



SAGER GANZA MICROFINANCE PLC

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TENDER NOTICE

TITLE: TENDER FOR THE PROVISION OF CUSTOMER SATISFACTION SURVEY SERVICES

1. About Us

SAGER GANZA MICROFINANCE Plc is a licensed microfinance institution that began operations in 2005 with the goal of providing a reliable financial platform for small and medium-sized enterprises (SMEs) and business owners in Rwanda. Our Mission statement is to significantly improve the socio-economic conditions of Rwandans through provision of saving and credit services with the purpose of eradicating poverty.

2. Objective of the Assignment

The primary objective of this survey is to assess customer satisfaction levels with the Institution's products, services, and overall customer experience. The findings will:

- Provide insights into customer needs and expectations.
- Identify strengths and areas for improvement.
- Support strategic decision-making to enhance customer loyalty and retention.

3. Scope of Work

The consultant/firm will be responsible for:

1. Survey Design:

- Develop a detailed methodology and work plan.
- Design data collection tools, including questionnaires and interview guides, tailored to the Institution's customer base.

2. Data Collection:

- Conduct surveys across branches and customer segments.
- Employ diverse methods (e.g., face-to-face interviews, phone surveys, online questionnaires) to maximize participation.
- Ensure inclusivity and representation of all demographic and geographic groups.

3. Data Analysis:

- Analyze quantitative and qualitative data to identify trends, patterns, and customer sentiments.
- Segment data by key criteria such as age, gender, location, and product usage.

4. Reporting:

- Prepare a detailed report, including an executive summary, methodology, findings, and actionable recommendations.
- Present key findings to the Institution's management team or the board or director

4. Deliverables

The consultant/firm is expected to deliver:

1. Inception report detailing the methodology, work plan, and tools.
2. Draft customer satisfaction survey report for review.
3. Final report incorporating feedback, along with a presentation of findings.
4. Raw and cleaned datasets for the Institution's future use.

5. Duration of the Assignment

The assignment is expected to take **2 to 4 weeks**, starting from the date of contract signing. A detailed timeline will be agreed upon during the inception phase.

6. Qualifications and Experience

The consultant/firm should have:

- Proven experience in conducting customer satisfaction surveys, particularly in the financial services sector.
- Strong expertise in data collection, analysis, and reporting.
- Knowledge of the microfinance landscape in Rwanda or similar contexts.
- Proficiency in using survey tools and data analysis software.
- Excellent communication skills and the ability to present findings effectively in both Kinyarwanda and English

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of the assignment and proposed approach (30%).
- Relevant experience and qualifications of the consultant/firm (30%).
- Proposed timeline and work plan (20%).
- Financial proposal (20%).

8. Submission of Proposals

Interested consultants/firms are invited to submit their proposals, including:

- Company registration certificate
- A technical proposal outlining the approach, methodology, and timeline.
- A financial proposal with a detailed budget.
- Profiles and CVs of key personnel.
- References of previous 2 similar assignments.
- Copy of a valid tax clearance

Proposals should be sent in one scanned document to **info@sagerganza.co.rw** by **20th May 2025 at 04pm**. Late submissions will not be considered.

9. Confidentiality

All information provided by the Institution and collected during the survey must be treated with strict confidentiality and used solely for the purpose of this assignment.

Done at Kigali, On 06th May 2025

Christian M. KAMARI
Chief Executive Officer

