 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------



BHAGYANAGAR GAS LIMITED

(A JOINT VENTURE OF HPCL & GAIL)


BID DOCUMENT FOR

HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL

UNDER OPEN DOMESTIC COMPETITIVE BIDDING

Bid Document No.: BGL/654/2025-26

VOLUME-II of II

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------


CONTENTS

VOLUMEN II OF II

SECTION 7 - SPECIAL CONDITIONS OF CONTRACT


SECTION 8 - SCOPE OF WORK

SECTION 9 - SCHEDULE OF RATES

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

SECTION – 7

SPECIAL CONDITIONS OF CONTRACT (SCC)

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

SPECIAL CONDITIONS OF CONTRACT GENERAL INFORMATION: -

The special conditions of contract shall be read in conjunction with general condition of contract


(GCC), Schedule of rates, scope of work and any other document forming part of contract, wherever Context so Requires. GCC is available at tender issuing office and same shall be referred to by Tendered. Notwithstanding, the subdivisions of the documents in to separate sections every part of each shall be deemed to be supplementary of every other part and shall be read with and into the Contract so for as it may be practicable to do so. Where any portion of the special conditions of the Contract (SCC) is repugnant to or at variance with any provisions of the GCC then provision of SCC Shall be deemed to override the provision of GCC only to the extent of each repugnance or variations. In case of any contradictions the Decision of the Engineer-I In- Charge will be final and binding on the Contractor.

In case of an irreconcilable conflict between Indian or other applicable standards, General Conditions of Contract, Special Conditions of Contract, Specification, Drawings or Schedule of Rates, the following shall prevail to the extent of such irreconcilable conflict in order of precedence:

- i. Letter of Acceptance/ LOI along with Statement of Agreed Variations.
- ii. Schedule of Rates as enclosures to Letter of Acceptance
- iii. Special Conditions of Contract
- iv. Service descriptions
- v. Instruction to Bidder
- vi. General Conditions of Contract
- vii. Indian Standards
- viii. Other applicable standards

1. Duration of contract:

The period of contract shall be two (2) years i.e. 24 months from the date of award of contract. This contract may be extended for six months on the same rates, tender

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

terms and conditions, at the sole discretion of BGL, after requisite approvals. Quoted rates shall remain valid for the tenure of the contract and for extended period (if any).

For Part-A- SMS Services: The successful bidder will be required to integrate their solution with the applications of BGL as per below timelines of award of contract.

S.N.	Activity	Timeline
1.	Integrate solution with the applications of BGL and start of SMS Services	T + 15 days
2.	Deployment and Go-Live of Custom Dashboard	T + 30 days

Note: 'T' denotes the date of award of Contract.

For Part-B- Whatsapp Chatbot Solution: The overall period of the engagement of the Agency shall be Twenty-Four (24) Months of Implementation & Operation Phase.


Implementation Phase: During this phase, agency shall be responsible for setting up the team and shall include Entire setup of the core platform, integrating this platform with BGL's billing Utility System etc., Infrastructure establishment, Resource training, dashboard and other set up including UAT.

Operation Phase: The Operation phase shall start after the completion of Implementation phase. During this phase the agency shall start their operation towards delivering their services as per the scope of services for a period of 24 months.

The Bidder is expected to adhere to these timelines stipulated below. However, Bidder can complete the below mentioned tasks before the scheduled timelines. Non-compliance to these timelines by the Bidder would lead to Liquidated Damages as stated in this RFP:

SI No.	Key Activities	Timelines (In Calendar days)
01.	Date of issuance of Letter of Intent	T0
02.	Implementation Phase (T1) (till Go Live)	T0 + 2 Months
03.	Operations Phase (T2)	T1 + 22 Months

Monthly progress Reports (MPRs) to be submitted every month indicating the activities completed / ongoing / remaining as against the scheduled tasks / activities.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

Communication can be done through official email, which would suffice requirements of serving notice.

