation
- Preparation of a brief PowerPoint presentation highlighting key findings and recommendations to present it to BML

4. Project Location

- Male' region (Male', Villimale' & Hulhumale')
- Addu city
- Kulhudhuffushi
- Maafushi
- Naifaru
- Fonadhoo (Laamu)

5. Audience for Evaluation

The respondents of the study will be personal banking customers of the Bank. Simple random sampling would be applied to conduct the survey efficiently. The survey would be administered to at least 1000 customers from the personal banking customers segment in the selected locations as follows:

Total number of respondents	No. of respondents
Male'	200
Hulhumale'	100
Villimale'	75
Kulhudhuffushi	150
Addu	175
Maafushi	75
Naifaru	100
Fonadhoo (Laamu)	125
Grand Total	1000



6. Methodology

The questionnaire method will be used for gathering data. Self-administered questionnaire will be utilized to complete the survey by the respondents and should not take more than 15-20 minutes of the customers' time.

7. Output and Deliverables

The successful bidder is required to carry out the survey and submit the report with detailed comprehensive findings and results including graphical representation in the following areas

- Factors contributing to customer satisfaction
- Current understanding of customer satisfaction
- Brand health
- Strengths, weaknesses and areas of improvements in order to ensure that customers are provided quality and premium customer care.
- Any additional information that could be of relevance to the scope of the project
- Recommendations

8. Duration

Final report should be delivered within 60 days upon awarding the project. Days would be counted excluding Fridays and any other public holidays that fall into this period.

9. Evaluation Criteria

Experience*	30%
Price**	70%



***Experience breakdown**

Criteria	Score	Details
Strength of Core Survey Team	20	based on CV (focused areas: research, statistics and business)
Has previously completed customer satisfaction surveys of similar scale	5	No. of reference letters: >= 3
	3	No. of reference letters: 2
	1	No. of reference letters: 1
	0	No. of reference letters: 0
Has previously completed business related surveys of similar scale	5	No. of reference letters: >= 3
	3	No. of reference letters: 2
	1	No. of reference letters: 1
	0	No. of reference letters: 0

**All parties are requested to show a detailed breakdown of prices for fieldwork required for each survey for the given locations.

10. Payment Schedule

Payment for the project will be as per schedule below:

Deliverable	Percentage of the total amount
Review and finalization of questionnaire	20%
Completion of the initial analysis of the data	30%
Submission of the final report	50%

Note:

- Bank of Maldives reserves the right to modify/remove some of the locations selected at any time prior to awarding of the project.
- Bank of Maldives reserves the right to modify the number of respondents at any time prior to awarding of the project.
- Bank of Maldives reserves the right to cancel the bid at any time prior to awarding of the project.

