



GUJARAT ENERGY

SCOPE OF WORK (SOW)
FOR
APPOINTMENT OF SERVICE PROVIDER FOR CENTRALIZED CUSTOMER CARE
CENTER (CCCC) FOR GEL

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1) Introduction :

Gujarat Energy Limited (GEL), Erstwhile Gujarat Gas Ltd. ("GGL") is a prominent city gas distribution player with pan India presence spread across 6 states and 1 UT comprising of Gujarat, Haryana, Madhya Pradesh, Maharashtra, Punjab, Rajasthan and Union Territory of Dadra Nagar Haveli. GEL having its registered office at Gujarat Energy Bhavan, Behind Udyog Bhavan, Sector- 11, Gandhinagar – 382010 Gujarat, India. GEL is having authorization in 27 Geographical Areas, including 43 districts. Currently, GEL caters Piped Natural Gas (PNG) to more than 25 lakh domestic households in 1,000+ urban and rural areas, ~16,000 commercial establishments, ~4,500 Industrial users and 850+ CNG stations for meeting the demand of automotive segment through its wide pipeline network.

GEL currently delivers uniform services through a Centralized Customer Care Centre (CCC) located in Ahmedabad as well as local customer care centres within its GA(s), Mobile Application, Web Portal, What App chatbot etc. Domestic, Commercial, Industrial, and CNG customers contact these centers for requests, complaints, and inquiries.

At present, the Centralized Customer Care Center handles over 2,500 calls per day.

These customers are also served by the respective GA walk-in centers. Customers contact GEL to avail services that fall under the following major categories:

- Request: e.g. Alteration, Name Transfer, Extra Bathroom Point, Temporary Disconnection/ Reconnection etc.
- Complaints : e.g. Bill not received, Connection pending
- Inquiry : New connection inquiry, to know various payment options, Payment collection

The scope of work under this tender includes providing customer care services for all customer segments of GEL - namely Domestic, Commercial, Non-commercial, Industrial, and CNG - across all GEL locations/GAs as detailed below. The services are currently non-emergency in nature; however, emergency services may be included in the future.

Sr. No.	State	GA
1	Gujarat	Kutch (West) GA
2	Gujarat	Jamnagar GA (incl. Dev. Dwarka)
3	Gujarat	Rajkot GA (incl. Morbi*)
4	Gujarat	Amreli GA
5	Gujarat	Bhavnagar GA (incl. Botad*)
6	Gujarat	Surendranagar GA*
7	Gujarat	Ahmedabad Rural GA*
8	Gujarat	Nadiad GA
9	Gujarat	Anand Rural GA*
10	Gujarat	Panchmahal GA
11	Gujarat	Dahod GA

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12	Gujarat	Narmada GA
13	Gujarat	Dahej Vagra GA
14	Gujarat	SAB GA (Surat*-Bharuch-Ankleshwar) (incl. Tapi* Dist.)
15	Gujarat	Hazira GA
16	Gujarat	Navsari GA*
17	Gujarat	Valsad GA*
18	Gujarat	Gandhinagar GA (Gandhinagar & Chandkheda-Motera)
19	U.T.	U.T. of Dadra & Nagar Haveli
20	Maharashtra	Thane-Maharashtra (Palghar & Thane Dist.)*
21	Haryana & Punjab	Sirsa, Fatehabad and Mansa (Punjab) Districts
22	Madhya Pradesh	Ujjain, Dewas and Indore Districts*
23	Rajasthan & Madhya Pradesh	Jhabua, Banswara, Ratlam and Dungarpur Districts
24	Punjab	Ferozepur, Faridkot Sri Muktsar Sahib and Fazilka* Districts
25	Punjab	Hoshiarpur and Gurdaspur Districts
26	Rajasthan	Jalore and Sirohi Districts
27	Punjab	Amritsar
28	Punjab	Bathinda

* Part

Note: New areas / cities / villages / GAs may be added in the future.

2) Scope of work:

2.1) Inbound and Outbound Call Handling:

Call Centre Executives assigned to inbound and outbound calling shall perform the following activities:

• Inbound Call Handling :

1. Attend customer calls promptly, courteously, and professionally.
2. Verify customer identity and account details as per GEL's prescribed process.
3. Understand and appropriately handle customer enquiries, service requests, complaints, and grievances.
4. Provide accurate information using GEL-approved scripts, FAQs, processes, and knowledge resources.
5. Make every reasonable effort to resolve the customer's concern during the first call.
6. Register each interaction in GEL's CRM system under the appropriate category and subcategory.

7. Provide the customer with the complaint or service-request reference number.
8. Escalate unresolved, urgent, sensitive, or critical cases as per GEL's escalation matrix.
9. Avoid transferring calls unnecessarily and ensure proper handover wherever transfer is required.

- **Outbound Call Handling :**

1. Make outbound calls for complaint follow-up, service updates, payment reminders, feedback collection, surveys, awareness campaigns, customer verification, and other activities assigned by GEL.
 2. Inform customers about the status of their complaints, applications, connections, billing matters, and other services.
 3. Collect required information, confirmation, meter readings, feedback, or supporting details from customers.
 4. Make follow-up attempts according to the frequency and timelines prescribed by GEL.
 5. Record each call outcome, such as connected, unanswered, busy, switched off, invalid number, callback requested, or completed.
 6. Follow GEL-approved scripts and comply with applicable calling-hour, consent, and regulatory requirements.
- Record complete and accurate details of all inbound and outbound calls in GEL's CRM or designated application.
 - Update customer remarks, actions taken, follow-up dates, escalations, and resolution status.
 - Track open complaints and requests until resolution and communicate updates to customers, wherever required.
 - Maintain the confidentiality and security of customer information.
 - Avoid making unauthorized commitments or sharing confidential or unverified information.
 - Comply with GEL's standard operating procedures, quality parameters, turnaround times, and data-security requirements.
 - Meet prescribed performance standards for response time, call quality, productivity, first-call resolution, customer satisfaction, and attendance

2.2) E-mail Support:

The Digital Support Agents assigned to email handling shall perform the following activities:

1. Monitor GEL's designated customer-service email accounts regularly.
2. Acknowledge customer emails within the turnaround time prescribed by GEL.
3. Review and understand customer queries, requests, complaints, and grievances.

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4. Verify customer details and request additional information or documents, wherever required.
5. Register every customer interaction in the CRM under the appropriate category and subcategory.
6. Forward or escalate cases to the concerned department as per GEL's escalation matrix.
7. Track pending cases with the concerned teams until final resolution.
8. Send accurate, courteous, and professional replies using GEL-approved templates and guidelines.
9. Ensure that replies are grammatically correct and contain complete, verified information.
10. Update the CRM with email correspondence, actions taken, follow-up details, and resolution status.
11. Avoid sharing confidential information or making any commitment without authorization.
12. Maintain records of received, replied, pending, and escalated emails for reporting and audit purposes.
13. Meet the turnaround time, quality, productivity, and customer-service standards prescribed by GEL.

