



**SAFARICOM PLC
P.O. BOX 66827 - 00800
WESTLANDS, NAIROBI, KENYA
TEL +254 722 000000
FAX +254 722 00 4202**

**EXPRESSION OF INTEREST – PROVISION OF OUTSOURCED CREATIVE,
COMMUNICATIONS AND WEB DEVELOPMENT AND MAINTENANCE WORKFORCE
FOR THE SAFARICOM STUDIO**

Document Release Date: Monday 24th July 2023 1000Hrs

Last Date & time for Receipt of Proposals: Monday 31st July 2023 1500Hrs

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EXPRESSION OF INTEREST – EOI FOR THE PROVISION OF DIGITAL PR AND COMMUNICATIONS SERVICES FOR SAFARICOM PLC

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1. INTRODUCTION

Safaricom PLC (the company) is a leading integrated communication and technology services provider in Kenya and has a steadily growing subscriber base. In 2020, the company committed to transforming into a purpose-led technology company by 2025 and towards that, is continuously innovating to meet the changing needs of its customers. Safaricom will exemplify being a purpose-led technology company by applying technology to simplify life, making life more convenient, linking people to people, People to knowledge and People to opportunities. Our efforts are geared towards positively impacting and transforming the lives of those in the communities around us and thus we strive to change the present to improve the future. Safaricom remains focused on offering the best customer experience with products and services that differentiate us from competition and this has led to the expansion of our services in the country with the aim of engaging our customers from the grassroots.

We keep over 42 million customers connected and play a critical role in society, supporting over one million jobs both directly and indirectly while our total economic value was estimated at KES 393 billion (\$ 3.1 billion) for the 12 months through March 2022. Listed on the Nairobi Securities Exchange and with annual revenues of close to KES 310.9 billion (\$2.3 billion) as of March 2023.

Safaricom provides connectivity through a wide range of technology, 2G, 3G, 4G and 5G in aggregate covering over 99% of Kenya's population.

We run the world's largest mobile payment system and Africa's largest Fintech, M-PESA, the world's first mobile money transfer system. By empowering over 30 million customers to transact, save or borrow money through their mobile phones, M-PESA has driven financial inclusion in Kenya to 83.7% in 2021 of the adult population from a low of 26.7% in 2006 and generated over KES 117.2 billion (\$886 million) in revenue as at FY23.

Our Safaricom and M-PESA Foundations work to transform lives by partnering with local and national authorities and others to make a tangible difference across all levels of society. The Foundations have now impacted over 4.2 million lives over the past three years in areas such as education, health and economic empowerment.

Our subsidiary, Safaricom Telecommunications Ethiopia, plans to deploy a world-class network and services in 2022, to contribute to Ethiopia's digital transformation.

As part of our ongoing commitment to the Sustainable Development Goals (SDGs), we continue to work towards improving energy and resource efficiency in our network and facilities to reduce carbon emissions and fuel consumption. We remain committed to becoming a Net Zero carbon-emitting company by 2050.

In line with our strategic intent, Safaricom partners with various suppliers (local and international) for the supply of goods and provision of services.

We believe that investment in long-term brand-building enables businesses to thrive over time and survive market volatility. We believe that a strong brand is a powerful business asset that delivers a sustainable competitive advantage, enabling us to outperform the

competition, accelerate growth, and deliver great customer experiences, now and into the future.

As such, Safaricom intends to seek the services of a reputable creative and communications agency for the provision of outsourced creative, communication, web development and maintenance workforce that will work with brand and marketing teams as well as other partner agencies.

