

CORRIGENDUM 2

Request for proposal (RFP) for Selection of Agency for setting-up and operationalizing 24x7 NH Helpline 1033

Tender Ref: Tender Ref No: IHMCL/1033Helpline/2025/01 published on 11.08.2024

Date: 25th September 2025

With respect to above-mentioned RFP, the following Corrigendum is issued:

Section 1: Revisions to the RFP Clauses

Section 2: Updated evaluation parameter for the Technical Proposal

Section 3: Revised Annexure 6

Section 4: Revised Annexure 13A

Section 1

With respect to above-mentioned RFP, the following Corrigendum are issued:

| RFP Reference | Original RFP Clause | Amended Clause (To be read as) |
|---------------|---|---|
| 3.1.1 | Any contract that may result from this public procurement competition will be issued for a term of 36 months ("the Term"). | Any contract that may result from this public procurement competition will be issued for a term of 38 months ("the Term"), Which includes 2 months of stage-1: Preparation Phase, Knowledge Transfer, Hiring, & Training and 36 months of stage-2 i.e Operation of the 1033 Helpline as mentioned in 8.3.1. |
| 5.3.1 | Bidding Entity b) The bidder must hold a valid Other Service Provider (OSP) registration from the Department of Telecommunications (DoT), Government of India, for setting up a call centre. | Bidding Entity Deleted |
| 5.3.1 | Annual Turnover The bidder must have an average annual turnover of at least INR 50 Crores from BPO business over the last three financial years (FY 2021-22, FY 2022-23 and 2023-24). Only the turnover of the bidding entity will be considered. Turnover from parent, | Annual Turnover The bidder must have an average annual turnover of at least INR 50 Crores from BPO business over the latest three audited financial years. Only the turnover of the bidding entity will be considered; turnover from parent, subsidiary, associate, or other related entities will not be included. |

| | subsidiary, associated, or other related entities will not be included. | <p>For example:</p> <p>If audited financials for FY 2024–25 are available, the turnover for FY 2022–23, FY 2023–24, and FY 2024–25 will be considered.</p> <p>If FY 2024–25 audited financials are not available, then turnover for FY 2021–22, FY 2022–23, and FY 2023–24 will be considered.</p> | | | | | | | | | | | | | | | | | | | | | | | | |
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| 5.3.1 | <p>Technical capability</p> <p>b) The bidder must have experience in operating call centre with at least 150 seats with inbound calls, outbound calls and other related activities such as non-voice processes, technical support, and data entry work, within the last five years.</p> | <p>Technical capability</p> <p>b). The bidder must have experience in operating call centre with at least 150 seats with inbound calls, outbound calls and other non-voice processes within the last five years.</p> | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.5.3 | a). Bidders shall submit, along with their Proposals, an EMD of Rs. 10 Lakhs only, in the form of an Electronic Bank Guarantee under Structured Financial Messaging System (SFMS). | a). Bidders shall submit, along with their Proposals, an EMD of Rs. 10 Lakhs only, in the form of an Electronic Bank Guarantee under Structured Financial Messaging System (SFMS). However, Valid (Udyam/NSIC registered) Micro and Small Enterprises (MSEs) holding an active MSME Certificate as on the bid due date shall be exempted from payment of Earnest Money Deposit (EMD) and tender/document fee, in accordance with the Public Procurement Policy for MSEs Order, 2012 and Rule 170 of the General Financial Rules (GFR), Government of India. MSEs are required to submit either an active MSME Certificate (Udyam Registration Certificate) or a valid NSIC Certificate issued by the National Small Industries Corporation under SPRS as of the bid due date. | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.3.1 | <p>The Technical Proposals of the Bidders shall be evaluated based on the Technical Evaluation Framework as listed in the Table below:</p> <table border="1"> <thead> <tr> <th>Section</th><th>Evaluation Criteria</th><th>Total Marks</th></tr> </thead> <tbody> <tr> <td>A</td><td>Relevant Project Experience</td><td>50</td></tr> <tr> <td>B</td><td>Manpower Evaluation</td><td>30</td></tr> <tr> <td>C</td><td>Approach & Methodology</td><td>20</td></tr> </tbody> </table> | Section | Evaluation Criteria | Total Marks | A | Relevant Project Experience | 50 | B | Manpower Evaluation | 30 | C | Approach & Methodology | 20 | <p>The Technical Proposals of the Bidders shall be evaluated based on the Technical Evaluation Framework as listed in the Table below:</p> <table border="1"> <thead> <tr> <th>Section</th><th>Evaluation Criteria</th><th>Total Marks</th></tr> </thead> <tbody> <tr> <td>A</td><td>Relevant Project Experience</td><td>40</td></tr> <tr> <td>B</td><td>Manpower Evaluation</td><td>25</td></tr> <tr> <td>C</td><td>Approach & Methodology</td><td>35</td></tr> </tbody> </table> | Section | Evaluation Criteria | Total Marks | A | Relevant Project Experience | 40 | B | Manpower Evaluation | 25 | C | Approach & Methodology | 35 |
| Section | Evaluation Criteria | Total Marks | | | | | | | | | | | | | | | | | | | | | | | | |
| A | Relevant Project Experience | 50 | | | | | | | | | | | | | | | | | | | | | | | | |
| B | Manpower Evaluation | 30 | | | | | | | | | | | | | | | | | | | | | | | | |
| C | Approach & Methodology | 20 | | | | | | | | | | | | | | | | | | | | | | | | |
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| A | Relevant Project Experience | 40 | | | | | | | | | | | | | | | | | | | | | | | | |
| B | Manpower Evaluation | 25 | | | | | | | | | | | | | | | | | | | | | | | | |
| C | Approach & Methodology | 35 | | | | | | | | | | | | | | | | | | | | | | | | |

