



TERMS OF REFERENCE

CONSULTANCY FOR CUSTOMER SATISFACTION SURVEY OF NAMIBIA ASSOCIATION OF MEDICAL AID FUNDS [NAMAF]

1. About Namaf

Namaf is established in terms of the Medical Aid Funds Act, 1995 (Act No. 23 of 1995). In terms of section 10 (3) of the Act, 1995, Namaf's statutory objects is to *'control, promote, encourage and co-ordinate the establishment, development and functioning of funds in Namibia'*. To achieve this object, section 12 of the Act, 1995 empowers Namaf to:

'consider any matter affecting medical aid funds or the members of such funds and make representations or take such action in connection therewith as the Association may deem advisable'.

and

generally, do anything that is conducive to the achievement of its objects and the exercise of its powers, whether or not it relates to any matter expressly mentioned in this section'.

2. Objectives

The overall objective of this consultancy is to assess the customer's overall satisfaction and perception that Namaf renders in fulfilling its statutory mandate.

3. Survey Methodology

The Consultant shall recommend sound methodologies on how the survey will be conducted.

4. Scope of Work

The selected Consultant must undertake but not limited to the following:

- 4.1 Develop a composite measure of customer satisfaction and use it to determine the overall rating of the current level of satisfaction;
- 4.2 Determine the quality-of-service delivery as perceived by the customers;
- 4.3 Identify whether expectations are being met or otherwise;



- 4.4 Identify future intentions of participations by the customers;
- 4.5 Identify gaps in service delivery;
- 4.6 Identify the sources of customer complaints/dissatisfaction in regard to service delivery;
- 4.7 Incorporate in the analysis the result gathered from the internally conducted customer satisfaction survey from different service points;
- 4.8 Propose service improvement measures; and
- 4.9 Prepare and deliver a comprehensive report detailing the methodology, findings, and recommendations from the assessment.

| Customers | Sample Size |
|------------------|--------------------|
| | |
| | |
| Total | |

5. Deliverables

At the end of the consultancy, the Consultant must produce and deliver:

- 5.1 A report sharing methodology and tools to be used. This should be presented within 15 calendar days after signing the contract;
- 5.2 Draft report on survey findings, recommendations and suggestions on how to improve customer service in a manner which addresses customer concerns within the framework of Namaf's mandate; and
- 5.3 Final report on findings and recommendations taking account the Namaf's comments and/or value addition to the draft report in both hard and soft copy:
 - 5.3.1 Highlights of the result of the survey in PowerPoint format (soft copy only); and
 - 5.3.2 Detailed report in 3 hard copies as well as digital format

6. Time Span

This assignment is expected to be carried out for a period of seven (7) ending 30 September 2023.



7. Proposal

The research/survey Consultant will be expected to submit technical and financial proposals which include:

- 7.1 A brief profile and description of the research/survey Consultant demonstrating their ability to achieve tight deadlines and flexibility in meeting Namaf's needs;
- 7.2 A brief profile of at least three personnel who will be assigned in the projects showing areas of specialization;
- 7.3 Reference: list and evidence of relevant work experience for at least 3 years.

8. Consultancy Payment Intervals

| Output/Milestone | % of Payment |
|---|---------------------|
| Upon submission and approval of survey methodology; | 15% |
| Upon approval of sample size and timeline | 20% |
| Upon submission and acceptance of first draft of report on findings and recommendations | 20% |
| Upon submission and acceptance of comprehensive report ready for presentation to the Management Committee | 35% |
| Upon submission and acceptance of final comprehensive report (hard copies and digital format) | 10% |
| Total | 100% |

9. Qualifications of the Research/Survey Consultant

- 9.1 Has at least 3 years of experience in conducting customer satisfaction researches and surveys, including the analysis and presentation;
- 9.2 Had provided services to corporate clients or statutory entities in the past 3 years;
- 9.3 Has own proprietary research tool/s or methodology which is internationally accepted that provides clients with comprehensive insights on customer satisfaction and perception;
- 9.4 Assign 3 key personnel should have the relevant qualification in the field;



9.5 Should be able to provide a brief presentation of their credentials prior to presenting their research proposal; and

9.6 Consultant should be a member of good standing in any nationally or internationally-recognized association of marketing research agencies.

10. Institutional Arrangements

10.1 Reporting

The Consultant will report directly to the Chief Executive Officer.

10.2 Background Information

Namaf will provide the following:

- (a) Medical Aid Funds Act, 1995 (Act No. 23 of 1995);
- (b) 2018 – 2020 Strategy;
- (c) Stakeholder Engagement Strategy;
- (d) Brand Strategy;
- (e) Customer Service Charter; and
- (f) Stakeholder Perception Survey, and any other information as may be required from time-to-time.

10.3 Liaison

The Stakeholder Relations and Corporate Communication Manager, Ms. Uatavi Mbai shall coordinate meetings and other activities under the Consultancy.

11. Expertise

11.1 Academic Qualifications

At least a master's degree in a relevant field in planning, public policy, development studies, health economics.

11.2 Skills and Competencies:



11.2.1 Ability to work with minimal supervision.

11.2.2 High level written and oral communications skills in English.

11.2.3 Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy, and integrity.

11.2.4 Demonstrate excellent interpersonal and professional skills in interacting with diverse stakeholders and interested parties.

11.2.5 Experience in healthcare financing or operations of medical aid funds.

12. Application process

Interested and qualified candidates should submit their proposals and applications which should include the following:

12.1 Detailed Curriculum Vitae of the Consultant any that of any person to be fielded to the engagement;

12.2 Proposal for conducting the consultancy including survey methodology; and

12.3 Financial proposal aligned to the payment terms above herein.

Applications should be emailed to corporatecomm@namaf.org.na and reach us not later than Thursday, 23 March 2023.