The main scope/work to be covered includes: -

- I. Creative development services (working with lead creative agencies)**
 - Brand campaigns.
 - Consumer marketing campaigns.
 - Business marketing campaigns including but not limited to email marketing & podcast management.
 - Content creation.
- II. Customer / Trade / Shopper Marketing services (working with lead brand agency)**
- III. Digital PR services (working with lead PR agency)**
 - Digital Strategy, creative, content marketing
- IV. Social media management services**
 - Influencer, blogger, and publisher management
- V. Strategic monitoring and managing Safaricom's online reputation and crisis management (working with lead PR agency)**
 - Digital PR and Influencer engagement initiatives
- VI. Website development and maintenance services**
 - Technology leadership, strategy, and guidance - Search Optimization, Websites and microsites development and maintenance.
 - Website Analytics – GA4 & GTM implementation and maintenance
- VII. Internal communication services**
 - Staff engagement and internal communication strategy that enhances information sharing and collaboration amongst Safaricom employees.
- VIII. Voice Recording and talent management services (using 3rd party studios)**
 - IVR (Interactive Voice Response) for Safaricom call center
 - Radio recordings from brand teams for commercials
 - Voice overs for audio visual pieces e.g. documentaries

2. AIMS AND OBJECTIVES

The main aim of this EOI is to shortlist the best-in-class outsourced workforce provider willing to undergo the RFP/Tender/Bidding process demonstrating sufficient skill and capacity to undertake these services in line with the scope requirements. We envision that the right firm will be supported by specialized technologies & tools, tailored training capabilities, human resource management expertise and an intimate knowledge of the operating environment. The Firm will offer services that will help Safaricom PLC grow, meeting its brand and marketing objectives via this workforce, which will be domiciled with the Safaricom premises to manage the scope end-to-end.

The RFP will thereafter result into the establishment of a commercial framework to engage the successful company(ies).

If interested in participating in this process, please see below details on how to respond to this call for Expression of interest.

3. EOI CONTENT

Your firm's EOI response should contain the following information: -

- a) Page One – Expression of Interest Letter duly dated signed and stamped indicating your company's Specific Point of Contact (SPOC) for this process and their contact details.
- b) Page Two – Your company's registration certificate
- c) Page Three – Your company's most updated CR12 form
- d) Page Four & Five – A summary page of your company's fully audited accounts for the last two years and separately attach the full audited accounts for the last two years
- e) Pages Six to End – Your company's profile. The shortlisting will be based on our initial judgement relating to our key focus areas below.
 - ✓ General Experience – Period in the industry, qualifications, certification, affiliations, industry awards and any other valuable information
 - ✓ Relevant Experience – Proof of solid experience in offering Outsourced Workforce Services OR a demonstration of capability to set up a framework to offer Outsourced Workforce Services. Of key interest is a demonstration of;
 - Having existing skilled resources who will be domiciled at Safaricom to manage scope as needed (CVs should be provided for the proposed leading senior staff)
 - Having specialized technologies and tools to run the scope
 - Tailored training capabilities for related skills
 - HR management expertise
 - ✓ Confirm if the agency shall work as a single entity or as a consortium. If working as a consortium, please provide the entity names of the partners and elaborate on the working relationship.
 - ✓ A written declaration if the agency represents any competing telecommunication company or mobile money service provider locally or internationally.
(N.B For the purpose of clarification, Safaricom Plc competitors mean a person, organization or entity selling products or services that compete with the products or services offered by Safaricom from time to time).

The scope and RFP requirements shall be explained further in the RFP for the shortlisted firms.

4. RESPONSES

Please submit your responses by End of Day, **Monday 31st July 2023, 1500Hrs** by email to eatuya@safaricom.co.ke, PGathura@safaricom.co.ke and TEGESA@safaricom.co.ke.

Maintain the subject on the email as; **EXPRESSION OF INTEREST FOR THE PROVISION OF OUTSOURCED CREATIVE, COMMUNICATIONS, WEB DEVELOPMENT AND MAINTENANCE WORKFORCE, FOR THE SAFARICOM STUDIO**

5. NEXT STEPS

Shortlisted firms will undergo Safaricom prequalification process and if successful, proceed to the next bidding phase i.e., the RFP (Request for Proposal).

Only shortlisted agencies will be considered for further discussions beyond this EOI. They will be exposed to the full RFP complete with details of the scope, and requirements.

6. NOTE

Safaricom PLC reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than to inform the bidders of the outcome of the process.

“THE END”