2.3) Social media grievance handling:

Digital support Agents assigned to social media grievance handling shall perform the following activities:

1. Regularly monitor GEL's designated social media platforms and grievance-management tools.
2. Identify customer queries, complaints, grievances, comments, and service-related posts concerning GEL.
3. Acknowledge customer grievances within the turnaround time prescribed by GEL.
4. Obtain and verify the required customer details through an appropriate private communication channel.
5. Register each grievance in GEL's CRM system under the correct category, subcategory, priority, and department.
6. Provide the customer with the complaint or reference number.
7. Forward and escalate grievances to the concerned department as per GEL's approved escalation matrix.
8. Track pending grievances with the concerned teams until final resolution.
9. Post appropriate responses and service updates using GEL-approved scripts, templates, and communication guidelines.
10. Update the CRM with all communications, actions taken, follow-up details, and resolution status.
11. Ensure that confidential or personal customer information is not disclosed on public platforms.

12. Immediately escalate sensitive, critical, viral, media-related, or reputational matters to authorized GEL officials.
13. Maintain records and submit periodic reports on received, resolved, pending, escalated, and overdue grievances.
14. Comply with the turnaround time, response quality, confidentiality, and performance standards prescribed by GEL.

2.4) Chatbot support – Web & Whats App:

Digital Support Agents assigned to chatbot support shall perform the following activities:

1. Monitor customer conversations received through GEL's chatbot and live-chat channels.
2. Take over conversations from the chatbot whenever human-agent assistance is requested or required.
3. Verify customer details as per GEL's prescribed process.
4. Understand customer queries, requests, complaints, and grievances and provide accurate assistance.
5. Respond promptly and professionally using GEL-approved scripts, FAQs, templates, and guidelines.
6. Register customer complaints, requests, and interactions in GEL's CRM system under the appropriate category and subcategory.
7. Provide the customer with the complaint or reference number.
8. Escalate unresolved, technical, sensitive, or critical matters to the concerned department as per GEL's escalation matrix.
9. Track pending cases until resolution and provide status updates to customers, wherever required.
10. Update the CRM with complete conversation details, actions taken, follow-ups, and resolution status.
11. Identify frequently asked questions, incorrect chatbot responses, and unresolved conversation patterns and report them to GEL for chatbot improvement.
12. Maintain customer confidentiality and avoid requesting or displaying sensitive information through unsecured chat.
13. Comply with the response time, quality, productivity, customer-satisfaction, and data-security standards prescribed by GEL.

2.5) Escalation of Complaints :

The CCE/ Digital Support Agent/ Supervisor/ Call Centre Head shall review and identify complaints/ grievances requiring escalation based on their nature, urgency, sensitivity, and prescribed resolution timelines. Such complaints/ grievances shall be promptly forwarded to the concerned GEL department, Zone, or designated officer for necessary action and resolution. Critical, safety-related, regulatory, or time-sensitive complaints shall be immediately escalated to the designated GEL authority.

The CCE/ Digital Support Agent/ Supervisor/ Call Centre Head shall monitor the status of

escalated grievances, follow up with the concerned officials, and ensure that replies are submitted on the respective grievance portals within the prescribed timelines, strictly as per GEL-approved guidelines and standard response formats. In case support required may be highlighted to GEL representative timely.

2.6) Grievance Portals :

Digital Support Agent need to login in the various portals i.e. CPGRAM, INGRAM, IGMS, SWAGAT PORTAL, IGSMS on behalf GEL, if required by GEL. Credentials will be shared by GEL for operations.

1. The Agency shall deploy trained personnel (Digital Support Agent) for monitoring and managing customer grievances received through various grievance portals, as per the following scope of work:
2. Portal Monitoring and Login: The Digital Support Agent shall regularly log in to various customer grievance portals, including Government, Regulatory, and other designated portals, using credentials provided by GEL, and monitor newly registered and pending customer grievances.
3. Grievance Review and Classification: The Digital Support Agent shall review each grievance received on the portals, understand the nature of the complaint, verify the available details, and categorize the grievance as per GEL's prescribed guidelines and complaint classification system.
4. Forwarding to Concerned Department: The Digital Support Agent shall forward the grievances to the concerned GEL department, Zone, or authorized officer for necessary examination, comments, and resolution, through the designated system or communication channel.
5. Follow-up and Coordination: The Digital Support Agent shall coordinate and follow up with the concerned officers/departments to obtain the necessary inputs, action taken reports, and resolution details within the prescribed timelines stipulated by GEL and the respective grievance portals.
6. Preparation and Submission of Replies: Based on the inputs and approval, wherever required, received from the concerned GEL officials, the Agent shall prepare and submit the grievance reply on the respective portal strictly in accordance with GEL-approved standard reply formats, templates, guidelines, and communication protocols.
7. Compliance and Accuracy: The Digital Support Agent shall ensure that all replies submitted are factually accurate, relevant to the customer's grievance, complete, and in line with GEL's approved guidelines. No independent commitment, assurance, or deviation from approved communication shall be made without authorization from GEL.
8. Pending Grievance Tracking: The Digital Support Agent shall maintain proper records of grievances received, forwarded, replied to, and pending, along with portal reference numbers, timelines, and status, and regularly follow up on pending cases to ensure timely submission and closure.

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9. Reporting and Escalation: The Digital Support Agent shall submit periodic reports to GEL on grievance volumes, pending cases, overdue grievances, and portal-wise status, and immediately escalate critical, sensitive, urgent, or overdue grievances to the designated GEL officials.
10. Confidentiality and Data Security: The Digital Support Agent shall maintain strict confidentiality of customer information, portal credentials, and GEL records and shall use such information solely for authorized grievance management activities in accordance with GEL's information security policies.
11. All grievance replies shall be submitted strictly as per GEL's approved guidelines and standard response formats, and within the timelines prescribed by GEL and the respective grievance portals.

3) Estimated Work Load :

Following is the estimation of work load required to be handled as part of call center operation

Sr.No.	Particulars	UoM	Quantity for the month
1	No of Domestic customers	Nos.	25,00,000
2	No of Commercial and Industrial customers	Nos.	20,000
3	No of CNG customers	Nos.	5,20,000
4	No of GAs – Geographical areas	Nos.	28
5	No of inbound calls expected per month	Nos.	90,000
6	No of e-mails expected per month	Nos.	6,000
7	No of chats expected per month	Nos.	6,000
8	No of outbound calls expected per month	Nos.	9,000

This number is expected to increase by 10% year on year basis. Currently major customer base is in Gujarat (~70%) and balance are Madhya Pradesh, Punjab, Rajasthan, Haryana and Maharashtra.

