

**Request for Quotation**  
**RFQ # 2004-12**  
**USAID Model Court Initiative**

**for Provision of Communication and Customer Service  
Training Services**

**Date: November 02, 2021**

Checchi and Company Consulting, Inc. (part of Dexis Consulting Group) requests for quotations for pricing and terms of potential provision of **Communication and Customer Service Training Services**, as outlined below.

**BACKGROUND**

Checchi and Company Consulting, Inc. (Checchi), an international consulting company based in USA, is currently implementing the USAID-funded **Model Court Initiative (MCI) project in Moldova**. The goal of the MCI project is to assist the Government of Moldova to implement initiatives aimed at improving the efficiency, performance, and quality of court services based on best international practices and in line with international excellence standards for court services.

**INSTRUCTIONS TO OFFERORS**

With this RFQ, Checchi is soliciting offers from qualified companies or nongovernmental organizations (NGOs) to participate in the tender for **Communication and Customer Service Training Services** in accordance with the specifications set forth below and ANNEX A - TERMS OF REFERENCE.

Offerors are responsible for ensuring that their offers are received by Checchi in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

**Offer Submission Deadline**

Offers must be received no later than **November 18, 2021, 18:00 local time**. Proposals received after the deadline may not be considered.

**Submission of Offers**

All offers must be submitted electronically to the following email address: [moldova@dexisonline.com](mailto:moldova@dexisonline.com) mentioning the title "**Communications and customer service training services**" (RFQ # 2004-12) in the subject line. Any e-mail that does not contain the mentioned title will be automatically discarded.

**Questions and Clarifications**

All questions and clarifications regarding this RFQ must be submitted in writing to [moldova@dexisonline.com](mailto:moldova@dexisonline.com) no later than **November 16, 2021, 18:00 local time**. All correspondence must provide reference to the RFQ number. Questions and clarifications that may be of interest to other bidders, will be circulated to all parties that submitted the questions.

Only the written answers issued by Checchi will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Dexis or any other entity should not be considered as an official response to any questions regarding this RFQ.

**Required Documentation**

The offers must include the following:

- Company/NGO portfolio/CV in Romanian or English to highlight the previous experience that makes the applying company the most suitable for the award of the advertised contract, as well as the availability of human and technical resources to complete the requirements of this RFQ;
- Trainers' CVs in Romanian or English to prove previous experience that makes them most suitable candidates for the required trainings and deliverables;
- Financial Proposal for the implementation of the advertised contract;
- At least three recommendation letters for the company/NGO and at least three references (contacts) for each trainer.

Offerors are requested to provide quotations on their official quotation format or letterhead.

### **Source/Nationality/Origin**

Only firms and NGOs legally registered in Moldova may submit an offer in response to this RFQ.

All services offered in response to this RFQ or supplied under any resulting award must meet **USAID Geographic Code 937** and **110** in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228. The cooperating country for this RFQ is Moldova.

### **Quotations**

**A. Cost:** Prices must be quoted as showing unit prices and total prices. No taxes or fees are to be added. Checchi is VAT-exempt. Offers must clearly list all the items, indicate unit prices, quantities and total price. Quotations must be expressed as fixed price, in MDL (Moldovan Lei).

**B. Technical Quotation:** A technical quotation will be submitted demonstrating how the assigned tasks set forth in Annex A shall be completed.

### **Validity Period**

Offers must be valid for a minimum of sixty (60) calendar days after the offer deadline.

**Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Checchi will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.

### **Negotiations**

It is expected that awards will be made based on submitted offers. However, Checchi reserves the right to conduct negotiations and request clarifications prior to awarding the contract.

### **Basis for Award**

The award will be made to an offeror whose offer is compliant with RFQ instructions and is evaluated as the most advantageous for Checchi.

### **Terms and Conditions**

The award is subject to Checchi's standard terms and conditions. Please note that Checchi standard payment terms are ten (10) banking business days upon receipt of the complete documentation after acceptance of the deliverables. No advance payments are possible.

### **Evaluation of Quotations**

All Responses must contain the elements outlined in this RFQ for Checchi and Company Consulting, Inc. to comprehensively evaluate each quotation.

