



REQUEST FOR PROPOSALS

TERMS OF REFERENCE: UNDERTAKING A MEMBERSHIP SATISFACTION SURVEY FOR AMCHAM MOLDOVA

About AmCham Moldova

Founded in 2006, The American Chamber of Commerce Moldova (AmCham Moldova) is a non-for-profit non-governmental organization. AmCham Moldova received official accreditation and recognition from the US Chamber of Commerce in February 2008 and has since grown to encompass **121 member companies representing a wide range of business and commercial activities.**

As one of the 125 members of the International AmCham network, AmCham Moldova connects businesses and business leaders who share the common goal of bringing the entrepreneurial spirit and innovative cultures of Moldova and the United States closer together. AmCham Moldova is also a member of the AmChams in Europe Network - a network which represents the corporate interests of more than 17,000 American and European companies across Europe and North America.

For more information on AmCham Moldova and its activities, please visit <https://www.amcham.md/>.

Introduction

In the beginning of 2018, the AmCham Moldova Board of Directors (hereinafter “the Board”) decided to undertake a membership satisfaction survey. The goal of the survey is to **measure member satisfaction across all AmCham Moldova activities** and to identify members’ priorities over the next few years.

Measuring member satisfaction with the organization is **needed for the establishment of a Strategic Plan** for AmCham Moldova and effective strategic management. The findings of the survey will inform the Board decisions in the **near to midterm**.

Objectives of the Survey

The overall objective of the membership survey is to provide independent and impartial feedback on the perceptions/opinions of AmCham Moldova’s members on the following main categories, but not limited to the provided list:

- Satisfaction with AmCham Moldova membership: do members believe AmCham Moldova is achieving its mission and is the organization delivering quality services?
- Are the organization’s internal structure and processes suitable to achieve AmCham Moldova’s mission?



- **What benefits does AmCham Moldova membership best provide?** This category will require a ranking and a benchmark to **assess the members' perception on quality and value of the activities/services offered.**
- Assessment of members' satisfaction with the advocacy activities across the organization, as well as committee-specific (i.e. expectation vs. satisfaction analysis). This section will also determine the causes for unsatisfactory review.
- Assessment of the Board's and executive team's professional performance.
- Event attendance rate and satisfaction. Membership suggestions for new event types, topics, formats, venues, speakers or any other event component.
- Satisfaction with online content, informational e-mails and other communication channels used by AmCham Moldova.
- Where possible, comparative analysis of AmCham Moldova and other employers' organisations according to the above criteria.

Scope of Work

The selected consultant will perform the following tasks and activities:

- Determine the number of respondents (sample size) needed to ensure effective representation of members pertaining to different industries and committees inside AmCham Moldova. Provide the mechanisms for respondents' selection from the overall list of members.
- Closely work together with the AmCham Moldova's executive team to draft and structure a **questionnaire** that will be used to collect data from members. The questionnaire will have both multiple-choice and open-ended answers. The AmCham Moldova's executive team will provide all necessary data and information for the purposes of drafting the questionnaire. The consultants shall be responsible to structure and deliver the final version of the questionnaire.
- Carry out the survey among identified respondents through **one-on-one in-depth interviews with AmCham Moldova's members.** The consultants shall develop an interview schedule and establish direct contact with the member-companies to arrange interviews in a non-invasive manner suitable for all parties involved. The schedule should be pre-approved with the AmCham Moldova's executive team.
- Prepare and deliver a comprehensive **report detailing the methodology, the survey's results, conclusions and recommendations for improvement** (hereinafter "the final report"). The document shall comply with the survey's objectives listed above and provide an accurate assessment of membership perception on the strengths and weaknesses of AmCham Moldova as an organization, its activities and the benefits it offers to members. Thus, the report should provide an overview of membership satisfaction, but also identify the specific gaps in service delivery, **key dissatisfaction areas, things to improve, things to keep, opportunities and priorities to be covered.**
- Deliver the draft versions of the report for feedback collection to the AmCham Moldova's executive team. Ensure timely correspondence and necessary meetings to incorporate the received feedback.



- Hold a presentation of the final report to the AmCham Moldova's Board of Directors.

Deliverables and Timeline

The final report shall be delivered by **December 2018**. An action plan with timeline and deliverables shall be submitted as part of the consultant's offer (please see details below).

However, updates shall be provided on a **weekly basis** during the execution period.

Required Expertise

The lead consultant should have at least 3 years' of demonstrated work experience in consumer research and surveys' performance. He/she should have carried out similar assignments in the past, being a marketing research expert with experience and specific knowledge in qualitative and quantitative methods of satisfaction surveys' methodology.

Guidelines for Proposals

The firms/consultants shall provide fixed price quotations for this assignment, meeting the requirements of this TOR. The firms/consultants should propose an action plan based on a defined methodology and identify a team of individuals with proven track records. **The proposed action plan should identify the timeline and milestones in preparing and completing the deliverables specified by this TOR.**

Content of Proposals

1. Content of Technical Component:

The technical component of the proposal should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

- Description of the firm and the firm's qualifications, an outline of recent experience or projects of a similar nature;
- Documents proving the minimum of 3 years senior-level practical experience in conducting customer satisfaction and other types of market surveys;
- Comments and suggestions on the present TOR, as well as a description of the manner in which your firm would respond to the TOR. You should include the implementation action plan mentioned above;
- CVs of individuals who will carry out the assignment.

2. Content of Financial Component:

The financial component should contain an overall quotation in USD. The budget should cover all costs and expenses related to the implementation of the assignment. The price component must cover all services to be provided and must itemize the following:

- Total cost of the assignment;
- Breakdown by expenses;
- A proposed schedule of payments.



Submission of Proposals

Proposals should be submitted to the address info@amcham.md, **no later than 15 June 2018 (COB)**. Submissions will be evaluated by the AmCham Board of Directors according to their technical and financial strength.

Should you have any questions related to the assignment's TOR, please contact us by e-mail at info@amcham.md, or phone at +373 22 211 781.

While AmCham Moldova thanks all prospective applicants for their interest in this assignment, only short-listed applicants shall be contacted as part of the evaluation and selection process.