4) Operation Window and Resources Required:

Sr.No.	Type	Working
1	Inbound Call	8 AM to 8 PM (365 Days)
2	Outbound Call	8 AM to 8 PM (365 Days)

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3	Email Support, Social Media, Whats App chatbot, Web Chatbot, Grievance portal handling	8 AM to 8 PM (GEL Business Working Days)
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- Window may get extended be 24 x 7 for one or multiple services mentioned above.
- Operation window is subject to change based on GEL management decision.

Resources estimation – All these resources are to be deployed as dedicated resource for GEL operation and not shared resources:

Sr.No.	Type of Resource	Present Requirement	Expected increase in the contract duration
1	Call Centre Executive (CCE) - SEAT	30	40
2	Digital Support Agent- SEAT	3	5
3	CCE Supervisor – Manpower basis	2	4
4	Quality Lead- Manpower basis	1	2
5	Trainer - Manpower basis	1	1
6	MIS Manager- Manpower basis	1	1
7	Call Center Head- Manpower basis	1	1

Note: Above number are indicative, actual number shall be informed by GEL authorized person from time to time as per the business requirement.

- Alternately, keeping in view technical advancements of Chat bots, Voice Bots, Artificial Intelligence, Automation, IVRS, etc., the number of Active Call Center Seats may be changed. So GEL will give one month's notice anytime during the tenure of the contract to reduce manpower.

5) Resource Deployment, Qualification, Training, Role:

1) Organogram



- 2) Numbers estimation is done based on the existing call details, these are subject to change. Working hours assumed per person per shift as 8 hours (480 minutes) and on an average 80-90 call can be attended per person per shift. Agency should be able to deploy additional resource in the shift or overall operation within 15 days of putting up the requirement from GEL side in case if the number small below 10 persons. For any major change time line will be decided mutually.
- 3) No of resources needs to be deployed in the shifts/duration to handle load as per the peak and non-peak hours which will be determined during the operation.
- 4) CCE resources are required to handle languages like - Gujarati, Hindi, English, Marathi, Punjabi or any other language depending on GEL operational area expansion. Estimated language wise breakup is – 02 CCE with Marathi language proficiency, 02 CCE with Punjabi language proficiency and balanced with Gujarati and Hindi language proficiency, subject to change based on increase in customer base.
- 5) Working hours considered are 8 hours per shift / day, 6 working days per week / resource.
- 6) Resources inducted for GEL operations should not be shared or transferred to other location/ client / service without GEL approval.
- 7) Employee turnover should be kept below attrition rate as mentioned in performance criteria. Replacement should be planned such that at no point in time, numbers fall the agreed level.
- 8) New joinee should be intimated to GEL along with required details. GEL will conduct interview of all the support staff as well as CCC executives and Post successfully interview, New Joining can be consider as on floor and eligible for payment.
- 9) Training programs – On Recruitment: This shall include process knowledge, Soft skills, CRM interactions, live call sessions, floor live training, buddy up session in maximum 10 days training program inclusive of certification day (excluding 1 week off). Only certified agent (CCE & Digital Support Agent) can take calls and be inducted into the process payroll. The training may be shortened for (CCE & Digital Support Agent) who have already worked in the process in past or have re-joined

- or if there is any immediate business requirement. The (CCE & Digital Support Agent)s can be considered in process payroll only after certification.
- 10) Supervisor/ops manager may be also be asked to go through the 10 days training programs including certification process.
 - 11) The Agency will have to conduct verification of all documents (education + experience) submitted by candidates at time of recruitment, using specific tools, software, etc. If in case any fraudulent activity is found the said employees is liable to be terminated immediately.
 - 12) Agency is required to maintain resource wise records as per the requirements mentioned above. GEL can ask for a copy of all such records or audit as and when required.
 - 13) All the resources deployed on the operations will have to undergo training for
 - Soft skills / behavioral training
 - Functional training
 - GEL Processes & product information & related services.
 - 14) Agency need to define the training module, duration, trainer, evaluation criteria for all such trainings and need to ensure that training are provided in professional manner followed by assessment report, before the on boarding of resource on the job.
 - 15) Agency has to provide mandatory soft-skills (including voice & accent) as well as other necessary trainings to the team before the functional training on GEL process. It is mandatory for the Agency only to employ only certified / experienced voice & accent and soft- skills trainers for training the CCEs.
 - 16) Agency should have adequate / suitable facility for the training of its employees. The training facility must have the audio-video arrangements for execution of training. The training facility must have the shared workstation for training on various modules / software
 - 17) GEL will provide the first-time training to the first batch of CCEs and other staff members recruited by the Agency for the GEL process.
 - 18) GEL shall assist the Agency in preparing training materials (which can be further customized) for trainings.
 - 19) GEL at its discretion, may provide refresher training to the Team Leaders as a part of train the trainer methodology. The Agency needs to ensure that their Team Leaders provide further in- House refresher training to CCEs.
 - 20) GEL reserves the right to remove any CCE/Digital Support Agent/ Supervisory Staff without assigning any reason by serving three days' notice. GEL decision will be full and final.
 - 21) This is preferable to specifying a separate agent for every channel because omnichannel platforms allow trained (CCE & Digital Support Agents) to handle multiple channels from a unified interface.
 - 22) The Agency must recruit a Trainer and manage / execute all future trainings to be provided to CCEs and other staff during the duration of contract.

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No.	Training Area	Responsibility
1	Soft Skills	Agency
2	Application (s)	Agency
3	Call Handling procedures	Agency
4	GEL's Business Process related scripts/documents	Agency (With support from GEL Team, if required)

23) CCE Manpower to be maintained all the times as per below criteria:

Min. Qualification	% of Seat
12 th Pass + 2 Years Call Centre Experience	40% Max
Fresh Graduate	10% Max.
Graduate + 1 Year Call Centre Experience	Balance

24) Maintain CCE Female to Male staffing ratio 80:20.

25) All personnel shall adhere to the dress code as per design provided by GEL.

26) Agency shall retained at least 20% of the existing call centre workforce to ensure operational continuity for initial periods of 03 months.