Checchi and Company Consulting, Inc. will first evaluate quotations for compliance with the mandatory requirements/elements of this RFQ. Quotations that do not contain all mandatory requirements/elements will not be considered.

Evaluation of offers will be performed according to the following evaluation criteria:

#	CATEGORY	POINTS
1.	<p><b>Relevant experience and proved expertise of proposed trainers and company/NGO</b></p> <p><b>For trainers:</b></p> <ul style="list-style-type: none"> <li>• Minimum seven years of successful work experience in the area of business communication, customer service, social psychology, social media marketing or other relevant fields as per requirements of this RFQ (20 p.)</li> <li>• At least three years of work experience as trainer in the fields mentioned in this RFQ (20 p.)</li> </ul> <p><b>For companies/NGOs</b></p> <ul style="list-style-type: none"> <li>• At least three years of company's/NGO's experience in the area of communication, conducting training, or organizing events (10 p.)</li> <li>• The company's/NGO's availability of technical and human resources for successful implementation of the assignment (10 p.)</li> </ul>	60
2.	<p><b>Quality of technical proposal</b></p> <ul style="list-style-type: none"> <li>• The proposed quotation and approach to this RFQ match the requirements, deliverables set out in this document (10 p.)</li> <li>• The degree to which the Offeror, including trainers, demonstrates a very good professional reputation as evidenced by the recommendation letters and/or references (10 p.)</li> </ul>	20
3.	<b>Price</b>	20
<b>TOTAL SCORE:</b>		<b>100</b>

**NB: Each sub-criterion will receive points only when it is proved through confirming documents, materials, and/or documented experience.**

**The Offeror that receives the most review points will be recommended for a contract.**

## **TERMS OF REFERENCE**

### **Communications and customer service training services**

#### **BACKGROUND AND CONTEXT**

The Model Court Initiative ('the Project') is a USAID Moldova Project under the seven-year Effective Justice Indefinite Delivery / Indefinite Quantity Contract.

The Project is a three-year effort to improve the performance of courts in delivering quality justice services and to improve the connection between courts, communities, and system users. The Model Court Initiative works toward two Objectives: 1) identifying and supporting Moldovan courts in achieving and maintaining Model Court status through improved services to the public, and 2) supplementary national assistance to facilitate changes needed to improve performance at the individual court level.

To attain the two objectives mentioned above, the Project will carry out a vigorous public communication and outreach effort that will engage a variety of justice sector stakeholders, model courts, civil society, and the general public. A range of communication tools and materials are planned to be developed to inform, strengthen capacities, raise awareness, and empower different stakeholders using tailored messages.

The Project will assist two selected Pilot Model Courts in creating and providing people-centered justice services. To this end, the Project will organize, among others, specialized trainings in the field of communication.

#### **PURPOSE**

The main Model Court Initiative objective for contracting a local company or NGO is to purchase consulting and training services in the field of: (1) internal communication, (2) customer service, (3) social media marketing and copywriting, (4) organizational branding and crisis communication, (5) public speaking and media communication.

The training sessions will be offered to judges and court employees requiring additional professional development to fully meet the requirements of their job tasks and with a view to improving internal communication within the two district courts.

#### **TASKS AND EXPECTED RESULTS**

The contracted local company/NGO will be responsible for the delivery of the following trainings:

##### **A. Internal communication (team building activities)**

1. Developing the program and content for three one-day team-building activities on increasing team efficiency and cohesion, dealing with stress and conflicts, and motivating the court team;
2. Conducting three one-day team-building activities for the Pilot Model Courts staff and judges (three separate activities for each court).

##### **B. Customer service trainings**

1. Assessing customer service communication needs in two Pilot Model Courts;
2. Developing training agenda and training materials to teach court staff the knowledge and skills that will help them better communicate with court users, manage angry clients, and transform customer complaints into opportunities;
3. Conducting a one-day customer service trainings for the staff of Pilot Model Courts (for each court separately);

4. Organizing and conducting follow-up meetings on challenges and achievements with regards to court user satisfaction organized separately with the Pilot Model Courts representatives after the delivered trainings;
5. Providing a Summary Report of the points raised during the two follow-up meetings with recommendations to guide continuous improvement in each district court.