The successful bidder has to provide uninterrupted services and operations throughout the contract period.

2. Price basis:

Bidders to quote on the basis of FIRM prices inclusive of GST and all applicable taxes and duties as per scope of work defined above. No additional payment shall be admissible over and above the quoted price.

3. Validity of quoted rates:

The rates quoted and accepted shall remain valid for the entire period of contract and no escalation whatsoever permissible after the award of contract.

4. Taxes and duties:

The rates quoted and accepted shall inclusive of GST and all applicable taxes, duties, and other charges as applicable. BGL shall not entertain any such claim whatsoever on this account.

5. Payment Terms:

For Part-A & Part-B:


Bi-Monthly invoice shall be generated upon rendering the satisfactory Messaging services. Net Invoice amount shall include any penalty applicable.

For Part-B:

SOR Sr. no. 5 & 6 will be released in phase wise manner. In 1st Phase- after Successful delivery & UAT-70% will be released. In 2nd Phase- after Successful completion of three months from the date of Go Live, remaining 30% will be released.

6. Rejection of tender:

BGL reserves the right to accept or reject the tender and to waive irregularities and formalities at its own discretion. Any attempt for canvassing shall debar the tender resulting in summarily rejection of the tender.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

7.Contract Performance Security:

SD/CPBG @ 5% of Total order/contract value in case contract period is less than one year or 5% of Annualized order/contract value in case contract period is more than one year.

OR

Initial security deposit (ISD) @ 2.5% of total order/contract value in case contract period is less than one year or 2.5% of annualize order/contract value in case contract period is more than one year within 30 days of FOA/notification of award and deduction @ 2.5% of the RA bill subsequently from RA bills till the total amount of security deposit (including ISD and deduction amount) reaches 5% of Total order/contract value in case contract period is less than one year or 5% of annualized order/ Contract value in case contract period is more than one year.


8. Contract Agreement:

The bidder has to execute a contract agreement within 15 working days of the award of the work as per the format enclosed in tender Document.

9. Bidder should have PF or ESIC, PAN and GST Registration number in its name.


10. PRICE REDUCTION SCHEDULE & PENALTIES

PRS clause/ Penalty is applicable as per GENERAL CCONDITIONS OF CONTRACT (GCC) if any deficiencies are observed like delay in Integration, Improper Roll out of SMS/ WhatsApp service, Delay in Go Live, Interruption in services etc.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

SECTION – 8

SCOPE OF WORK / SERVICES

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

PART-1: BULK SMS SERVICES

The scope of work of selected bidder is to provide push-based SMS delivery service 365x24x7 mode as per details hereunder, while ensuring compliance of all statutory norms applicable for the project during the contract period.

The approximate number of SMS required to be delivered for various purpose per year shall be about 30 Lakhs. Out of the estimated total number of SMS's, approximately 85% of SMS are expected to be under the exempted category and rest 15% are expected to be under the non- exempted category. The number of SMS and their break up (into exempted and non-exempted category) is only an estimate and BGL guarantees, neither this business volume, nor the estimated category wise breakup.

1.Specifications of Services:


1.a Types of SMS

1. Transactional SMS
2. SMS for OTP / Unicode OTP
3. Single / Bulk Message - English / Unicode Text Message
4. Pull SMS
5. SMS shall be only text (Hindi/English/Telugu/both)

1.b Web Portal

Successful bidder shall provide to BGL, a web interface which should have the following minimum features:

2. Custom Dashboard - for viewing status of project by senior administration. The requirements of same shall be collated by the successful bidder and provisioned upon approval by BGL.
 - i. API provisioning for sending SMS.
 - ii. Facility to create multiple Sender Ids (Bidders should be able to send SMS "Sender ID").
 - iii. Each approved Sender should be able to schedule the SMS from his own system / Separate IP, i.e.sender ID operations are to be location and IP independent.
 - iv. Creation and maintenance of Sub Accounts under Main Account and tagging of Sender IDs.


