



**PAKISTAN RAILWAYS**

**REQUEST FOR  
EXPRESSION OF INTEREST (EOI)**

**FOR**

**ESTABLISHING CALL CENTER FOR  
PASSENGER FACILITATION**

**FEBRUARY, 2019**

**Director / IT**

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## Definitions

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1. "Government" means Government of Pakistan and all its associated Departments, Agencies, Autonomous/Semi- Autonomous Bodies, Boards, Universities and similar other Organizations.
2. "PR" means Pakistan Railways, a Federal Department of Government of Pakistan.
3. "Employer" means Pakistan Railways acting through Director Information Technology (IT), Pakistan Railways, Headquarter Office, Lahore.
4. "Applicant" means the prospective Firms/ Companies submitting EOI for establishing Call Center for Passenger Facilitation.
5. "Agent" means call center operator who is attending/ responding the calls
6. "ACD" means Automatic Call Distribution
7. "CTI" means Computer Telephony Integration
8. "DNIs" means Dialed Number Information Service
9. "ANI" means Automatic Number Identification
10. "CLI" means Calling Line Identification
11. "CRM" means Customer Relationship Management

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SECTION 1

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**Invitation for EOI**

**SECTION-1: Invitation for EOI**

No. MIS/Call Center-A/2015

Date: February, 2019.

**SUBJECT: INVITATION FOR EOI (EXPRESSION OF INTEREST) FOR ESTABLISHING CALL CENTER FOR PASSENGER FACILITATION.**

Pakistan Railways intends to establish a call center on revenue sharing model for passenger facilitation. The purpose of the EOI is to explore the prospective firms/ companies interest in establishing call center and acquire knowledge for proceeding further in this regard. As a result of this EOI firms will not be prequalified or short listed. After acquiring sufficient knowledge and availability of interested firms, proper (Request for Proposal) RFP shall be advertised for open competitive bidding.

Interested Firms/ Companies can download EOI documents consisting of Technical Requirement and broad scope of call center from Pakistan Railway's website ([www.pakrail.gov.pk](http://www.pakrail.gov.pk)) or PPRA ([www.ppra.org.pk](http://www.ppra.org.pk)) website.

Pre-EOI conference shall be held on 11-02-2019 at 10:30 AM at undermentioned address for which prospective firms/ companies are requested to attend. Any further information can be obtained from the office of the undersigned.

The firms/ companies will submit their EOI proposals at the undermentioned address on or before 21-02-2019 at 10:30 AM. EOI documents will be opened on the same date and venue at 11:00 AM in the presence of the representative of firms, who chose to witness.

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## SECTION 2

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### **Introduction**

## **SECTION 2: Introduction**

- 2.1 Pakistan Railways (PR) intends to establish a state-of-the-art call center on per call revenue sharing model to facilitate passengers. The interested company would design, develop and run the aforesaid call center for minimum three years. The proposed services should help PR to make better and faster decisions and serve passengers more effectively at a lower cost.
- 2.2 More than 54.9 Million passengers traveled by Pakistan Railways annually. Approximately 40,000 calls hit PR existing inquiry line i.e. "117" in 24 hrs. For the running of Call Center PR intends to share per call/ minutes revenue with the applicant. Later on, RFP will be floated on the basis of revenue sharing with PR on each call.
- 2.3 As part of the strategy to improve passenger services, PR would like to acquire a service from the applicant, which will improve passengers' interactions by unifying the passenger's interactions from different channels of communications and served by the same set of Passengers Service Agents (PSA) seated in the Call Center.

## SECTION 3

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# **Instructions to Applicants**



## **SECTION 3: INSTRUCTIONS TO APPLICANTS**

### **3.1 Purpose of the EOI**

1. Purpose of this EOI is to explore the market with a view to acquire knowledge regarding availability of prospective firms/ companies interested in establishing Call Center for Pakistan Railways on revenue sharing model.
2. The said EOI is not for the purpose of pre-qualification or shortlisting of companies.
3. After acquiring knowledge and other technical information proper RFP will be advertised for open competitive bidding to finally select one company for establishing Call Center.