27) Qualification and Selection criteria for Manpower :

1) Call Centre Head :

Sr.No.	Criteria	Requirement
Criteria 1	Educational Qualification & Work Experience	- Any graduate from a recognized university / institution. - At least 5 years of Call Centre experience as Call Centre Head/ Lead or 1 year of City Gas Distribution Call Centre experience as Call Centre Head/ Lead.
Criteria 2	Language Proficiency	- Written – English - Spoken – English, Hindi, Gujarati
Criteria 3	Computer Literacy	MS office, Email, SAP
Criteria 5	Other Skills	- Experience in coaching and developing skills of people - Effective problem-solving and decision-making skills - Team Leadership

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Criteria 6	Recruitment Methodology	Interview of all candidates will be taken by GEL • Agency has to pool in candidates & facilitate HR and Operational rounds of Interview. • Document validation/ verification have to be done by Agency HR Dept. • The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will do First Screening. • Second Screening will be done by Operations Team of the Agency who will inform about the job role and will certify to HR Team if the executive is fit to answer calls • Final Screening will be done by GEL and confirm hiring.
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2) Quality Lead:

Sr.No.	Criteria	Requirement
Criteria 1	Educational Qualification & Work Experience	• Any graduate from a recognized university / institution. • At least 5 years of Call Centre experience as Quality Auditor/ Lead or 1 year of City Gas Distribution Call Centre experience as Quality Auditor/ Lead
Criteria 2	Language Proficiency	• Written – English • Spoken – English, Hindi, Gujarati
Criteria 3	Computer Literacy	• MS office, Email, SAP
Criteria 5	Other Skills	• Quality monitoring, evaluation, and process improvement. • Analytical Skill • Communication Skill
Criteria 6	Recruitment Methodology	Interview of all candidates will be taken by GEL • Agency has to pool in candidates & facilitate HR and Operational rounds of Interview.

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		- Document validation/ verification have to be done by Agency HR Dept. - The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will do First Screening. - Second Screening will be done by Operations Team of the Agency who will inform about the job role and will certify to HR Team if the executive is fit to answer calls - Final Screening will be done by GEL and confirm hiring.
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3) MIS Manager :

Sr.No.	Criteria	Requirement
Criteria 1	Educational Qualification & Work Experience	- BE/B.Tech/MCA/BCA from a recognized university / institution. - At least 2 years of experience in data analysis or MIS reporting in a Call Centre / customer support operations / grievance redressal systems / helpdesks / e Governance platforms or any organization involving SLA-based performance monitoring and reporting or 1 year of City Gas Distribution Call Centre experience as MIS Manager.
Criteria 2	Language Proficiency	- Written – English - Spoken – English, Hindi, Gujarati
Criteria 3	Computer Literacy	- MS office, Email, SAP - Must have hands-on experience with tools like Excel (Advanced) and any business intelligence tool/s.
Criteria 5	Other Skills	- Data Monitoring - Analytical - Presentation preparation
Criteria 6	Recruitment Methodology	Interview of all candidates will be taken by GEL Agency has to pool in candidates & facilitate HR and Operational rounds of Interview.

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		- Document validation/ verification have to be done by Agency HR Dept. - The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will do First Screening. - Second Screening will be done by Operations Team of the Agency who will inform about the job role and will certify to HR Team if the executive is fit to answer calls - Final Screening will be done by GEL and confirm hiring.
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4) Supervisor

Sr.No.	Criteria	Requirement
Criteria 1	Educational Qualification & Work Experience	- Graduate in any discipline from a recognized university/institution. - At least 3 years of Call Centre experience as Call Centre Supervisor or 1 year of City Gas Distribution Call Centre experience as supervisor.
Criteria 2	Language Proficiency	- Written – English - Spoken – English, Hindi, Gujarati
Criteria 3	Computer Literacy	MS office, Email
Criteria 5	Other Skills	- Team Handling - Work Force Allocation
Criteria 6	Recruitment Methodology	Interview of all candidates will be taken by GEL - Agency has to pool in candidates & facilitate HR and Operational rounds of Interview. - Document validation/ verification have to be done by Agency HR Dept. - The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will do First Screening. - Second Screening will be done by Operations Team of the Agency who will inform about the

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		job role and will certify to HR Team if the executive is fit to answer calls Final Screening will be done by GEL and confirm hiring.
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5) Trainer :

Sr.No.	Criteria	Requirement
Criteria 1	Educational Qualification & Work Experience	- Graduate in any discipline from a recognized university/institution. - At least 3 years of Call Centre experience as Trainer or 1 year of City Gas Distribution Call Centre experience as Trainer.
Criteria 2	Language Proficiency	- Written – English - Spoken – English, Hindi, Gujarati
Criteria 3	Computer Literacy	MS office, Email
Criteria 5	Other Skills	- Communication Skill - Presentation Skill
Criteria 6	Recruitment Methodology	Interview of all candidates will be taken by GEL - Agency has to pool in candidates & facilitate HR and Operational rounds of Interview. - Document validation/ verification have to be done by Agency HR Dept. - The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will do First Screening. - Second Screening will be done by Operations Team of the Agency who will inform about the job role and will certify to HR Team if the executive is fit to answer calls - Final Screening will be done by GEL and confirm hiring.

6) Call Centre Executive :

Sr.No.	Criteria	Requirement
Criteria 1	Educational Qualification and Experience	In accordance with Minimum ration to be maintained
Criteria 2	Language Proficiency	- Written – English - Spoken – English, Hindi, Gujarati (other regional language will be specified if required) - Able to communicate confidently and politely, with good speaking skills.
Criteria 3	Computer Literacy	MS office, Email, SAP
		- Agency has to pool in candidates & facilitate HR and Operational rounds of Interview. - Document validation/ verification have to be done by Agency HR Dept. - The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will do First Screening.
Criteria 4	Recruitment Methodology	- Second Screening will be done by Operations Team of the Agency who will inform about the job role and will certify to HR Team if the executive is fit to answer calls - Final Screening will be done by GEL and confirm hiring.
		Note: Preference to be given to candidate having experience in GEL process in the past.

7) Digital Support Agent

Sr.No.	Criteria	Requirement	
Criteria 1	Educational Qualification and Experience	In accordance with Minimum ration to be maintained	
		Min. Qualification	% of Seat
		12 th Pass + 2 Years Call Centre Experience	40% Max
		Fresh Graduate	10% Max.
		Graduate + 1 Year Call Centre Experience	Balance
Criteria 2	Language Proficiency	- Written – English - Spoken – English, Hindi, Gujarati (other regional language will be specified if required)	
Criteria 3	Computer Literacy	- MS office, Email, SAP - Written Communication in English, Hindi & Regional Languages	
Criteria 4	Recruitment Methodology	- Agency has to pool in candidates & facilitate HR and Operational rounds of Interview. - Document validation/ verification have to be done by Agency HR Dept. - The Agency HR Team who will inform the executive about the policies, procedures, Salary etc, will-do First Screening.	
		- Second Screening will be done by Operations Team of the Agency who will inform about the job role and will certify to HR Team if the executive is fit to answer calls - Final Screening will be done by GEL and confirm hiring. Note: Preference to be given to candidate having experience in GEL process in the past.	

6) Call Quality :

1. The Quality Parameters for Quality-MIS Auditors along with their weightage (total 100) for Inbound and Outbound calls are given below. These parameters and their weightage will be reviewed from time to time and may be altered as per process requirement of GEL. Further, it is expected that CCE & Digital Support Agents are expected to be polite and cheerful on call.

