

EXIM BANK TANZANIA LTD**DATE: 27.02.2023****To: Prospective Web Developers****1.0 Introduction**

Exim Bank is one of the leading financial services providers in 5 countries and Tanzania's first international bank. Since welcoming our first customers in Samora Branch, Dar es Salaam, in 1997, Exim Bank has continued to expand its national and regional reach.

The bank has over the years leveraged the underlying resilience to grow our asset base and to successfully expand its reach. And now its operations span five countries, Tanzania, the Union of Comoros, the Republic of Djibouti, Uganda, and Ethiopia – an international presence unmatched by other Tanzanian banks.

At Exim Bank, success is defined by how we make a difference to our clients, our communities, and our teammates. The bank offers a full suite of products and services designed to meet the needs of our consumer, business, corporate, and institutional clients.

2.0 Purpose

The purpose of this RFP is to solicit proposals for a vendor to revamp the bank's websites across its markets in building and sustaining a strong and resonating brand presence.

The revamped/developed websites should be in alignment with the Corporate Identity using the latest web technology to showcase the bank's products & services to current and potential clients in an attractive, user-friendly, and easily navigable manner and comply with industry standards and guidelines. The sites should be developed basis of a defined information architecture & best practices for UI/UX. Uniformity should be maintained across all the websites of the bank.

Based upon the review and evaluation of proposals offered in response to this RFP, Exim Bank may, at its sole discretion, negotiate and enter a contract with one or more selected service providers.

The current websites can be accessed through www.eximbank.co.tz.

3.0 RFP Specifics**3.1 Objectives**

Exim Bank (Tanzania) Limited

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The aim of refreshing the Group's websites is to

- 3.1.1 Increase brand awareness.
- 3.1.2 Improve online presence with a modern, and mobile responsive website design.
- 3.1.3 Increase online exposure through natural and paid listings.
- 3.1.4 Generate and capture leads and inquiries.
- 3.1.5 Improved source of information on all our products and services as well as industrial market indicators.

3.2 Design Brief

Background information.

- 3.2.1 A replacement project for the existing 4 websites – Tanzania, Comoros, Djibouti, and Uganda.
- 3.2.2 Contents can be found on the respective websites.

3.3 Scope of Work: Technical Features and Requirements.

3.3.1 Website Design:

- 3.3.1.1 Develop a modern, user-friendly website design that reflects our brand identity and values.
- 3.3.1.2 Provide wireframes and mock-ups for the website design and make revisions based on our feedback.
- 3.3.1.3 Ensure that the website design is responsive and optimized for mobile devices.
- 3.3.1.4 1 group website with links to the 4 individual websites.

3.3.2 Website Development:

- 3.3.2.1 Develop the website using the latest web technologies and industry best practices.
- 3.3.2.2 Ensure that the website is compatible with a wide range of devices and browsers, including mobile devices.
- 3.3.2.3 Integrate third-party tools and services such as online banking, online account opening, and customer service chat.

3.3.3 Content Creation:

- 3.3.3.1 Write and/or edit copy for the website, including product descriptions, financial advice, and customer testimonials.
- 3.3.3.2 Source or create imagery and multimedia content that enhances the user experience.

3.3.4 Integrations / Plugins:

- 3.3.4.1 Integrate with third-party tools, services, and the bank's peripheral systems such as online banking, payment gateways, and customer service chat.
- 3.3.4.2 Ensure that all integrations are seamless and user-friendly.
- 3.3.4.3 Ensure that all integrations are secure and comply with relevant standards and regulations.
- 3.3.4.4 Integrates all social media channels.
- 3.3.4.5 Have API Integration capabilities for future uses.
- 3.3.4.6 Location:

- 3.3.4.6.1 Locator with search facility to be developed for the location-based services Like: ATM, Branch or Agent finder. The locator should be integrated with Google Maps or other prominent navigational systems, bidder to secure the required license without additional cost to the bank.
- 3.3.4.6.2 Locator should ask visitor to detect its location and accordingly detect the current location of visitor and suggest all available nearby options with directions to reach that place. Also, a search bar should be included in Locator with floating search option for visitor to search any desired location.
- 3.3.4.7 Bank will provide its SMS gateway for pushing the SMSs and website vendor to arrange for necessary interfacing.