### **C. Trainings on social media marketing and copywriting**

1. Developing the training agenda and training materials on social media marketing and copywriting tips for court communication with litigants and public. The content of the course should answer at least the following questions:
  - How to identify the best social media platforms for the court communication activity?
  - How much time and effort should be put into social media communication?
  - How to improve social media content?
  - How to develop a calendar of posts based on the court's needs?
  - How to engage the public around the court activity?
  - How to write user-friendly posts?
  - What are the free online tools that may be used for creating an interesting content?;
2. Conducting a one-day social media marketing and copywriting tips trainings for the staff of the Pilot Model Courts (for each court separately);
3. Organizing and conducting two follow-up meetings on challenges and achievements with regard to social media marketing and copywriting organized separately with Pilot Model Courts representatives after the delivered trainings;
4. Providing a Summary Report of the issues raised during the two follow-up meetings with recommendations to guide continuous improvement in each court.

### **D. Organizational branding and crisis communication trainings**

1. Developing the training agenda and training materials for organizational branding and crisis communication training for two Pilot Model Courts management teams.
2. Conducting a one-day organizational branding and crisis communication trainings for Pilot Model Court management teams (for each court separately).
3. Developing an individualized crisis communication strategy for the two Pilot Model Courts according to the needs of each court and in collaboration with the management teams of the courts.

### **E. Trainings on public speaking and media communication skills**

1. Developing the training agenda and training materials on public speaking and media communication, including user-friendly language when addressing the general public, delivering high impact messages and speeches, nonverbal communication for public speaking, creating interesting content for media, and establishing good working relationships with the media by satisfying the needs of both sides;
2. Conducting one-day public speaking and media communication training for Pilot Model Courts employees (for each court separately);
3. Developing a one-year Plan of Media Communication for each Pilot Model Court (including events, information materials, etc.); the activity should be implemented in partnership with the court staff from each court separately.

### **F. Training of Trainers (ToT) to develop communication skills of the court staff**

1. Developing the training agenda and training materials for (1) 3-day ToT course on customer service, and (2) Public Speaking, Social Media Marketing, Media Communication and Copywriting Tips, to build a pool of competent court staff instructors who will develop the communication skills of court employees from courts other than Pilot Model Courts;
2. Conducting two 3-day ToT courses on: (1) Customer Service, (2) Public Speaking, Social Media Marketing, Media Communication and Copywriting Tips; providing tools and course content for trained trainers.

The administrative costs for renting training facilities, delivering coffee breaks, lunches, printing of training materials, and other logistical costs will be supported by Checchi/MCI project. The selected company/NGO will cover the trainers' fees and travel expenses to the training location

The trainings will be organized in Chisinau, Balti, Ungheni, Fălești and Sângerei or another locality in Moldova.

## KNOWLEDGE AND SKILLS

The staff of the Pilot Model Courts, and district court staff participating in the two trainings of trainers, will develop/improve the following abilities and skills:

- Empathy;
- Patience and consistency;
- Adaptability;
- Ability to transform negative feedback into opportunities;
- Ability to use plain but positive language and a clear communication;
- Problem-solving skills;
- Work ethic and time management;
- Emotional intelligence;
- Ability to accept negative feedback;
- Writing skills of communication materials.

## DELIVERABLES AND TENTATIVE PLAN OF DEADLINES

#	Deliverables	Quantity	Tentative plan of deadlines
1.	<b>Work Plan</b> that will guide the process of developing the contract deliverables.	1	• November 30, 2021
<b>A. TEAM BUILDING ACTIVITIES</b>			
2.	<b>Program and content for three one-day team-building activities</b> on increasing team efficiency and cohesion, dealing with stress and conflicts, and motivating the team.	3	• December 7, 2021
3.	<b>First round of team-building activities</b> conducted for Pilot Model Courts' staff (for each court separately).	2	• December 10, 2021 • December 17, 2021
4.	<b>Written report on the first round of team-building activities</b> with Pilot Model Courts, including team communication issues and recommendations for improvement in each district court.	1	• December 24, 2021
5.	<b>Second round of team-building activities</b> conducted for Pilot Model Courts staff (for each court separately).	2	• June 10, 2022 • June 17, 2022
6.	<b>Written report on the second round of team-building activities</b> with Pilot Model Courts, including team communication issues and recommendations for improvement in each district court.	1	• June 24, 2022
7.	<b>Third round of team-building activities</b> conducted for Pilot Model Courts staff (for each court separately).	2	• June 9, 2023 • June 16, 2023
8.	<b>Written report on the third round of team-building activities</b> with Pilot Model Courts, including team	1	• June 23, 2023