Quality Score Parameters

Sr. No	Parameter	Score
1	Opening , Greeting	10
2	Proper Paraphrasing/Verbiages/Use of non-Repetitive words/Sentences	5
3	Acknowledgement/Active Listening/Attentiveness/Enthusiasm	5
4	Correct Probing/Not seeking unnecessary information	5
5	Product/Process Knowledge & Understanding	15
6	Providing correct Process Information/TAT etc to customer	20
7	Hold /Transfer Process Adherence	5
8	Long Hold/Mute/Dead Air	5
9	Tagging/Correct Ticket generation	5
10	Tone/Courtesy/Politeness	5
11	Further Assistance	5
12	Closing	5
13	Empathy/Apology/Assurance	10
Total Score		100

Note:

- i. Any call where agent has shared incorrect product & process information or used abusive language shall be marked zero & fatal irrespective of other parameter scoring.
 - ii. Above Criteria may be reviewed and revised by GEL as per business need.
2. Sample calls of all the agents have to be analyzed the next day by the Quality-MIS Auditors and have to be rated as per the Quality Index provided. In addition to the Quality-MIS Auditors, the Supervisors/Trainer/Team Leaders/Operations Manager may also be asked to audit the calls of agents as per the Quality Index. Minimum 2% of Total Monthly Calls/Email/Chat should be audited.

3. Based on call audits, QAs shall give feedback on improvement required in GEL process and root cause analysis for fatal customer calls, as applicable.
4. GEL is planning for Dialer Solution with an inbuilt AI based powered Call Sentiment and quality Analysis capability. The system will automatically analyze 100 percent of inbound and outbound call recordings using speech to text and natural language processing technologies. It will identify and classify customer sentiment as Positive, Neutral, or Negative and detect emotions such as anger, frustration, or dissatisfaction, which may be used for call quality analysis purpose and provide real time and post call sentiment scoring at call level and agent level.

7) Review and Monitoring - Reports / Dashboard

Operational reviews will be carried out on monthly basis or as instructed by GEL. Reports / dashboard should be provided to GEL on daily/weekly/monthly basis. Tentative MIS report on call center operation compliance are as per below :

- 1 Daily Call parameters/DPR/CCR/SL reports
- 2 Refresher Training Report.
- 3 Quality MIS.
- 4 Schedule shift adherence (Roster vs actual)
- 5 Repeat Calls-ACPT.
- 6 Outbound Campaign Summary.
- 7 Agent APR.
- 8 Product Knowledge Test (PKT) report
- 9 Monthly Wages Sheet.
- 10 Occupancy Report.
- 11 Monthly Dashboards.
- 12 Hiring, Training & Certification Reports
- 13 Payroll & Wages Sheet.
- 14 Shrinkage & Attrition.

8) Documentation :

Agency is required to maintain proper documentation in the project and operational phase. The same is required to be submitted to GEL. A brief list is provided below, detailed list will be defined in the commissioning phase. Requirement for additional document may arise during the contract period, Agency will be required to deliver those documents.

- 1) Resources bio-data and selection report
- 2) Training cum Induction manual
- 3) Operational manual
- 4) Implementation plan
- 5) Statutory documents

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- 6) Duty / attendance roaster
- 7) OC and escalation matrix
- 8) Any other document required from time to time will be decided in during the project implementation phase and commissioning phase.

9) Other terms and conditions:

- 1) The Agency has to ensure productivity of the Call Centre Executive and Digital Support Agents and Supervisory Staff. It is expected that Agents total occupancy is at $\geq 65\%$ of the 8 hrs ready time with 9 hours of login time (including 1 hr of break) .For any Inbound Call handled, occupancy would be a sum total of talk time, hold time, dial time, ring time, transfers, wrap up time and consulting time. Similarly for any Outbound Call handled, the productive time would be a sum total of ring time, wait time, talk time, wrap up time, hold, transfer time and consulting time.
- 2) Knowledge Base and Scripts in English Languages: All citizen-facing content, such as the knowledge base articles or scripted answers for common questions, will be maintained as per GEL process, policy and guideline.
- 3) Agency must ensure that Casual leave, Earned Leave, Fixed Holiday and Gazette Holiday must be provided to manpower as per the statutory laws of the state.
- 4) Agency shall carry out activities in line with GEL policy/ guidelines/ instruction related to Customer care.
- 5) A list of personnel's deployed by Agency performing different activities must be submitted to GEL for records.
- 6) A predefined and approved script to be used for standard communication reply with customers in the start and end of the customer conversation.
- 7) Any communication to customer not in line with GEL policies / procedures / guideline shall be avoided in all circumstances, in the event of any violation in this regard will be at sole responsibility of Agency. In case of any such finding can lead to termination of contract.
- 8) Agency would coordinate with respective GA representative of GEL on daily/weekly/fortnightly/monthly basis for resolving any issues / problems and may also escalate if required
- 9) Agency shall strictly follow HSE policy of the GEL
- 10) Agency needs to adhere to the code of conduct of contact center guidelines and shall indemnify the company for any dispute / legal matters arise out of misbehavior / misconduct / malpractice by team
- 11) The Agency shall perform his duties and obligations in a legal and authorized manner. Agency shall not indulge in any unethical, unauthorized and illegal

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activities, in the performance of his duties. In any such finding can lead to termination of contract.

- 12) Agency is required to maintain audit trail of all customer interactions.
- 13) Agency will submit daily/ weekly/fortnightly/monthly progress report to GEL in defined format. Report formats and any other formats referred in the document will be provided at the time of commencement of work post award of contract.
- 14) Agency need to strictly adhere to confidentiality..
- 15) The Agency should execute NDA from each of its employee/agent and submit GEL if demanded for.
- 16) Agency needs to continuously work for improvement of the services, monthly quarterly. Six monthly will be worked out based on performance and industry benchmarking
- 17) Agency should be ready to ramp up operations to handle sudden increase in call volumes or scale down in case of any eventuality.
- 18) Agency shall made available manpower available as per GEL requirement, failing which GEL may impose penalty as per defined penalty terms.
- 19) Quality Monitoring: Regular evaluation of the calls made by agents in a prescribed format covering all the agents every week.
 - Regular assessment of the knowledge & Skills of Agents by quizzes and mock calls
 - Developing a robust processes for uplifting the overall quality of engagement and necessary provision for changes in the manpower to fulfill the quality requirements
- 20) Conducting various product & processes training based on the identified needs, GEL shall provide the support but the responsibility lies with Agency.
- 21) Conducting well-designed induction training for new age
- 22) To ensure that all latest updates / information / circulars are available to the entire team and the same to be use.
- 23) GEL may allocate all of the work or partial work mentioned above depending on the requirement
- 24) Scope of work mentioned above is detailed above but not limited to. Any other activities typical to call center operation can be added at a later date if required. Agency will have to provision / ensure readiness to handle such activities.
- 25) Agency will be required to handle any other changes required (if any) with respect to PNGRB guidelines as and when introduced.
- 26) GEL may decide to use single toll free number or two in appropriate combination like one toll free another landline or mobile number.

