



1. General Manager (NMD) , ECGC Ltd, Nirmal Building , 5 th Floor , Nariman Point, Mumbai -400021 invites quotation from reputed Market Research Companies for Customer Satisfaction Survey . The Terms of Reference/Scope of the survey are as under:

Terms of Reference

Sr. No.	Reference	Objective
1.	Purpose	Evaluation of level of satisfaction of customers of ECGC - Policyholders and Commercial banks.
2.	Focus area	Product offered, Business development officers – services, knowledge level and Attitude; Branch officers – services rendered, knowledge level; cost of insurance, Image of Corporation, Brand recall, Products & Cost comparison with competitors. Scope of net based services provided by the Corporation to be assessed for information and action .
3.	Area to be covered	Branches as identified
4.	Sample Plan	To be quoted by bidder based on the total clients to be surveyed, approx 1550 Exporters & Bankers .
5.	Questionnaire	To be prepared and discussed with ECGC before conducting the survey
6.	Period of Survey	Two months
7.	Feed Back	Developing a system of periodic feedback from clients and a response system on the basis of feedback.
8.	Report submission	Latest by 20 th August, 2015.
9.	Methodology	100% face – to - face interview to be conducted at the respondent's place of work after taking prior appointment over the phone.

10.	General	Other such services which can be discussed and finalized.
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2. Bidders are requested to submit two separate sealed quotations superscribed "Technical Bid" and 'Commercial Bid' with the following information:

1. Profile of the Company
2. Key Management
3. Contact Persons Executive(s) for this survey
4. Proposed Time schedule
5. Report submission
6. Methodology : Use of software / Technology
7. Cost
8. Network and Field force
9. Previous experience in
 - a. Insurance Sector
 - b. Banking Sector
 - c. Other Services Sector
 - d. International Trade
10. A sample report of latest survey done .
11. Feedback from earlier user companies & References (provide min.3)
12. Terms of payment

3. ECGC has 58 branches spread across the country . Please visit our website for details. List of Branches to be surveyed will be decided and informed by ECGC.

Please submit you quotation by 17.00 hrs on or before 02.06.2015 to Mr.Rahul Raj, 5th Floor, Nirmal Building, Nariman Point, Mumbai-400021.

For any details and clarification please contact :

1. Shri P.D. Mokashi, AGM, ph: 022 66590776, M- 09869236413
2. Shri R.K.Verma , Sr. Manager ; Ph 022 66590772, M - 09869567540

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