

**F. No. J-24/10/2022-CPU [26992]**  
Government of India  
Ministry of Consumer Affairs, Food & Public Distribution  
Department of Consumer Affairs

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Krishi Bhavan, New Delhi-110001  
Dated 10th February, 2022

**OFFICE MEMORANDUM**

**SUBJECT: Uploading of EoI for models to enhance consumer complaint redressal mechanism on the Department's website- reg.**

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The undersigned is directed to forward a copy of Expression of Interest (copy enclosed) to invite inputs from the industry experts to show case relevant models for consumer grievance redressal, and to request NIC that the same may be uploaded on this Department's website for knowledge of interested stakeholders and eligible firms.

**Enclosure: As above.**



(P. K. Tyagi)  
Under Secretary to Government of India  
Tel. No. 23070481

To

**Technical Director (NIC), Department of Consumer Affairs.**

**Government of India**  
**Department of Consumer Affairs**  
**(Ministry of Consumer Affairs, Food & Public Distribution)**

**Expressions of Interest (EOI) is invited from the Eligible and Experienced IT & ITES Companies for an Improved & enhanced version of Consumer Complaint Redressal Mechanism backed with quality people, robust processes and latest digital technology.**

National Consumer Helpline is set up by Department of Consumer Affairs, Government of India for citizens to facilitate redressal of their products/ services related grievances. The Project recognizes the need of consumers for an Omni-channel redressal mechanism to deal with multitude of problems arising in their day-to-day dealings with products and services offered by various manufacturers or services providers.

Department of Consumer Affairs, Government of India is looking to ramp up the National Consumer Helpline and intends to put necessary channels to govern, monitor & improve the Consumer complaints redressal experience from products & services delivered by the industries to the citizens (end user). The goods & services include all the daily consumables from FMCG, Eateries, Telecom, E-Commerce, Banking Services, Electronic products and various other products & services.

The expectations from the industry experts is to show case model with quality people, robust system to hear/ understand the consumer grievances across all service channels (Call, Web Portal, Mobile App, WhatsApp Chatbot, SMS, Mail, Social Media etc), detailed documentation to allow backed team to report the issue to the service provider, work to resolve the issue timely and keep the consumer and stakeholders (Govt. Bodies) informed at all stages on real time basis.

The suggested model should be capable to educate, provide information and empower consumers to know their rights and responsibilities along with protecting their rights with the end service provider by effective follow-up (as per defined policy & procedures agreed with the bodies) and complete visibility to governing bodies and stakeholders.

Your suggested solution should have detailed process along with SOPs, SLAs, suggested technology play with proposed infrastructure diagram, along with people capabilities backed with structure and segments to cover each CTP (Critical to Process) & CTQ (Critical to Quality) for the above-mentioned case in detail to have a fair idea about your solution strength and capability to pick up the latest digital technology and thought process to run the operations along with testimonies and best industry practices to back the efficacy.

You may use existing available information in public domain/ portals (<https://consumerhelpline.gov.in>) to come prepared with your thoughts and suggestions to revamp/ new web portal, Mobile App and other relevant tools to improve the current visibility and solving capabilities.

Last date & Time of Submission of Expression of Interest along with detailed presentation is 21.02.2022, by 03:00 PM on the email id [uscipu-ca@nic.in](mailto:uscipu-ca@nic.in).

The Interested participants shall be invited to make a detailed presentation about the solution and capabilities.

The schedule of presentation with date, time and venue/ Video Conference link shall be communicated separately.

Presentation should cover below details of suggested solution for call centre operation and consumer complaints redressal mechanism and other areas of improvement:

**1. Operational Approach & Methodology**

- Different stages of operation like call takers register docket for grievances received and Backend section act on coordination with products/service providers for resolution of grievances.
- Access of multiple input channels viz. Call, Email, SMS, Mobile App, Web Portal, and WhatsApp Chatbot, etc.

**2. Manpower Structure**

- Type of different level of manpower like call takers, backend
- Complete structure for each section of call center operation like front end part of call takers and backend part of resources involve in coordination work for resolution of complaints.
- Monitoring & Supervision Division
- Training & Quality

**3. Complaint Redressal Mechanism, Process Flow and SOP.**

- Ideas to improve consumer complaint redressal mechanism
- Process flow, SOP, SLAs
- Training, Quality and Audit Mechanism
- Digital Dashboards/MIS
- Feedback and C-Sat

**4. Technology Architecture and Improved IT Solution**

- Advance IT Solution for Call Center and Complaint Management
- Web Portal and Mobile App revamp suggestions
- Digital Dashboard for complaints status & other reports
- Suggestion to use latest ITES Technology and tools

**5. Other**

- Participants may include more suggestions related to approach and methodology; advance IT solutions and use of future technology.

**Abbreviations**

IT	:	Information Technology
ITES	:	Information Technology Enabled Services
SOP	:	Standard Operating Procedure
SLA	:	Service Level Agreement