### **3.2 Preparation, Submission, Receipt and Opening of EOI**

- 1 The applicant should prepare a comprehensive proposal indicating at-least following:
  - 1.1 Company Profile
  - 1.2 Market footprints
  - 1.3 Detail key technical professionals
  - 1.4 Financial capabilities
  - 1.5 Complete methodology for establishing, operation and maintenance of Call Center for Pakistan Railway, as desired. All the technical details including the type of technology should be made part of methodology. Technology/ solution used to provide the services should have the below as minimum;
    - a) Explain clearly about the solution/ architecture in the submission document.
    - b) Proposed System should have provision to configure ACD Group for Inbound Call handling via CTI
    - c) Agent Desktop should be a Windows Solution should support Multiple DNIs
    - d) Solution should support ANI/CLI Customizable
    - e) Solution should support Conditional Routing.
    - f) Any other information required to understand the solution in its entirety.

- 2 It is pertinent to point out that any Financial Model or other financial information relating to establishing, operation or maintenance of call Center should not be attached with proposal. Repeat, **NO FINANCIAL INFORMATION SHOULD BE DISCLOSED.**
- 3 PR shall not be liable to reimburse any expenditure incurred on the preparation of the proposal.
- 4 If technical proposals contain any material or methodology relating to or claimed to be as Intellectual Property Right, the Applicant must point out the same specifically.
- 5 The Proposals must be sent to the address indicated below and received by the Employer not later than the time and the date mentioned below, or any extension granted thereof. Any proposal received by the Employer after the deadline for submission shall be returned unopened.

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**Last Date of Submission** – 21<sup>st</sup> February, 2019 not later than 10:30 AM

- 6 The Employer shall open the Proposals after half an hour of the deadline for their submission.

**6.1 Clarification of EOI Documents**

- 1 Applicant may request a clarification of any of the subject of EOI documents seven days prior to last date of proposal submission. Any request for clarification must be sent in writing, or by standard electronic means to the Employer's address. The Employer will respond in writing, or by standard electronic means.
- 2 At any time before the submission of Proposals, the Employer may amend the EOI by issuing an addendum in writing or by standard electronic means. To give Applicants reasonable time in which to take an amendment into account in their Proposals the Employer may, if the amendment is substantial, extend the deadline for the submission of Proposals.

**3.3 Study of Proposals**

- 1 A technical team will study all proposals. Further information or clarification if needed may also be asked from the Applicants. After thorough study of the proposals the team will refer the matter to competent forum for final decision of calling RFP.
- 2 PR is not bound to issue RFP and will be at liberty to annul the whole process.

## SECTION 4

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# **Technical & Operational Requirements of Call Center**

## **Section 4: Technical & Operational Requirements of Call Center**

### **4.1 General**

4.1.1 Technical and Operational requirements / parameters stated below are proposed by the Employer. These parameters are for guidance of the Applicant and the Applicant may change or improve these as deemed necessary. Applicant must provide 99% uptime of proposed call center.

### **4.2 Technical & Operational Requirements / Parameters**

4.2.1 Total Number of call center agents required for this call center should be 50 approximately (maybe increased or decreased up to 15%) including the Supervisor/ Team Leader/ allied staff.

4.2.2 In case of any untoward situation/ accident, extra staff will be deputed without any financial changes.

4.2.3 Manage the Human resources & shift scheduling depending on the Incoming Traffic Customers

4.2.4 The proposed Human Resources should be dedicated to the Pakistan Railways call & shouldn't be shared with other customers.

4.2.5 Working Hours of Operation should be 24x7 including public holidays.

4.2.6 Solution/ Technology used by the applicant should support the following channels of Communications with the end customers;

- a) Inbound Calls
- b) Outbound Calls
- c) SMS.