3.3.5 Content Management System:

- 3.3.5.1 The Content Management System (CMS) must be simple to install and easy to maintain and operate, should not need high IT knowledge and expertise.
- 3.3.5.2 Adding, modifying, and deleting information to be easy and integrated with easy-to-use content management system.
- 3.3.5.3 CMS to have Multilingual Support (initially Swahili, English and French will be required and future scalability for foreign languages).
- 3.3.5.4 The website shall have provisions of Content Contributor/Creator, Moderator and Approver System wherein authorized individual from Bank can upload the content on the website pertaining to their Centre/respective domain which after the due approval by the approving authority would be available to the website Manager / Webmaster/Publisher for final uploading onto the website.
- 3.3.5.5 CMS system must support non-IT literate users to operate the contents within the overall rules and workflow laid down. This will include creating contents, editing, publishing across all modes including text, video etc.
- 3.3.5.6 CMS must support ability to add contents/ delete contents/ change contents globally across all pages on the site or on specific areas of the site.
- 3.3.5.7 Movement of approved contents and changes should be automatic/ as per planned and stipulated date and time. Rollbacks should be simple and easy. Workflow must support automation from within including mail/ SMS reminders on due items and actions pending at various levels including appropriate escalations.
- 3.3.5.8 CMS should support on demand creation of a "ready to print" copy of the content pages.
- 3.3.5.9 Download and upload features to be supported. Display of content in selected order should be supported. Drag, drop, cut, and paste options should be easily supported.
- 3.3.5.10 Archival of part or whole of the site should be supported with easy restoration capability. Usage statistics, high/low, peak traffic etc. should be supported.
- 3.3.5.11 Before updation, CMS to take backup of previous data/version. It should be possible to restore pages and contents from backups or previous versions. Each such updation needs to be recorded and an audit trail to be maintained for any future reference.
- 3.3.5.12 Application must support contents including HTML, SMTP, XML, JavaScript's, DHTML, EXCEL, Word, audio, Movie, graphics, Icons, Psd, ppt, etc. The CMS must support future/new formats as they arise in the market. CMS must be compatible for common browser types.

- 3.3.5.13 CMS should be able to offer the following built-in facilities: Document Management, Event Calendar, Event Management, FAQ Management, Glossary, Polls, and Syndicated Content (RSS).
- 3.3.5.14 CMS should support the Content scheduling web management facilities.
- 3.3.5.15 CMS should be able to provide the following performance features: Advanced Caching, Database Replication, Load Balancing, Page Caching etc.
- 3.3.5.16 CMS should provide the following security features: Audit Trail, Captcha, Login History, Problem Notification and SSL Support.
- 3.3.5.17 CMS should offer the following ease-of-use features: Spell Checker, Glossary and Preview Content before publishing, Font type and size should be uniform across all the pages.
- 3.3.5.18 Admins to receive SMS/E-mail alerts immediately in case of any emergency or unauthorized access.
- 3.3.5.19 CMS should be scalable and have the option to add other languages/features/modules in future.
- 3.3.5.20 CMS must have the facility to offer customized content display (banner, article/product suggestion etc.) based on the past preference/browsing pattern of the user.
- 3.3.5.21 Form data should be collected in Database and can be shared with relevant people in various formats such as excel, word, Pdf.
- 3.3.5.22 Periodical updates to be done for plugins & modules used for the CMS.
- 3.3.5.23 CMS should have provision to create different type of admins and role management. Super admin should be able to add and delete people.
- 3.3.5.24 CMS should allow to create preview pages before publishing it on the site.
- 3.3.5.25 There should be 2 instances of the site viz. one for staging and one for production.

