**Assignment**: Customer Satisfaction Survey

**Contract Period:** 21 June, 2019 – 20 September, 2019

1. **Context and current situation in the field of assignment**

Since the conclusion of the Association Agreement (AA) with the EU in 2014 Georgia has delved into large-scale reforms to bring about fundamental changes to country’s economic, legal, administrative and institutional frameworks.

To reap benefits from gaining access to the EU market as well as to survive the competition from the EU companies Georgian companies need, on the one hand, to be be well informed of requirements and opportunities associated with the AA and Deep and Comprehensive Free Trade Area as its integral part and, on the other hand, be highly competitive and fully integrated into relevant local, regional and global value chains.

The SME DCFTA GE project through components 2, 3 and 4 implemented a number of measures to develop DCFTA Information Services at the GCCI and to initiate and provide support to clusters/networks of private entities in selected industries of Georgian economy.

1. **Conditions of the assignment**
   1. **Objective, scope, methodology, duration of the assignment** 
      1. **The objective** of this assignment is to assess customer satisfaction amongst users of services supported or provided by SME DCFTA GE project. In particular, the assessment shall cover
2. beneficiaries of services provided by GCCI’s DCFTA Information Centre offices in Batumi, Zugdidi, Kutaisi and Gori;
3. members of business clusters / networks established and/or supported by the SME DCFTA GE project in apparel, film, furniture and ICT industries.

* + 1. **Scope of work**

The scope of work of the contractor shall include but not necessarily be limited to the following tasks:

* development of the assessment project timeline;
* elaboration of the methodology, in consultation with the SME DCFTA GE project;
* testing and finalization of assessment instruments;
* implementation of a field work to collect primary data;
* compilation of an assessment database;
* performance of data cleaning & analysis;
* preparation of a draft assessment report;
* finalization of the assessment report, in consultation with the SME DCFTA GE project;
* preparing a presentation summarizing main findings of the assessment.

The contractor shall undertake to present findings of the survey at a dissemination event in 2019, upon request of the SME DCFTE GE project.

* + 1. **Methodological approach**

The formulation of research questions for the commissioned survey shall be guided by definitions of result areas result components 3 and 4 of SME DCFTE GE project and services described in the project’s annual reports (shall be available to interested bidders upon request)

The survey methodology and instruments shall be developed in close collaboration with the SME DCFTA GE project leadership and thematic experts and other stakeholders (GCCI, cluster managers, etc.) as the case may be.

The survey design shall ensure that at individual interviews take no more than 20 minutes on average.

1. ***Assessment of services provided by the GCCI’s DCFTA Info Center offices***

The sample size shall allow for getting reliable results by type of service (in-house face to face consultations, field outreach, and trainings) and office (Batumi, Zugdidi, Kutaisi, Gori) and shall ensure at least 10 completed interviews per type of service and per office.

1. ***Assessment of services / assistance provided to supported business clusters / networks***

The sampling frame shall consist of members (companies or individuals) of business networks or clusters supported by the SME DCFTA GE project (about 95 beneficiaries) with the view to achieve participation rate of at least 80% of beneficiaries per supported business network / cluster. Aspects of support services provided to the beneficiaries shall include, but not necessarily limited to the following:

* Introduction to business clustering / cooperation models (concept, principles, modalities, advantages etc.)
* Elaboration of viable arrangements for sustained cooperation within business networks / clusters (steering structures, roles and responsibilities of members, internal rules and procedures, formalization of clusters, etc.)
* Elaboration of joint strategies and action plans for cooperating network of businesses / clusters (workshops, drafting of documents);
* Support to the implementation of adopted strategies and action plans
  + Cluster / business network management (assigning and supporting cluster managers)
  + Capacity development (sponsoring trainings, study tours)
  + Promotion (developing web-sites and promotional brochures, managing media outreach, etc.)
  + Advocacy (organizing G2B meetings, PPD events)
  + Internationalization (sponsoring participation in international fairs, festivals, exhibitions, organizing B2B events, etc.)
    1. **Duration of the assignment**

The assignment shall be completed two weeks prior to the expiry of the contract implementation period.

* 1. **Deliverables and Timeline**

The contract period for this assignment is expected to be from June 21, 2019 to September 20, 2019. The structure of tasks/deliverables and due dates are suggested as follows:

| Phase | Activities / Deliverables | Indicative Expert-days | Due Date(s) |
| --- | --- | --- | --- |
| 1 | Development of the assessment project timeline  *Deliverables:*  1.1 The assessment project timeline (in \*.docx file format, English) | 1 | June, 2019 |
| 2 | Elaboration of the assessment methodology  *Deliverables:*  2.1 The assessment methodology (in \*.docx file format, English) | 5 | June, 2019 |
| 3 | Testing and finalization of assessment instruments  *Deliverables:*  3.1 Assessment instruments (in \*.docx file format, Georgian, English) | 5 | July, 2019 |
| 4 | Implementation of field works  *Deliverables:*  4.1 A field work implementation report (in \*.docx file format, English) | 20 | July, 2019 |
| 5 | Compilation and cleaning of the assessment database;  *Deliverables:*  5.1 An assessment database (with clean data, completely described variables, in SPSS or similar software package) and a full set of commands / codes used for analysis in an appropriate format | 4 | July 2019 |
| 6 | Data analysis and reporting  *Deliverables:*  6.1 Draft assessment report (in \*.docx file format, English) | 5 | August 2019 |
| 7 | Finalization of the assessment report  *Deliverables:*  7.1 Final assessment report (in \*.docx file format, English, Georgian) | 3 | September 2019 |
| 8 | Preparing a presentation with the assessment results  *Deliverables:*  8.1 Presentation (in \*.pptx file format, English, Georgian) | 2 | September 2019 |

The acceptance of all deliverables defined for each phase of the assignment by the SME DCFTA GE project shall be a prerequisite for embarking on tasks for completing the next phase of the assignment and a basis for transferring due payments.

**2.4 Submission requirements**

The Contractor shall submit technical and financial proposals to comply with the following requirements:

2.4.1. The technical proposal shall provide evidence of organizational capability and relevant experience for the past 3-4 years in execution of projects of similar size, scope, and complexity; it should further explain in detail how the applicant plans to reach milestones / produce deliverables provided for in this assignment; at least four (4) CV-s of the staff proposed in the project shall have 7-8 years of experience in working on sampling designs, survey instruments, fieldwork guidelines, data analysis and interpretation, developing of survey reports and preparing presentations; overall proposed staff shall represent a balanced mix of theoretical and practical knowledge in their relevant fields of expertise.

2.4.2. The financial offer shall clearly state all types of costs charged to the SME DCFTA GE to implement this ToR (e.g. honorarium (key and support personal), printing. translation / interpretation, daily allowances, communication, transportation, accommodation, office rent, electricity, administrative support, etc.).