4.2.7 Solution/ Technology used by the applicant should have a CRM (Customer Relationship Management)/ Complaint number (Ticket Number) System with the following features:

- a) Automatic complaint (ticket) number creation
- b) Categories and Sub Categories of the Ticket
- c) Ticket Escalation Matrix.
- d) Turn Around Time.
- e) Resolution/ Response Timelines.
- f) Resolution Notes.
- g) Closing Notes.
- h) Customer Contact Management.
- i) Document Management.
- j) Notes Management.
- k) Audit Trails.
- l) Reporting (Historical and Real – Time).

4.2.8 All the Licenses proposed for Call Center and CRM Technology should be based on the concurrent basis and system/ technology proposed should

allow configurations of multiple users & departments. Clearly explain the technology used and how many licenses will be part of the solution and its distribution. Following people are expected to be part of the solution:

- a) Call Center Agents
- b) Call Center Supervisors/Team Leaders
- c) Back Office Departments or Users from Pakistan Railways

4.2.9 The Applicant should provide all the Necessary Reports on a frequent basis and keep the Pakistan Railways Management informed about the call center service performance;

- a) Total Number of Calls Answered
- b) Total Number of Calls Abandoned
- c) Total Number of Agents Available
- d) Agents Available Time
- e) Average Talk Time
- f) Service Level Agreements
- g) Ticket Resolution Times
- h) Ticket Escalation Matrix Reporting
- i) All the Other Call Center and CRM Reporting

4.2.10 The Proposed Technology/ Solution should closely integrate with the existing internal correspondence/ communication system available at Pakistan Railway's premises. Applicant should explain with Network Architecture on how this will be achieved and what the prerequisites, if any.

4.2.11 Applicants should provide (Pakistan Railways) the access to the solution/ technology using, like a dedicated leased line for security purposes. Applicant to explain with the help of network architecture/ diagram that how this will be achieved.

4.2.12 All the conversations between the call center agents and end customers of Pakistan Railways should be 100% recorded and applicant should perform quality monitoring as per Industry.

4.2.13 Standards to frequently analyze the call center performance.

4.2.14 Applicant's Human Resources to be closely working with Pakistan Railways staff for effective resolution of all the queries/ information/ suggestions/ complaints raised by end customers/ passengers of the Pakistan Railways.

4.2.15 Solution should support Interactive Voice Response System with the following features:

- a) Flow and Time Over Flow
- b) Blacklisted Flow

- c) Agent Busy Flow
- d) Recording Warning Flow
- e) Static IVR Flow
- f) IVR Time-Bound Service
- g) Time Over IVR Service
- h) Multi-Language (Urdu, English, Punjabi, Sindhi, Balochi, Pashto, etc.)
- i) Calendar Configurations.

4.2.16 Agent Selection Criteria should support the following:

- a) Longest Idle
- b) Skill Based

4.2.17 Agent should be able to do Call Transfer/ Call Conference with Pakistan Railways or external party, on all networks.

4.2.18 Solution proposed should provide Call Queuing with the following features:

- a) Queuing
- b) Queue Position Announcement
- c) Queue Time Announcement
- d) Broadcast Calls in the Queue
- e) Threshold Call Re-Routing

4.2.19 CRM should support the following directly through its own interface;

- a) Agent Login and Logout using CRM
- b) Reset Password
- c) Change the Service/Skills
- d) Dial Button
- e) Hold/Transfer/Conference from the Agent CRM Screen
- f) Disconnect
- g) Break Modes
- h) Internal Chat
- i) Disposition for Call Closing

4.2.20 CRM-Supervisor should be able to do the following:

- a) Configure the Categories/Sub Categories or edit the Master Database without approaching the Manufacturer or applicant
- b) Configure the Escalation Matrix
- c) Configure the Email/SMS Templates
- d) Configure the Departments
- e) Configure the Users/Agents/Supervisors

4.2.21 Configure the SLA parameters.

4.2.22 Extract Reports:

- a) ACD Inbound Calls
- b) Call Detail Reports
- c) Call Drop Reports
- d) Disposition Statistics

- e) Agent Performance Statistics
- f) Ticket Performance Statistics
- g) Ticket from Source Wise
- h) Top 10 Tickets
- i) Top 5-10 Customers

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*The End*  
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