 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

- v. Facility for requesting SMS limit and allocation of SMS count to multiple sub accounts.
- vi. Scheduling the messages with defined date and time for auto-delivery.
- vii. Management of group of SMS receivers.
- viii. Daily / monthly SMS sent report with all requisite data like time stamp, delivery status etc. as per BGL needs.
- ix. Report on failure intimation of every undelivered SMS with error description.
- x. Facility to provide reports aggregated based on Mobile number, Date, Account, Protocol, transaction, Grade, and the like. The generated detailed report shall be in both Excel and PDF formats, besides, in any other standard industry format as specified by BGL. The reports shall also contain timestamps of SMS received at successful bidder's Server, SMS sent to the Telecom operator, actual delivery to the end user and final status of SMS alert along with status description.

3. Data maintenance, Logs and Reports

Successful bidder shall have to maintain and as per BGL request, produce, the following: -

- i. Logs of all sent SMS with individual receipt status along with time stamp of request received from BGL for sending individual SMS and actual time stamped of delivered/undelivered SMS.
- ii. Unique identification code (SMS ID for each individual SMS).
- iii. Bidder shall have to restrict sending duplicate SMS in any manner. No payment would be made for such duplicate SMS.
- iv. MIS report related to SMS service like, monitoring of total messages sent within a day/ week/ month, time delay (if any) in sending the messages, number of failed messages (with reasons for failure), invalid mobile numbers, number of messages sent.
- v. Bidder shall have to maintain the data with regard to SMSs sent for at least 1 Year. The data maintained should have the following minimum fields:


 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

- a. Mobile Number/MSISDN
- b. Complete Message text
- c. SMS Language
- d. Message Category
- e. Bearer (GSM/CDMA)
- f. Operator
- g. Circle
- h. National/International
- i. Sender Name/ID
- j. Date/time of SMS received at the gateway
- k. Date/time of SMS send to the operator
- l. Date/time of SMS delivered to the end subscriber finally
- m. Status of the SMS
- n. Status description

4. System Features

The successful bidder shall deploy the system having following capabilities:

- i) Capability to send SMS to all GSM and CDMA handsets and on all telecom operators available in the state without any exception.
- ii) Delivery of real time SMS alerts on 24x7x365 basis as per requirement of BGL.
- iii) Bidder should have a capability to handle at least 2 lacs real time SMS alert per day.
- iv) The bidder should be able to allocate a minimum throughput 750 SMS per second.
- v) The solution offered should be a multilingual messaging solution supporting English and Hindi & Telugu languages
- vi) Ensuring that SMS message whose content is less than 160 characters in English and 70 character in Hindi/Telugu languages, is delivered as a single

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	-----------------

message on receiver's handset, unless there is dependency on the receiver's mobile handset.

- vii) Configurable mechanism in terms of number of re-tries and time duration for each retry for messages that cannot be delivered immediately.
- viii) Ensuring that duplicate/multiple SMS are not delivered to the recipients.
- ix) Compliant with Standard IT & IS Security policy in key concern areas relevant to this RFP. Some of the key areas are as under:
 - a. Responsibilities for data and application privacy and confidentiality
 - b. Responsibilities on system and software access control and administration
 - c. Physical and logical separation from other customers of the Vendor
 - d. Incident response and reporting procedures
 - e. Password Policy of BGL
 - f. Data Encryption/Protection requirements of BGL
 - g. Ensuring confidentiality, integrity and availability, in general

5. Technical Support

The successful bidder shall provide technical support on all working days and over the telephone / email/ remote control mechanism. Successful bidder shall have to provide a contact no. and a mail ID through which a technical person can get in touch in case of any problem with regard to service of sending SMS. Also, nodal person and company representative should actively coordinate to resolve the issues of BGL, as and when they arise.