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| | <table><tr><td>Overall Technical Score Total</td><td>100</td></tr></table> | Overall Technical Score Total | 100 | <table><tr><td>Overall Technical Score Total</td><td>100</td></tr></table> | Overall Technical Score Total | 100 |
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| Overall Technical Score Total | 100 | | | | | |
| 6.4.1 | Evaluation parameter for Technical Proposal | Evaluation parameter for Technical Proposal <i>Please refer to following Sections of the corrigendum: Section 2 (Distribution of marks) and Section 3 (Approach & Methodology - Capabilities that will be assessed)</i> | | | | |
| 6.4.2 | The Minimum technical score to qualify for Financial Proposal evaluation (ST) is 70 marks out of total 100 marks. Evaluation Committee may, at its discretion, call for additional information from the bidder(s) through email/fax/telephone/meeting or any other mode of communication. Such information has to be supplied within the set- out time frame as provided by Evaluation Committee, otherwise Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the bidders and the proposal is liable to be rejected. Seeking clarifications cannot be treated as acceptance of the proposal. For verification of information submitted by the bidders, the committee may visit bidder's offices at its own cost. The bidders shall provide all the necessary documents, samples and reference information as desired by the committee. The bidders shall also assist the committee in getting relevant information from the bidders' references. | The Minimum technical score to qualify for Financial Proposal evaluation (ST) is 75 marks out of total 100 marks. Evaluation Committee may, at its discretion, call for additional information from the bidder(s) through email/fax/telephone/meeting or any other mode of communication. Such information has to be supplied within the set-out time frame as provided by Evaluation Committee, otherwise Evaluation Committee shall make its own reasonable assumptions at the total risk and cost of the bidders and the proposal is liable to be rejected. Seeking clarifications cannot be treated as acceptance of the proposal. For verification of information submitted by the bidders, the committee may visit bidder's offices at its own cost. The bidders shall provide all the necessary documents, samples and reference information as desired by the committee. The bidders shall also assist the committee in getting relevant information from the bidders' references. | | | | |
| 6.5 | Phase-33: Final stage: Financial Bid Evaluation | Phase-3: Final stage: Financial Bid Evaluation | | | | |
| 8.1.9 | Indicative daily call centre load: Note: The following shift hours include working hours only, timing of breaks is to be adjusted accordingly. | Indicative daily call centre load: Note: The shift hours outlined in the table refer strictly to working hours, with break timings to be scheduled and adjusted separately. The number of Level-1 Customer Care Associates (CCA) and Level-2 Dispatchers indicated for each shift represents the required active headcount per shift on any given day. For daily operations, a minimum of 250 Level-1 CCAs and 24 Level-2 Dispatchers are needed, along with the deployment of team leads as per operational requirements. To ensure consistent coverage and compliance with labor laws including | | | | |