3.3.6 Customer Service:

- 3.3.6.1 Bilingual – to include the following languages Swahili, English, and French plus to incorporate a translation plug-in.
- 3.3.6.2 Provide a customer service chat system that allows customers to quickly connect with support representatives.
- 3.3.6.3 Provide an FAQ section that answers common questions and issues.
- 3.3.6.4 Allow customers to submit support requests and inquiries through the website.
- 3.3.6.5 Provide detailed information on the bank's products and services, including checking and savings accounts, loans, and credit cards.
- 3.3.6.6 Allow customers to compare products and services side by side.
- 3.3.6.7 Provide information on rates, fees, and eligibility requirements.

3.3.7 Lead Management

- 3.3.7.1 User registration module to be implemented wherein user registers and chooses to get the latest offer details. Website should offer “Demo” to visitors / users. Bidder to cover the workflow during their existing system study. The demo should work on all user access devices.
- 3.3.7.2 A comprehensive section should be developed for submission of online applications (lead capturing) by customers. The section should be linked to the bank's CRM and should have

the facility to capture the leads based on the Bank's various products and services and customer requirements.

3.3.7.3 The backend should have lead tracking capabilities by assigning unique IDs, Lead monitoring capabilities across products / services / Departments at various stages, lead reporting capabilities with various filters.

3.3.8 Performance & Security:

3.3.8.1 Optimize the website for fast loading times and smooth user experience.

3.3.8.2 Implement caching and other techniques to improve performance.

3.3.8.3 Online Marketing and SEO strategy.

3.3.8.4 Detailed Analytics Reporting.

3.3.8.5 Ability to plug in future technologies.

3.3.8.6 Regularly monitor the website for performance issues and take corrective action as needed.

3.3.8.7 Implement industry-standard security protocols, such as SSL encryption and firewalls.

3.3.9 Quality Assurance:

3.3.9.1 Conduct thorough testing of the website to ensure that it is fully functional, secure, and free of errors.

3.3.9.2 Address any bugs or issues that arise during the testing phase.

3.3.10 Launch and Maintenance:

3.3.10.1 Launch the website on our chosen hosting platform and ensure that it is properly configured and optimized for performance.

3.3.10.2 Provide ongoing maintenance and support, including regular security updates and bug fixes.

3.3.11 Other Features:

3.3.11.1 Calculators such as EMI Calculator for Home Loan, Car Loan, Personal Loan, and other products with a graphical representation should be included.

3.3.11.2 Expenditure Manager, Retirement Planner, Financial Planner, Savings Calculator, Investment Planning Calculator, Mortgage Calculator should be included at proper place on website. Bank would provide data as well as process for such computation.

3.3.11.3 Visitor counter should be provided to the Bank and website should prompt the visitor its last visited page on website.

3.3.11.4 Survey option should be available on website for Bank to publish and conduct periodical surveys of its visitors. Survey reports should be provided to the Bank at the end of every survey. The surveys would be enabled based on the requirement of bank and the content would be provided by the bank.

3.3.11.5 Call Back Facility and Call Now feature for visitors interested should be available.

3.3.11.6 Web Chat feature should also be made available to visitors and must store all previous conversations of the visitor. Web Chat should every time start from the point where the visitor left last.

3.3.11.7 Websites to have sections for static information, dynamic promotional content/banner, product information including demo, online application forms, etc., survey/lead generation forms, maps & locators, calculators, tender section, online contest, search options, download option for forms/brochures, request for additional information/inquiry, offline/online support, photo/video gallery, the link for internet banking, other websites/microsites, etc. apart from standard/mandatory sections of a financial website. The features/functionality in the current corporate website of the bank needs to be incorporated/used and improved upon.

4.0 Acknowledgment

Please acknowledge receipt of this document and register your non-binding intent to bid by responding via email to innovation@eximbank.co.tz.

5.0 Proposal timelines

- 5.1 Intent to be part of this RFP must be provided not later than the XXXX.
- 5.2 Questions or clarifications should be sought not later than the XXXX.
- 5.3 A comprehensive proposal comprising company credentials, technical proposal (based on Annexure 1), and financials must be submitted electronically by XXXX.
- 5.4 Shortlisted providers will be invited for presentations scheduled between the XXXX
- 5.5 The results of the tendering exercise will be announced on the XXXX.