	communication issues and recommendations for improvement in each district court.		
<b>B. CUSTOMER SERVICE TRAININGS</b>			
9.	<b>Needs assessment written report</b> on customer service in two Pilot Model Courts.	1	<ul style="list-style-type: none"> <li>December 24, 2021</li> </ul>
10.	<b>Training agenda and training materials for 1-day customer services trainings</b> for two Pilot Model Courts adapted to the needs of court users and court staff, including a module on managing angry clients and transforming customer complaints into opportunities.	2	<ul style="list-style-type: none"> <li>January 5, 2021</li> </ul>
11.	<b>First round of customer service trainings conducted</b> for 11 (out of 35) members of staff from Pilot Model Court 1 and for 15 (out of 61) members of staff from the Pilot Model Court 2 (for each court separately).	2	<ul style="list-style-type: none"> <li>January 19, 2022</li> <li>January 21, 2022</li> </ul>
12.	<b>Written report on the first round of customer service trainings</b> highlighting potential improvements, success stories, and problems (for each court separately).	1	<ul style="list-style-type: none"> <li>January 28, 2021</li> </ul>
13.	<b>Second round of customer service trainings conducted</b> for the remaining 24 members (12 for each round) of staff from Pilot Model Court 1 and for 46 staff members from Pilot Model Court 2 (15 for each round), for each court separately.	5	<ul style="list-style-type: none"> <li>March 24, 2021</li> <li>April 8, 2021</li> <li>April 22, 2021</li> <li>May 6, 2021</li> <li>May 13, 2021</li> </ul>
14.	<b>Written report on the second round of customer service trainings</b> highlighting potential improvements, success stories, and problems (for each court separately).	1	<ul style="list-style-type: none"> <li>May 31, 2022</li> </ul>
15.	<b>Written report on the conducted follow-up meetings</b> regarding customer service with the trained staff of the two Pilot Model Courts highlighting achievements and challenges, lessons learnt, recommendations and good practices to be reproduced on national level.	1	<ul style="list-style-type: none"> <li>September 30, 2022</li> </ul>
<b>C. TRAININGS ON SOCIAL MEDIA MARKETING AND COPYWRITING</b>			
16.	<b>Training agenda and training materials for 1-day trainings</b> on social media marketing and copywriting tips; recommendations for court communication with court users and the general public.	1	<ul style="list-style-type: none"> <li>December 31, 2021</li> </ul>
17.	<b>Social media marketing and copywriting tips trainings conducted</b> for Pilot Model Courts staff (for each court separately).	2	<ul style="list-style-type: none"> <li>February 4, 2022</li> <li>February 11, 2022</li> </ul>
18.	<b>Written report on conducted social media marketing and copywriting tips trainings</b> (including training and technical needs of the staff, recommendations, lessons learnt and good practices, tools to be used to improve social media content and engagement in each court).	1	<ul style="list-style-type: none"> <li>February 25, 2022</li> </ul>