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| | | mandated weekly offs, leave entitlements, and shift rotations it is necessary to hire additional manpower beyond the daily operational requirement. This buffer staffing is essential to maintain service levels, prevent overburdening of personnel, and ensure uninterrupted business continuity. The above staffing principles and buffer considerations apply to Level-1 CCA Team Leads, Level-2 CCA Team Leads, Social Media Complaint handler, Backend Team, and Quality Analyst outlined in section 9.1.9. |
| 8.3 | Project Timelines <u>Stage 2: Operation of the 1033 Helpline</u> a). Timeline: From the beginning of 3rd Month to the end of 36th Month (Duration: 34 months) | Project Timelines <u>Stage 2: Operation of the 1033 Helpline</u> a). Timeline: From the beginning of 3rd Month to the end of 38th Month (Duration: 36 months) |
| 9.1.5.a.iv. | The Manpower Service provider shall ensure that the total operational floor area dedicated to the 1033 call centre facility is not less than 18,000 square feet. This space must accommodate all required functional zones including CCA workstations, meeting rooms, cabins, training areas, and support infrastructure while allowing for adequate circulation, ergonomic layout, and future scalability. | The Manpower Service Provider shall ensure that the total operational floor area dedicated to the 1033 call centre facility is not less than 18,000 square feet, located within a single building. The facility must include all essential functional zones such as CCA workstations, meeting rooms, cabins, training areas, LED wall screens, and necessary support infrastructure, while ensuring adequate circulation, ergonomic layout, and future scalability. The facility should necessarily include a well-maintained canteen facility with sufficient seating capacity (that adheres to the highest standards of hygiene and employee well-being), well maintained restrooms/toilets with 24x7 attendant/cleaner. In case the facility is on multiple floors, the Service Provider shall mandatorily install separate LED wall screens on each floor, ensuring real-time dashboard monitoring and operational visibility is maintained independently on both levels. |
| 9.1.10. | Staffing flexibility: a). Manpower adjustment based on performance: Any increase in manpower (maximum of 50% of total manpower at specific role) at Level-1 CCA, Level-2 Dispatcher and | Staffing flexibility: a). Manpower adjustment based on performance: Any increase in manpower (maximum of 50% of total manpower at specific role) at Level-1 CCA, Level-2 Dispatcher and |

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| | <p>Social Media Complaint Handler shall be implemented, if required, based on monthly performance reviews and traffic trend analyses, in coordination with IHMCL. This adjustment is intended to ensure responsiveness to demand and adherence to service benchmarks. The associated cost details for such additional manpower adjustments shall be submitted as part of the financial proposal in Annexure 8.</p> | <p>Social Media Complaint Handler shall be implemented, if required, based on monthly performance reviews and traffic trend analyses, in coordination with IHMCL. This adjustment is intended to ensure responsiveness to demand and adherence to service benchmarks. The associated cost details for such additional manpower adjustments shall be submitted as part of the financial proposal in Annexure 8.</p> <p>The bidder must factor in all necessary infrastructure upgrades and system requirements while providing cost estimates under the “Additional Manpower” section in Annexure 8. No charges beyond those specified in Annexure 8: Cost of Additional Manpower Requirements will be payable by IHMCL.</p> |
| 9.1.19 | <p>The monthly attrition rate of call centre staff shall not exceed 12% of the total deployed workforce. If this threshold is breached for more than two consecutive months, IHMCL reserves the right to impose a penalty of 0.5% of the total invoice value, starting from the second month of non-compliance. The decision to impose such a penalty shall be at the sole discretion of IHMCL, based on the impact on service delivery and operational continuity.</p> | <p>The monthly attrition rate of call centre staff shall not exceed 15% of the total deployed workforce. If this threshold is breached for more than two consecutive months, IHMCL reserves the right to impose a penalty as per RFP Clause 9.4.2 (SLA-02). The decision to impose such a penalty shall be at the sole discretion of IHMCL, based on the impact on service delivery and operational continuity.</p> |
| 9.1.33 (C) | <p>The Manpower Service provider shall appoint a dedicated Training Manager responsible for delivering process-specific training and enhancing job-related knowledge across all teams involved in the operation. In which, first aid Training should be conducted by a registered medical institution who have valid government approval or license to provide such medical trainings and Process training by professional & certified trainer with relevant prior experience.</p> | <p>The Manpower Service Provider shall appoint a dedicated Trainer responsible for delivering process-specific training, enhancing job-related knowledge across all operational teams. In addition to the above requirements, the manpower service provider must ensure its personnel undergo First Aid training, which includes Basic Life Support (BLS), Cardiopulmonary Resuscitation (CPR), and Psychological First Aid. This training must be conducted by a reputed medical institution.</p> |
| 9.1.33 (j) | <p>Include refresher and need-based training cycles triggered by significant updates in technology, standard operating procedures (SOPs), or policy frameworks. Any update in the training content should be done post approval of IHMCL.</p> | <p>The Service Provider must conduct refresher trainings including AI-enabled refresher sessions, incorporating scenario-based assessments, response drills etc., on a regular basis to include update in technology, SOPs, or policy framework with all training activities documented and evaluation reports maintained for review and performance tracking.</p> |

