



TENDER NOTICE

VENDOR REQUIREMENT

Bursa Malaysia Berhad [197601004668 (30632-P)] ('Bursa Malaysia') intends to engage a Customer Experience (CX) consultant to work with Bursa Malaysia to develop a CX vision, strategy and plan for Bursa Malaysia customers. Interested parties are required to submit proposals that include a proposed strategy approach, research methodology, and other relevant CX consultancy services.

Vendors must include / demonstrate the following **Mandatory Requirements**:

- a) *Vendor most recent year shareholder fund must be positive. Otherwise, the vendor must obtain a guarantee letter from their holding/sister companie(s) which has fulfilled the positive shareholder fund requirement or provide bank guarantee that is mutually agreed by both parties.*
- b) *Vendor must showcase at least 2 case studies of a large-scale CX project for a Malaysian based client executed within the last 3 years.*
 - a. *E.g. CX Transformation for a business unit or enterprise.*
 - b. *End-to-end CX project that includes customer segmentation and/or persona development.*
- c) *Vendors must have at least three (3) clients that are either a GLC, PLC, MNC and/or Financial Institution within the last 5 years of their current roster.*
 - a. *with experience in B2B and B2C customer bases.*
 - b. *Clients must be well-known and trustworthy brands.*
 - c. *Must provide a minimum of three (3) client references and details.*
- d) *Vendors must be Malaysian audience centric, but with regional and/or global capabilities/access:*
 - a. *Must have worked with Malaysian companies/clients.*
 - b. *Must have a Malaysian based branch/team.*
- e) *Vendor expertise and experience:*
 - a. *Vendor must allocate a team inclusive of senior members for CX and Digital who have a minimum of 8 years of experience in the industry each. (Please indicate work experience, including years within the industry/discipline.*
 - b. *Vendor must be in operation for at least the last 3 years.*

TENDER INSTRUCTION

Tender document can be purchased via **online** at admintender@bursamalaysia.com:

Date : 28 Feb - 14 Mar 2022

Time : 9:00 am - 12:30 pm

2:00 pm - 5:00 pm

Document Fee : No Charge

The duly completed Non-Disclosure Agreement (NDA) must be submitted prior to the request of the tender document. The NDA form can be downloaded from the Tender page on the Bursa Malaysia website.

The duly completed documents must be submitted to adminrfp@bursamalaysia.com not later than **15 March 2022, at 12:00pm.**

DISCLAIMER

Bursa Malaysia reserves the right to only consider quotations/proposals/documents that are fully completed and submitted on or before the date and time as specified above. Late responses will not be entertained.

Bursa Malaysia is not bound to accept the lowest bid or any tender and reserves the right to reject all tenders.