19.	<b>Written report on conducted follow up meetings</b> with Pilot Model Courts trained staff, including challenges and recommendation for social media engagement and a posting plan for each court.	1	<ul style="list-style-type: none"> <li>• June 24, 2022</li> </ul>
<b>D. ORGANIZATIONAL BRANDING AND CRISIS COMMUNICATION TRAININGS</b>			
20.	<b>Training agenda and training materials for 1-day training</b> on organizational branding and crisis communication for Pilot Model Courts management teams.	1	<ul style="list-style-type: none"> <li>• February 18, 2021</li> </ul>
21.	<b>Organizational branding and crisis communication trainings conducted</b> for Pilot Model Courts management teams (for each court separately).	2	<ul style="list-style-type: none"> <li>• March 4, 2022</li> <li>• March 11, 2021</li> </ul>
22.	<b>Written report on conducted</b> organizational branding and crisis communication training for Pilot Model Courts management teams including recommendations for improvement in each court.	1	<ul style="list-style-type: none"> <li>• March 18, 2021</li> </ul>
23.	<b>Personalized Crisis Communication Strategies</b> for Pilot Model Courts developed in collaboration with the management teams of each court.	2	<ul style="list-style-type: none"> <li>• April 29, 2021</li> </ul>
<b>E. PUBLIC SPEAKING AND MEDIA COMMUNICATION TRAININGS</b>			
24.	<b>Training agenda and training materials for 1-day trainings</b> on public speaking and media communication.	1	<ul style="list-style-type: none"> <li>• February 24, 2022</li> </ul>
25.	<b>Public speaking and media communication trainings conducted</b> for Pilot Model Courts responsible staff (for each court separately).	2	<ul style="list-style-type: none"> <li>• March 18, 2022</li> <li>• March 25, 2022</li> </ul>
26.	<b>Written report on public speaking and media communication trainings</b> conducted for Pilot Model Courts responsible staff (identified issues, possible solutions, further training needs).	1	<ul style="list-style-type: none"> <li>• June 3, 2022</li> </ul>
27.	<b>One-year plan of media communication</b> (events, information materials, etc.) developed together with court employees from each court separately.	2	<ul style="list-style-type: none"> <li>• June 17, 2022</li> </ul>
<b>F. TRAINING OF TRAINERS TO DEVELOP COURT STAFF COMMUNICATION SKILLS</b>			
28.	<b>Agenda and training materials for two 3-day training of trainer's courses</b> on (1) Customer Service; (2) Public Speaking, Social Media Marketing, Media Communication and Copywriting Tips for the use of Moldovan courts.	2	<ul style="list-style-type: none"> <li>• July 22, 2022</li> </ul>
29.	<b>Delivery of 3-day Customer Service ToT training</b> for 15 district courts responsible staff.	1	<ul style="list-style-type: none"> <li>• September 7 – 9, 2022</li> </ul>
30.	<b>Delivery of 3-day Public Speaking, Social Media Marketing, Media Communication and Copywriting Tips ToT training</b> for 15 district courts responsible staff.	1	<ul style="list-style-type: none"> <li>• September 21 – 23, 2022</li> </ul>
31.	<b>Written report on both conducted ToT trainings</b> including course content and tools to be used by trained trainers.	1	<ul style="list-style-type: none"> <li>• September 30, 2022</li> </ul>



## **MANAGEMENT ARRANGEMENTS**

### **Organizational Setting**

The Company/NGO will work under the overall guidance of the Model Court Initiative Chief of Party and the direct supervision of the MCI staff appointed by the Chief of Party.

### **Duration of the Work**

It is expected that the contracted company shall begin work in November 2021 with work being completed in June 2023. Model Court Project team will require at least five (5) days for reviewing the agenda, training materials and courses contents and for approving the deliverables.

### **Language requirements**

The training agenda and training materials should be developed in the Romanian. The written reports should be provided in English.

## **REQUIREMENTS FOR COMPANIES**

1. Officially registered legal entities as per Republic of Moldova's regulations with full capacity to act;
2. At least three years of experience in the area of communication, conducting training, or organizing events;
3. Demonstrated availability of technical and human resources for successful implementation of the assignment (trainers' expertise currently collaborating with the company and logistics organization for trainers to successfully complete their jobs);
4. Previous experience in working with USAID Mission in Moldova, or USAID funded projects or international organizations and projects, as well as justice sector state institutions will be considered an asset.

## **REQUIREMENTS FOR TRAINERS**

1. At least 7 years of work-related experience in the field of business communication, customer service, social psychology, social media marketing, public speaking and public relationships or other relevant fields for each of the required training in this RFQ;
2. At least 3 years of work experience as a trainer in the required training fields as mentioned in this RFQ;
3. Graduate Degree or Professional studies in the training fields as mentioned in this RFQ;
4. Excellent verbal and written communication skills;
5. Fluency in Romanian and Russian languages;
6. Strong facilitation skills;
7. Strong interpersonal skills;
8. Ability to deliver timely and high-quality results under tight deadlines;
9. Excellent attention to detail;
10. Excellent ability to follow instructions;
11. Working experience with USAID or other foreign donors would be an advantage;
12. Working experience with the justice system or Moldovan public institutions would be an advantage.