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| 10 | Check List for documents to be submitted for pre-qualification, technical and financial evaluation. | Check List for documents to be submitted for pre-qualification, technical and financial evaluation. Note: Submission of the Presentation on Approach and Methodology (Annexure 6) is not required as part of the bid. Only bidders who are shortlisted following the pre-qualification evaluation will be invited to present before the bid Evaluation Committee. The schedule and submission details for the presentation will be communicated separately. Please note that non-participation in the presentation phase may result in disqualification from further stages of the selection process. |
| 10.5. (Annexure 5) | <i>Note: The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of appropriate denomination and should be registered or duly notarized by a notary public.</i> | <i>Note: The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure. The Power of Attorney should be executed on a non-judicial stamp paper of 100 Rs denomination and should be registered or duly notarized by a notary public in Delhi.</i> |
| 10.6 (Annexure 6) | Annexure 6: Brief Methodology and Work Plan | Annexure 6: Approach and Methodology Presentation 1. Capabilities for Emergency Response Desk (15 Marks) 2. Capabilities for Grievance Redressal Desk (10 Marks) 3. Capabilities for System, Process & Tools (10 Marks) <i>Please refer to section 3 of the corrigendum for details.</i> |
| 10.13 (Annexure 13A) | Annexure 13A: Manpower evaluation criteria Form A | Annexure 13A: Manpower evaluation criteria Form A <i>Please refer to section 4 of the corrigendum for details.</i> |
| Annexure 13B | Declaration of Experience and Credentials of the Team Members (for criteria B) Following are the resource(s) with supporting documents attached validating the work experience (details against the criteria B of the subject tender): | Declaration of Experience and Credentials of the Team Members (for criteria B) Following are the resource(s) with supporting documents attached validating the work experience (details against the criteria B of the subject tender). Note: <i>In case the Lead resource is</i> |