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- 27) The Agency has to ensure compliance of all labour laws as applicable from time to time. The Minimum Wages, Basic Wages, PF, ESIC, Min Bonus, and Total Monthly Remuneration for Call Center Agents and Supervisory Staff has to be followed strictly as per the break up given above. The CTC for manpower cannot be less than above break-up, however Agency may pay higher allowance as per qualification, experience and designation of the staff which may be covered in service charges head of the SOR in the price bid.
- 28) The salaries and its component wise break up to be released to the manpower cannot be lesser than break up amounts shown in the below table on actual payroll basis.

Sr.No.	Manpower Type	Minimum Gross Monthly Remuneration (Rs.)
1	Call Centre Executive	23,000
2	Digital Support Agent	25,000
3	Quality Lead	30,000
4	MIS Manager	30,000
5	Supervisor	31,000
6	Trainer	31,000
7	Call Centre Head	35,000

Remuneration of Call Centre Executives (CCE) shall ensure that all Call Centre Executives deployed under this Contract receive a minimum gross monthly remuneration of ₹23,000/- (Rupees Twenty-Three Thousand Only). The monthly remuneration shall be payable on a calendar-month basis and shall be deemed to include all working days and weekly offs falling within that month, for example 26 working days and 4 weekly offs in a standard month, in compliance with all applicable labour laws and statutory requirements. A standard working day shall be defined as 8 login hours. The said amount (₹23,000/-) shall be inclusive of all statutory deductions applicable to the employee, including the employee's share of EPF, ESIC and other statutory deductions, as applicable under prevailing laws.

- 29) No use of mobile phones by Call Centre Executives during shift(s), except during emergency cases.
- 30) Agency shall provide identity card to the personnel engaged for the work. This card shall be given by Agency after taking prior approval from GEL.
- 31) The Agency shall be responsible for conducting Police Verification of all Call Centre Executives (CCEs) and other deployed manpower for the project at its own cost.

- 32) The verifications must be completed prior to onboarding.
- 33) The Agency shall ensure that only personnel with clean verification records are deployed and shall immediately replace if any CCE failing such verification, without any financial or operational impact on GEL.
- 34) The Agency shall obtain individual confidentiality/non-disclosure undertakings from all Personnel having access to Confidential Information, maintain records thereof, and furnish copies of such undertakings to GEL upon request.
- 35) The Call Centre Agency shall follow the attendance process set by GEL for CCEs and other staff members, as per GEL direction.
- 36) The Call Centre Agency shall be responsible for appropriate insurance coverage (As per existing laws) of the personnel engaged by the Agency for the job at its own cost as may be required for successful completion of the job.
- 37) The Call Centre Agency shall prepare and submit a detailed monthly manpower deployment roster to GEL for review and approval, well in advance for each month.
- 38) CCEs are not allowed to indulge in small talk or arguments with callers even if the callers are being abusive or offensive. Agents are required to address the caller as per the script given to them for talking to callers during their training. If a CCE is found to be doing otherwise, the Call Centre Agency must replace the CCE immediately, without delay.
- 39) The Agency is required to make available MIS reports to the administrators on a live basis for evaluating the performance, and the call statistics at any point of time.
- 40) Call Centre Executives and all other Employees of Call Centre Agency are expected to maintain a neat, presentable, and professional appearance at all times. All Staff shall be in uniform as per design provided by GEL with ID card.
- 41) The Call Centre Agency shall be solely and exclusively responsible for full compliance with all applicable labour laws, employment laws, social security laws and statutory obligations including but not limited to minimum wages, payment of wages, working hours, overtime, leave, gratuity, provident fund, employee state insurance, bonus, contract level regulations and any other laws enforced from time to time. The agency shall indemnify and keep GEL fully indemnified against any claims, demands, penalties, damages, or liabilities arising out of non-compliance with such laws.
- 42) The Agency shall ensure that monthly wages for the manpower are disbursed timely. Salary / Wages to be distributed not later than 7th of each month. Though the company endeavors to process Agencies' bills on time as per the payment timelines mentioned in the clause no. (payment terms), under no circumstances delay in disbursement of wages shall be acceptable, it is the Agency responsibility to ensure the same, accordingly the Agency are expected to quote

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their rates to fulfill their obligations towards the timely disbursement of wages and all other benefits including PF/ESI/Bonus/leave pay/allowances etc. Bonus to be disbursed as monthly component. In the event the Agency fails to disburse salaries/wages on time, GEL reserves the right to impose penalties as outlined in the penalty clause.

- 43) The quoted prices shall remain firm & fixed during tenancy of the contract. No rate revision will be allowed during the contract period. The quoted rates shall remain firm and fixed for the entire contract tenure, including service charges. Bidders are required to study all factors, terms and conditions of the tender, including statutory obligations under applicable labour laws (minimum wages, PF, ESIC, bonus, leave encashment, leave and other employment-related costs) and any anticipated revisions therein, and quote their rates in the SOR accordingly.
- 44) Agency shall allow for auditing of Agency's facility (being used for GEL) as and when required by the GEL team or 3rd party working on behalf of GEL.
- 45) In case GEL required manpower deployment at Disaster Recovery site at Gandhinagar or Ahmedabad, Agency shall arrange the same.
- 46) In case, change in service provider, existing service provider shall submit all the required documents, scripts, manuals, process, register, data and reports to GEL for smooth handover with new service provider without affecting services to end customer.

10) GEL Scope :

- 1) GEL will provide Office Infrastructure in Ahmedabad city. Seating arrangement, Hardware, software, Headphone Training Room and hygienic washrooms.
- 2) GEL shall provide authorized access to various applications to be used in delivering the services like SAP, mailing system, GIS, Video Conference System, GEL Domain IDs, VPN access, Third Party SMS services etc.
- 3) GEL will avail toll free number / mobile number / landline number.
- 4) GEL to nominate team for day today coordination's
- 5) GEL to provide system and process to agency.
- 6) GEL to provide training to the core team on GEL processes and system
- 7) GEL to update the Agency team for any changes in the process and GEL system wrt the services.

11) Implementation Plan :

All the activities should be completed within 30 days of award of contract including but not limited to following activities.

- Resource on-boarding

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- Training to the resources
- Documentation
- Readiness review
- Mock run
- Go live

Services of Agency is considered as commissioned, once GEL confirm and certifies that above all the details completed by agency.

