

Telecommunications Regulatory Commission

TOR:

A Comprehensive Live Dashboard for Enhanced Telecommunications Monitoring and Strategic Insights

General Scope:

The Telecommunications Regulatory Commission (TRC) is seeking an integrated dashboard tool to enhance its monitoring capabilities and decision-making processes. The tool's data analytics shall provide real-time insights into the telecom sector, aiding in operational effectiveness and regulatory compliance. Additionally, it shall enable the TRC to track performance, compliance, and customer satisfaction across telecom operators in Jordan, facilitating tailored regulatory measures and ensuring the TRC remains updated with industry shifts and trends. The dashboard shall offer detailed analytics for comparative and predictive assessments, aiding in understanding market dynamics. Such a solution is essential for the TRC to support growth and maintain its regulatory authority in the telecom sector.

The TRC requires this solution to enable data-driven regulatory oversight, gain in-depth insights into audience and communication channels, and oversee performance benchmarking, monitoring, and surveillance for all relevant telecommunication services.

Project Scope:

The TRC requires this solution to be able to fulfil and manage the following tasks and activities with an access on a live dashboard that have all below workstream:

Workflow	Description	Expected outcome
Network Performance Monitoring	Analyze social media and media mentions to evaluate the share of voice and sentiment across telecom operators, assessing campaign effectiveness and public engagement.	1. Real-time dashboard access 2. Quarterly performance reports
Competitive Benchmarking	Compare telecom operators by evaluating the performance and reach of their social media campaigns, understanding audience engagement and competitive positioning. To utilize digital intelligence to conduct detailed comparisons between telecom operators, assessing their performance relative to each other and industry benchmarks. This analysis focuses on identifying strengths and weaknesses across operators, fostering a competitive environment that drives service improvement and innovation.	3. Detailed competitive analysis dashboard 4. Quarterly benchmarking updates

Regulatory Compliance Tracking	Monitor telecom operators for adherence to TRC's regulatory standards, documenting compliance levels and identifying violations.	5. Compliance status dashboard 6. Instant alert notifications for violations
Consumer Sentiment Analysis	Track customer feedback and public sentiment through social media and other digital platforms to gauge satisfaction and response to services.	7. Sentiment trend analysis
Channel Insights	Provide a comprehensive view of digital presence to track engagement metrics, customer feedback, and online interaction patterns across telecom operators.	8. Engagement and reach analysis 9. Strategy optimization suggestions
Public Relations, Media, Social Media Monitoring	Monitor how telecom operators and key topics are discussed in media and social media, understanding public perception and response dynamics.	10. Real-time monitoring dashboard 11. Alerts for significant sentiment shifts

Required Features:

Covering a total number of monthly results/mentions up to	500 K
Number of Users of the solution	5
Features shall include:	
Image + video recognition	
AI Engine implementation	
Minimum of 1 Years Historical Data	
Keywords: Covering the full list identified by the client Media: Print, Online, Social Media, TV & Radio Broadcast	
Unlimited keyword tracking across global online news & social media	
Crisis spotting with recommendation (Real Time Crisis Alerts, Real Time Influencer Alerts).	

The alert shall be as an instant notification to an email or mobile message to TRC individual.
Access to a comprehensive feed of tweets as they are posted on X (Twitter), without any filtering or sampling, full X (Twitter) Firehose access.
Coverage of more than 20 social platforms including all social media platforms Twitter, Facebook, Instagram & YouTube.
Data export and embedding functionalities
allocated employee within TRC to be points of contact with the solution provider
Technical support, 1 year, provide a solution for ticketing follow-up (e-mail, phone number,etc)

Others:

- Media data: Measure the impact of any desired media data with the most comprehensive coverage
- Coverage in both English and Arabic languages.
- Owned, earned, and paid media shall be included.
- Analyze structured and unstructured data.
- Website analytics (Adobe Analytics/Google Analytics).
- Customer feedback and surveys (call center transcripts, emails, reviews, chat, etc.).
- Transactional information (sales, customer journey, etc.) Consumer data: Include internal consumer data.
- Social feedback, reviews, surveys, and search Market data.
- The bidder shall provide their portfolio (bidder CV).
- Provide project portfolios for similar previous projects (if applicable).

Delivery

The solution should be delivered to TRC in 60 Days.



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Training:

Specialized training sessions for the tool (both hands-on and theoretical) are required. These sessions should cover the use of all platform features, report customization, and data extraction.

(bidder should provide detailed schedule and TRC shall have the right to alter the date as deemed suitable)

Payment:

The payment for this project will be fully paid (100%) after signing the purchase order with TRC and before starting the implementation of project; on the other hand, the bidder shall provide a Bank Guarantee with same amount paid by TRC, this Bank Guarantee will be given back at the end of the project.

Notes:

1. Bidder shall provide a breakdown quote for all items and Training per user in a detail financial offer document, TRC have the right to exclude undesired parts.
2. Bidder shall provide a compliance matrix filled by them (**attached**) and mentioned the explanation next to each point or mentioned the place the information explained in the offer submitted.

Failing to comply with these requirements give TRC the right to exclude the offer.

#	Description	Expected outcome	Comply OR non-comply	Explanation OR point and page number the point mentioned in offer
	Project Scope			
	<p>Network Performance Monitoring:</p> <p>Analyze social media and media mentions to evaluate the share of voice and sentiment across telecom operators, assessing campaign effectiveness and public engagement.</p>	<ol style="list-style-type: none"> 1. Real-time dashboard access 2. Quarterly performance reports 		
	<p>Compare telecom operators by evaluating the performance and reach of their social media campaigns, understanding audience engagement and competitive positioning.</p> <p>To utilize digital intelligence to conduct detailed comparisons between telecom operators, assessing their performance relative to each other and industry benchmarks. This analysis focuses on identifying strengths and weaknesses across operators, fostering a competitive environment that drives service improvement and innovation.</p>	<ol style="list-style-type: none"> 3. Detailed competitive analysis dashboard 4. Quarterly benchmarking updates 		
	<p>Regulatory Compliance Tracking:</p> <p>Monitor telecom operators for adherence to TRC's regulatory standards, documenting compliance</p>	<ol style="list-style-type: none"> 5. Compliance status dashboard 6. Instant alert notifications for violations 		




	levels and identifying violations.			
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	Channel Insights: Provide a comprehensive view of digital presence to track engagement metrics, customer feedback, and online interaction patterns across telecom operators.	8. Engagement and reach analysis 9. Strategy optimization suggestions		
	Public Relations, Media, Social Media Monitoring: Monitor how telecom operators and key topics are discussed in media and social media, understanding public perception and response dynamics.	10. Real-time monitoring dashboard 11. Alerts for significant sentiment shifts		
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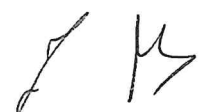
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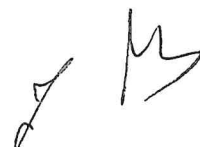
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