| | | <p><i>unavailable to join project operations under 1033, the designated Alternate resource shall be considered. If both the Lead and Alternate resources are unavailable, the Selected Service Provider must provide an equivalent resource in consultation with IHMCL. Prior approval from IHMCL is mandatory in such cases. Bidder must provide details of Lead and Alternate.</i></p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------|---|--|-------------------|----------|----|--------------|----------------------------------|----|---------------------------|----------------------------|----|------------------|----------------------------|----|---------------------------|---|---|-------|-------------------|----------|----|--------------|----------------------------------|----|---------------------------|----------------------------|----|------------------|----------------------------|----|---------------------------|---|
| Key dates | <table> <tr> <th>S.No.</th><th>Event Description</th><th>Deadline</th></tr> <tr> <td>4.</td><td>Bid Due Date</td><td>11.09.2025 (Up to 15:00 Hrs IST)</td></tr> <tr> <td>6.</td><td>Opening of Technical Bids</td><td>12.09.2025 (11:00 Hrs IST)</td></tr> <tr> <td>7.</td><td>Validity of Bids</td><td>120 days from Bid due date</td></tr> <tr> <td>8.</td><td>Opening of Financial Bids</td><td>To be intimated separately to technically qualified bidders</td></tr> </table> | S.No. | Event Description | Deadline | 4. | Bid Due Date | 11.09.2025 (Up to 15:00 Hrs IST) | 6. | Opening of Technical Bids | 12.09.2025 (11:00 Hrs IST) | 7. | Validity of Bids | 120 days from Bid due date | 8. | Opening of Financial Bids | To be intimated separately to technically qualified bidders | <table> <tr> <th>S.No.</th><th>Event Description</th><th>Deadline</th></tr> <tr> <td>4.</td><td>Bid Due Date</td><td>09.10.2025 (Up to 15:00 Hrs IST)</td></tr> <tr> <td>6.</td><td>Opening of Technical Bids</td><td>10.10.2025 (11:00 Hrs IST)</td></tr> <tr> <td>7.</td><td>Validity of Bids</td><td>120 days from Bid due date</td></tr> <tr> <td>8.</td><td>Opening of Financial Bids</td><td>To be intimated separately to technically qualified bidders</td></tr> </table> | S.No. | Event Description | Deadline | 4. | Bid Due Date | 09.10.2025 (Up to 15:00 Hrs IST) | 6. | Opening of Technical Bids | 10.10.2025 (11:00 Hrs IST) | 7. | Validity of Bids | 120 days from Bid due date | 8. | Opening of Financial Bids | To be intimated separately to technically qualified bidders |
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Section 2

RFP Clause: 6.4. Evaluation parameter for Technical Proposal

| S.No. | Technical Evaluation Criteria | Maximum Marks | Supporting Document required |
|-------|---|---------------|--|
| A. | Relevant Project Experience | 40 | |
| A1 | <p>Experience in setting up and operationalizing call centre service(s) as on bid due date.</p> <p>Marks shall be allotted as given below:</p> <ul style="list-style-type: none"> 3 Years and more but less than 5 years = 8 marks For every additional 2 year of experience beyond 3 years, additional 1 mark shall be provided up to maximum 2 additional marks. | 10 | <p>I. Work order/ Contract agreement/ LOA clearly highlighting the relevant scope of work.</p> <p>AND</p> <p>II. Completion Certificate or In- Operation phase Certificate issued & signed by the competent authority of the client on the entity's letterhead.</p> |
| A2 | <p>Experience in setting up and operationalizing for In-bound calls, out- bound calls, other related activities such as non-voice processes, and technical support, as on bid due date in a specific project.</p> <p>Marks shall be allotted as given below:</p> <ul style="list-style-type: none"> Equal to or more than 150 Seats* = 5 marks For every additional 50 Seats* beyond 150 Seats, additional 1 mark shall be provided up to maximum 5 additional marks <p>Note: The term "seats" refers specifically to the number of active physical workstations or operational positions available for agents to perform their duties within a call centre at any given time. It does not represent the</p> | 10 | <p>The bidder is required to submit a summary of project as per format in Annexure - 09.</p> <p>IHMCL reserves the right to contact the afore-mentioned competent authority.</p> <p>The completion certificate may specify successful execution or in-operation status of a part of the order meeting the requirement.</p> |

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| | <i>total number of employees assigned to the project. This definition of "seats" is to be consistently applied and interpreted across all sections of the RFP.</i> | | |
| A3 | <p>Overall experience in implementing call centre services for emergency response for central or state government departments, entities, and public sector units (PSUs) in India.</p> <p>Marks shall be allotted as given below:</p> <ul style="list-style-type: none"> • Emergency response experience less than 3 Years = 5 Marks • Emergency response experience equal to or more than 3 Years, but less than 5 Years = 10 Marks • Emergency response experience equal to or more than 5 Years = 20 Marks <p>Note*: Emergency response services shall refer to call centre operations that support coordination and communication for Police or Fire or Medical/Healthcare or Highway Operations.</p> | 20 | |
| All Above project experience should be complete or in-operation phase as on bid due date. | | | |
| B | Manpower Evaluation | 25 | Assessment to be based on responses of Annexure 13-B and submitted valid documents. |
| Scoring based on Manpower Qualifications (B) to be done based on Annexure 13-A. | | | |
| C | Approach & Methodology | 35 | Assessment to be based on Presentation and furnishing of relevant documents by Bidder before the Tender Evaluation Committee. |

Details to be covered (C) shall include, but not be limited to, those specified in Annexure 6.