Agency should commissioned services within stipulated time frame of 30 days from date of award of contract, in case Agency fails to commissioned services, GEL may impose penalty Rs.5,000/- per day till the service gets commissioned, if any delay from Agency end.

12)Billing and Payment:

- 1) Invoice shall be raised on monthly basis for each item at rate mentioned in the Schedule of Rates (SOR).
 - i. Call Centre Executive – SEAT basis
 - ii. Digital Support Agent - SEAT basis
 - iii. Trainer, Quality Lead, MIS Manager, Supervisor, Call Centre Head – Manpower basis
- 2) Monthly bill shall be submitted to GEL along with all supporting reports/ documents including monthly performance report.
- 3) GEL make release payment after 30 days of receipt of invoice after verification of each items mentioned.
- 4) 1 Seat = (1 Man Shift per month) (The cost of one seat shall be calculated based on 8 hours of login per day over the actual calendar days of the respective month.)
- 5) Manpower basis = 8 Hours attendance per day in a month (Excluding 04 National Holidays, 1 Week off per week and 12 SL/CL)
- 6) Incentive : The Call Centre Executive and Digital Support Agent shall be eligible for an incentive of Rs. 1,000/- per month, subject to fulfillment of the following conditions:
 - i. The employee has been continuously associated with the Call Centre operations for a period of more than one (1) year; and
 - ii. The employee has completed a minimum of 190 working hours during the respective month.

The incentive shall be payable only upon fulfillment of both the above conditions and shall be subject to verification of attendance and working hours by GEL.

13) Performance Criteria:

- 1) Following criteria is defined for the performance review wrt the delivery of services. Any further change in the criteria will be revised based on mutual discussion and agreement.

KPIS	Sub Parameter	Target	Scoring	Definition & Data Source	Calculation Basis
Operations (55)	Service Level	= >85%	15	Percentage of calls answered with in threshold of 20 seconds. Monthly Call Report as per BCM	Call answered within 20 secs of IVRS/Total answered calls.
	Answered calls	= >95%	10	Total calls answered against total calls received at CC. Monthly Call Report as per BCM	Total answered calls/Total offered calls
	AHT (Average Handling Time)	<=240 sec	10	Average talk time per call, Monthly Call Report as per BCM	Total IB Talk-time/ Total number of answered calls
	Occupancy (IB agents Only)	= >65%	5	65% Occupancy in 8 hours active login time in a shift duration of 9 Hrs. Monthly Call Report as per BCM	Sum (TT+Hold Time+Wrap Time+Dial-Time+Ring time)/ (8Hrs x total mandays for month)
	Outbound Call Target	100%	10	100% as per agreed Monthly Target. Monthly Call Report as per BCM	Total connected outbound calls as per monthly target agreed based on campaigns.

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	Outbound Connection %	$\geq 45\%$	5	Percentage of connected OB dialled. Monthly Call Report as per BCM Note: Less than 5 secs talk-time call excluded.	Total Connected OB/Total Dialled OB
Quality (40)	Agent Quality Score (Voice & Non Voice)	$\geq 90\%$	20	Agent behaviour, Knowledge & Process compliance on call/email. Quality Audit report.	Sample audit scoring as done by EIC
	Repeat Calls Weekly	$\leq 20\%$	5	More than 3 times repeat calls per week should be less than 20 % of total calls. BCM Report & Repeat Analysis-ACPT to be submitted.	Total calls over 3 times by a number in a week (1st-7th) & So /Total answered calls during the period. *Note: HO diverted calls excluded.
	Monthly Product Knowledge Test (PKT) Score	$\geq 95\%$	10	One Monthly Product Knowledge Test (PKT) to be conducted for all agents and score should be $> 95\%$. PRODUCT KNOWLEDGE TEST (PKT) report	Average score of all agents in the Product Knowledge Test (PKT)
	Call Tagging	$\geq 90\%$	5	% of answered incoming calls registered in CRM or accounted for in google form/ITDS. Tagging of calls received should be $> 90\%$. Tagging Report to be based on CRM ticket data, BCM, IDTS and google forms.	Total calls tagged in CRM or Google form or IDTS/Number of answered IB calls

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Management (5)	Attrition of CCE's	=<10%	2.5	Manpower Exits happening in the month. Attrition Report.	No of attrite/ (Avg. of Opening head count & Closing head count)
	Shrinkage	=<20%	2.5	The average daily shrinkage for the month should be less than 20%. Shrinkage Report	Total Absent for the day/Total Rostered Headcount Note: Holidays/Festival to be reviewed as per approved daily login required.
Total Performance Score			100		

Note: The Performance criteria parameters can be reviewed and changed as per business requirements in future at the end of each contract year by GEL. Back up data should be maintained and shared as and when required.

- 2) Any failure to respond calls due to technical issue at GEL end i.e. Application down, Dialer down /server maintenance, PRI Line, MPLS connectivity shall be excluded from performance criteria calculation while arriving at SLA for billing purpose subject to validation by GEL and downtime tracker only under exceptional scenarios.
- 3) Measurement of the performance on various criteria mentioned above will start from the date of awards of contract, however criteria applicable for penalty will be applicable from start of 4th month from award of contract.
- 4) On National Holidays (e.g. Independence day / Republic day), Sunday, National festivals i.e. Dusshera/Holi /Diwali and the preceding or following day if required the login count for agent & support can be reduced to up to 50% of daily seat average with prior information. No shortage penalty for the day shall be levied if minimum 50% attendance is adhered. Prior work plan has to be shared by the Agency with GEL in that case for approval by GEL. Billing shall be done as per actual login for the day on these days, however manpower shortage penalty shall not be applicable.

14)Penalty & Incentive :

- 1) Total score in “**Performance criteria**” shall be achieved more than 95%. If it is not achieved then penalties will be imposed as per mentioned below range. After the third occurrence of fall in CCR below 85%, GEL may discontinue the service with 3 months’ notice period at the sole discretion of GEL.

Performance Score	Penalties
Less than or = 85%	15 % of total invoice value
> 85% <=90%	10 % of total invoice value
> 90% <=95%	5 % of total invoice value
> 95%	NIL

- 2) If Agency failed to deploy required resources by GEL, Penalty as per below details will be levied on account of non-deployment of required resources on monthly basis from the invoice.

Manpower Category	Criteria	Penalty
Call Centre Executive & Digital Support Staff	Provide Min. Seat approved by GEL	Shortage of seat X 50 % of rate as per Schedule of Rates(SOR)
Trainer & Quality Lead & MIS Manager	Provide Manpower as approved by GEL	Days Shortage in month X 50 % of rate as per Schedule of Rates(SOR)
Supervisor	Provide Manpower as approved by GEL	Days Shortage in month X 50 % of rate as per Schedule of Rates(SOR)
Call Centre Head	Provide Manpower as approved by GEL	Days Shortage in month X 50 % of rate as per Schedule of Rates(SOR)

- 3) The support staffs shall also work on roster 6 days a week in staggered shifts. Daily support staff attendance to be minimum 50% of total strength approved. Any instance of shortage beyond 50 % shall attract a penalty of Rs.1,000 per shortage for the day.
- 4) In the event the Agency fails to disburse salaries/wages by the 7th of each month, GEL reserves the right to impose a penalty of ₹3,000 per day of delay.
- 5) GEL reserve the rights to terminate the contract in case of repetitive non-performance.

