

30th May, 2019

TENDER NO. KRA/HQS/RFP-054/2018-2019 – CONSULTANCY SERVICES FOR CUSTOMER PROFILING AND SEGMENTATION

RE: CLARIFICATION SET 1

All prospective bidders are advised to acknowledge the clarification/ addendum for the above tender through eprocurement@kra.go.ke

No.	CLARIFICATION QUESTION	CLARIFICATION RESPONSE.
1.	KRA recently tendered for a Customer Journey Mapping exercise. Has this exercise been undertaken? If so, what would be the point of convergence of this project and the Customer Profiling and Segmentation project?	This exercise has not yet been undertaken. The focus of the journey maps is the KRA processes with a view of re-engineering the processes. The segmentation is focused on segmenting the customers with a view of recommending the best strategies to engage them in terms of tax education, service delivery and communication. However, the customer profiling and segmentation will feed from the results of the journey maps.
2.	Appendix to ITC 2.4.1: You require that the Lead and Associate Consultants demonstrate Tax audit experience – Is this requirement mandatory for each individual or can we leverage a combination of skills to satisfy this requirement?	You can leverage on a combination of skills.



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3.	Are there any market studies/surveys that have been completed by KRA in the recent past? KRA has only conducted customer satisfaction surveys at a large scale. This only provides insights on the overall satisfactions of the netted KRA customer. Other service quality reviews such as journey maps, mystery shops and focus group discussions have been carried out internally for a very small sample size which may not represent the needs of the whole KRA customer base.
4.	Please clarify the scope coverage for the customer survey e.g. will this cover the entire 47 counties? Are there any counties/regions of preference? Indicative size of survey population? Kindly note that this is not a survey. We expect comprehensive segmentation of the whole KRA customer base i.e the Kenyan taxpaying population which includes both potential and existing customers. This means that we will cover all counties/regions. The other requirements are stated in the TORs.
5.	OR Part 2: Scope of Services (b) - You require that a benchmarking exercise be conducted as part of scope – what probable institutions/countries is KRA keen on benchmarking itself against? - can this information be shared at this point? Entities (firms) that work in an environment similar to KRA. You could also benchmark companies whose customer base is as diverse as that of KRA and operating in a similar environment.
6.	TOR Part 4: Reporting Timelines - Duration of services is stated as 90 days, whereas report submission timelines add up-to 5 months. Please clarify. The consulting period is 90 days. Note the submission timelines are w.e.f the commencement date ie the final report will be received 12 weeks from the commencement date = 90 days



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No.	DESCRIPTION	TENDER CLOSING DATE/TIME	
		PREVIOUS	CURRENT
1.	Kenya Revenue Authority hereby notifies prospective firms that it has extended the closing date for the above tender as indicated-	30 TH MAY, 2019 11.00 AM	7 TH JUNE, 2019 11.00 AM

Note:

- Bidders are advised to acknowledge the Clarification/ addendum that will be published and uploaded on the KRA Website on 30th May, 2019.

The Clarification/Addendum form part of the bidding document and is binding to the bidder. All other terms and conditions of the tender remain the same. You are therefore required to immediately acknowledge the receipt of this addendum.

Regards,



Benson Kiruja

For: Deputy Commissioner - Supply Chain Management

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