Section 3

Annexure 6: Approach & Methodology

As part of the Approach and Methodology, bidders are required to make a presentation before the Evaluation Committee. The bidder's capability will be assessed based on the defined parameters outlined in this section. All claims or project experiences presented during the bidder's presentation must be substantiated with appropriate evidence, such as official documents, certifications, or client references.

IHMCL reserves the right to request additional documentation to verify any project experience claimed by the bidder during presentation. Failure to produce the requested documentation within the stipulated time will result in disqualification.

Note: Bidders are expected to include technology demonstration videos, product walkthroughs, or system demos in their presentation to clearly showcase the functionality and performance of tools and platforms they have previously used in similar projects.

The scoring of presentation will be done based on the following:

1. Capabilities for Emergency Response Desk [15 Marks]

(Accidents, fatalities, breakdowns, urgent interventions)

Bidders shall demonstrate their methodology, tools, and prior project experience in handling emergency calls at scale. The evaluation will cover structured triage, caller detail capture, response speed, documentation, SLA compliance, multilingual support, and AI-enabled training practices.

- **Incident Management & Triage** The bidder shall demonstrate their methodology for handling emergency calls, including structured triage protocols to classify incidents as critical, urgent, or routine based on their prior experience in managing emergency response.
- **Caller Information Capture & Dispatch Coordination** Bidders must demonstrate prior experience in accurately capturing caller details such as location, vehicle, and incident type using inputs from GIS/GPS/SMS/WhatsApp, in the context of emergency response management. They should also detail their process for multi-agency dispatch and coordination of emergency services based on prior experience. Bidders should include examples of integration with geo-mapping and digital platforms.
- **Speed of Response** The bidder shall provide details of their Average Speed of Answer (ASA) achieved in previous emergency response related projects. The presentation must include quantitative data demonstrating response times, supported by performance reports.
- **Documentation, SLA Tracking & Multilingual Support** The bidder shall present their approach to documentation, SLA tracking, and multilingual

support based on their prior experience in managing emergency response. They must detail how incident logs are maintained using CRM systems, including the use of timestamps, action histories, and audit trails. The bidder should also demonstrate the mechanisms currently in place for SLA adherence, escalation management, and performance monitoring. Furthermore, they must showcase their proven capabilities in handling calls efficiently in Hindi, English, and regional languages, supported by examples from ongoing or past projects of similar scale and complexity.

- **AI-Enabled Training & Operational Readiness** The bidder shall showcase their experience in conducting AI-enabled training programs, including scenario-based drills and performance assessments. The bidder must highlight AI tools currently in use or previously deployed for training automation supported by documentation. Bidders must clearly outline the approach, AI tool & technology they plan to use for the current engagement.

2. Capabilities for Grievance Redressal Desk [10 Marks]

(Payments, citizen services, mobility products, tolling equivalents)

- **Banking & Transaction Support** The bidder shall describe their understanding of the various types of transaction grievances handled related to refunds, blacklisting, settlement delays, payment failures, recharge issues, and disputed deductions (capabilities similar / relevant to FASTag transactions and toll services issues). The bidder must demonstrate a clear understanding of the roles and responsibilities of different stakeholders involved in the resolution process such as the Toll Plaza operator, Issuer and Acquirer banks, NPCI and NHAI/IHMCL. The explanation should reflect how coordination among these stakeholders is essential for timely and effective grievance redressal.
- **Ticket Management** The bidder must demonstrate their previous experience in managing high daily volumes of customer service tickets, particularly in complex or high-demand environments. In addition to this, the bidder should explain their approach to identifying recurring issues through root-cause analysis and the creation of systemic issue tickets for long-term resolution.