6) **Incentive for Agency** : The Agency shall be eligible for an incentive of ₹51,000/- per month, subject to fulfilment of all the following criteria during the respective month:

- i. **Attrition Rate:** The monthly attrition rate of the manpower deployed by the Agency shall be less than 10%.
- ii. **Attendance:** The daily attendance of the deployed manpower shall be at least 90% of the attendance requirement defined by GEL during the month.
- iii. **Quality Score:** The quality score of Call Centre Executives and Digital Support Agents shall be 100 for more than 75% agents.
- iv. **Customer Feedback:** The average customer feedback rating for Call Centre Executives shall be at least 4 out of 5.

The incentive shall be payable only upon fulfilment of the above-mentioned criteria for the respective month, subject to verification and confirmation by GEL. The Incentive criteria can be reviewed and changed as per business requirements in future by GEL.

15) Termination :

- 1) In case of any gross violation of terms and conditions of the contract, unethical practices by Agency, GEL can terminate the contract on 1 months' notice
- 2) Contract can be terminated by GEL by giving 3 months' notice under other circumstances like non-satisfactory performance. Performance reviews will be carried out on regular basis, mechanism and frequency will be decided in the preparatory phase of the project.
- 3) Agency cannot terminate the contract before 1 year of giving written notice citing valid reasons for the same.
- 4) In the event of termination of service due to any reason, Agency is required to do HOTO (hand over take over process) to the GEL or third party authorized by GEL without additional cost.
- 5) GEL reserves right to terminate the contract without any notice period in following instances,
 - a. In case of violation of any HSE norms
 - b. If any of dispute / legal matters arise out of misbehaviour / misconduct / malpractice by Agency or it's representative, including which are defined in Code of Conduct.
 - c. The Agency, in no circumstances, divulge business related information and will take utmost care in maintaining confidentiality of customer data / survey data.
 - d. Non deployment of required manpower, as defined scope of work and also, to deploy additional manpower as per GEL business need as being informed time to time.
- 6) GEL reserves the right to terminate the contract either in whole or in part, upon occurrence of one or more of the following events by giving 30 days' notice in

writing:

- a. Breach of any contractual terms and conditions by the Agency
- b. Insolvency or bankruptcy of the Agency, or being a GEL, entering into receivership, administrative receivership, administration or liquidation (or any equivalent thereof) whether compulsory or voluntary, except liquidation for the purpose of reconstruction or amalgamation while solvent.
- c. Failure to fulfil any of the Agency's obligations under the contract.

The decision of GEL regarding occurrence of any of the aforesaid events shall be final and binding on the PARTIES.

- 7) In the event GEL terminates the contract in whole or in part, as above, GEL may procure, upon such terms and in such manner as it deems appropriate, good/service similar to those undelivered, with excess costs for such similar goods/service liable to be recovered from the Agency. However, the Agency shall continue performance of the contract to the extent not terminated. This is without prejudice to any of the GEL's rights to deduct/ withhold any amount as specified elsewhere in this contract.
- 8) The Agency shall be responsible for, indemnify, defend and hold harmless the GEL against any costs incurred by the Agency till the effective date of termination, including, but not limited to, input material/labour cost, etc. In case GEL has to incur expenses due to the same, the same shall be recovered from the dues payable to the Agency and / or security deposit held with GEL.
- 9) Services/GOODS shall not be or be deemed to be an asset in a bankruptcy if Agency, voluntarily or not, becomes or is declared bankrupt.

16)Sub-Contracting :

No part of the work shall, in any manner of degree be transferred, assigned or submitted by the Agency directly or indirectly to any person, firm or corporation whosoever, without prior written approval from GEL.

17)Code of conduct :

- 1 The AGENCY shall be solely and exclusively responsible for employing persons in execution of work. The GEL shall have no liability whatsoever concerning the AGENCY's employees in any respect.
- 2 AGENCY should ensure integrity of the employees deployed. In case of any fraud/ misbehave/ misconduct by the AGENCY's employee, GEL will not be responsible for the same and the AGENCY will have to face the consequences
- 3 AGENCY shall ensure that his personnel deputed at site will keep the brand image of Company including Gujarat Gas Ltd. in mind and no any activity should be

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undertaken to tarnish the brand image of Company including Gujarat Gas Ltd.

- 4 Misbehavior/ misconduct by any of the AGENCY's employee will not be acceptable whether internally with GEL employees or externally with customers. GEL may invoke its right to terminate the contract.
- 5 AGENCY shall undertake to understand Company Business Principles & HSE norms thoroughly & ensure full adherence to the same during the execution of this contract.
- 6 If the AGENCY or their employees shall damage, break, deface or destroy any property belonging to Company including Gujarat Gas Ltd. or customer during the execution of the contract, the AGENCY will ensure to intact the belonging on the same conditions at its own expenses or, expenses will be recovered from the AGENCY for the damage caused (for which the decisions of the GEL shall be final).
- 7 The AGENCY, in no circumstances, divulge business related information and will take utmost care in maintaining confidentiality of customer data / survey data. On any failure of the AGENCY to abide by this condition, the GEL may terminate contract without any notice.
- 8 In case if AGENCY does not respond immediately to intimations of any dispute/controversy, GEL reserves the rights of solve the dispute/controversy at AGENCY's cost and risk. In case GEL under takes the dispute/controversy expense of such dispute/controversy shall be debited actual to the AGENCY for each such instance.

18)Definitions, Abbreviations, Acronyms

Sr.No.	Acronyms	Definitions
1.	GEL	Gujarat Energy Limited
2.	HSE	Health, Safety and Environment
3.	OPS / GA	Operations Area / Geographical Area of GEL
4.	CGD	City Gas Distribution
5.	CCCC	Centralized Customer Contact Center
6.	API	Application Program Interface
7.	PM	Project Manager
8.	CNG	Compressed Natural Gas
9.	PNG	Piped Natural Gas

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10.	SOP	Standard Operating Procedure
11.	UAT	User Acceptance Testing
12.	BCP / DR	Business Continuity Planning / Disaster Recovery
13.	SPOC	Single Point of Contact
14.	NDA	Non-Disclosure Agreement
15.	SAP / CRM	SAP – ERP / Customer Relation Management system
16.	SRS	System Requirement Study
17.	CCE	Call Centre Executive