3. System, Process & Tools Capabilities [10 Marks]

(Technology and institutional maturity)

Bidders shall demonstrate their ability to manage high-volume grievances, in payment-linked and product-transaction services where skills required are relevant for managing grievances related to FASTag, Annual Pass, and toll exemptions. Evaluation will focus on grievance workflows, transaction handling, stakeholder coordination, ticket management, and customer engagement.

- **AI & Automation Framework** Bidders should present relevant projects where they have successfully implemented AI-driven technologies to enhance service operations. This includes the use of chatbots for first-level triage or self-service, as well as automation in ticketing workflows such as auto-categorization,

priority flagging, and escalation triggers. Furthermore, bidders must demonstrate their experience with Large Language Models (LLMs) applied to practical use cases, including but not limited to call summarization, ticket classification, and intelligent search. Bidders may also highlight if any of the manpower listed in Annexure 13B possess certifications in AI/ML.

- **Monitoring, Analytics & Governance** Bidders should present relevant projects where they have implemented real-time monitoring tools such as Splunk or equivalent for incident tracking and debugging. They must also demonstrate the use of analytics systems for SLA tracking, fraud detection, and trend reporting. Additionally, bidders are expected to showcase governance capabilities through real-time dashboards that provide visibility into SLA performance, escalations, and other key operational metrics.
- **CRM Proficiency** Bidders should present relevant projects where they have implemented CRM capabilities to support service operations. This includes functionalities such as ticket creation, SLA tracking, escalation handling, and social media ingestion. Evidence of past deployments must be provided, along with CRM dashboards that demonstrate how these features were utilized to improve customer experience, operational efficiency, and service governance.
- **Social Media Responsiveness** The bidder shall demonstrate their relevant project experience in capturing and resolving complaints from social media platforms including X/Twitter, Facebook, WhatsApp and others. Bidders must clearly outline the approach, tools & technologies they plan to use for the current engagement.
- **Scalability & Continuous Improvement** Bidders should present relevant project experience where they have successfully scaled operations to manage surge volumes of calls and tickets. This includes demonstrating their ability to maintain service quality and responsiveness during peak demand periods. In addition, bidders must describe the mechanisms they have implemented for continuous improvement, such as structured feedback loops, AI and technology upgrades, staff retraining programs, and process enhancements. Documentation of past scalability initiatives and improvement efforts should be included to illustrate their approach, execution, and the resulting impact on operational efficiency and customer satisfaction.
- **Call Quality Monitoring** Bidders should present relevant project experience where they have effectively managed daily call quality audits. This should include examples from past implementations, detailing the methodologies used, tools deployed, frequency of audits, evaluation criteria, and corrective action mechanisms. Additionally, bidders must clearly outline their approach for the current engagement specifying the tools and technologies they plan to use, the audit process they will follow, and how they will ensure consistent quality through structured monitoring and improvement practices.
- **Helpline Infrastructure** Bidders shall present a proposed location within the Delhi-NCR region for establishing the 1033 helpline call centre. This should

include details such as the physical address, available space, surrounding environment, access roads, and connectivity infrastructure.

Section 4

Annexure 13A: Manpower evaluation criteria Form A

| S. No. | Evaluation Criteria | Years of experience | Total |
|---|---|---------------------|-----------|
| Experience and Credentials of the Team Members | | | 25 |
| Project Manager | | | |
| 1. | Valid experience in call centre operations | = 10 | 2 |
| | | >10 and <12 | 3 |
| | | >12 | 4 |
| | Any Project Management experience in operations of emergency call centre. | - | 3 |
| Social Media Manager | | | |
| 2. | Valid experience in call centre operations | = 7 | 2 |
| | | >7 | 4 |
| | Any experience in operations of emergency call centre. | - | 3 |
| Team Lead | | | |
| 3. | Team Leaders/Supervisor Experience | =4 | 1 |
| | | >4 | 2 |
| | Any experience in operations of emergency call centre. | - | 3 |
| Quality Manager | | | |
| 4. | Quality Manager Experience | =4 | 2 |
| | | >4 | 3 |
| | Any experience in operations of emergency call centre. | - | 3 |