PART-2: WHATSAPP BUSINESS SERVICES

The selected Agency shall provide WhatsApp business service and Chabot solution for a period of 24 months including, but not limited to the following activities:

S#	Activity
1.	WhatsApp Business API
2.	Chatbot Solution
3.	Chatbot Builder

2.1 WhatsApp Business API


- a) Set up verified WhatsApp Business accounts of BGL.
- b) Providing a console to send WhatsApp notification / messages to customers by BGL.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	-----------------

- c) Providing an API to send WhatsApp notification / messages to customers by BGL.
- d) Providing console to respond to messages received over WhatsApp.
- e) Implement opt-in campaign for taking consumers consent for sending messages to their WhatsApp accounts. Bidder must implement opt-in campaign through various communication mechanisms like missed calls, SMS, email, QR code etc.
- f) Implement an automated process of sending documents like Bills and other notifications (due date reminders, payment receipts, notices etc) to consumer WhatsApp accounts by integrating with various software system which are currently used by BGL.
- g) Implement sending WhatsApp messages in Hindi, Telugu and English language. Messaging framework must be capable of sending messages in various media formats like image, pdf, video, gif, emojis, stickers etc. allowed by what's app and the file size limit should not be not less than that of permissible limit by what's app.
- h) Provide web interface to employees of BGL for sending WhatsApp notifications/messages to consumers.
- i) Provide web interface to view/download summary and detailed MIS report of sent/received WhatsApp messages.
- j) Bidder shall provide free of cost WhatsApp message services for at least a period of 24 hours, if the consumer initiates the request and responses are sent to the consumer through Whatsapp messages/notifications.

3. Chatbot Solution

- k) Design, develop and customize and implement state of art chatbot solution, after careful requirement analysis, in line with modern software development practices (SDLC), hereafter referred as chatbot, capable of auto- answering customer/user queries related to General Information, Tracking Status of an Application, Receipts, Bill, Payments, Registration, Complaints etc.
- l) Chatbot will help customer/user with their queries related to viewing of Tracking of application Status, Payment Receipts, Billing queries, Current Bills, Registration of complaints, Knowing application's status, knowing the eligibility etc.
- m) Chatbot shall offer an interactive dialog interface for engaging customer/user in a chatbot session. In order to start conversation, chatbot shall send an interactive list of options related to different operational areas of application utility like welcome message, how to get started etc. Chatbot response shall be based on organizational

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

knowledge base or information retrieved from various BGL Software Solutions, Call Center etc.

n) The Chatbot will automatically analyze the User Request, extract relevant activities and respond to the user. The response can be predefined text, a text retrieved from a knowledge base that contain different answers, a contextualized piece of information based on data the user has provided, data stored in enterprise systems, the result of an action that the chatbot performed by interacting with one or more backend application, a disambiguating question that helps the chatbot to correctly understand the user's request.

o) Chatbot must use machine learning and Natural Language Processing (NLP) algorithms to train itself with variety of questions asked by consumers.

p) A bidder shall help BGL in creating a comprehensive knowledge base of frequently asked questions on chatbot platform.

q) Chatbot needs to be integrated with services/facilities available on BGL's portal, Web Applications, CRM, other applications, etc.

r) Chatbot needs to be flexible to incorporate new services/facilities.

s) The Bidder shall handover all the documents along with entire source code to BGL after completion of development period.

t) Chatbot application can also be hosted at BGL Data Centre apart from bidder Data Centre.


u) Apart from WhatsApp, bidder shall deploy chatbot solution on various BGL projects, web portal, mobile app or other web applications as and when directed to do so, without any additional cost to purchaser.

v) The bidder shall provide proper Knowledge Transfer regarding development of Chatbot application to BGL IT/CRM Team.

w) Bidder shall provide necessary and sufficient training to BGL's team before go-live of chatbot solution, to manage application(s) and related activities.


x) Any license cost required incurred to host or develop chatbot application to be borne by the bidder itself.

y) The chat bot developed by the bidder should also continue to work even after the end of contract period with or without the requirement of taking technical support from bidder.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	-----------------

3.1 Chatbot Builder Features

S#	Feature	Detail functionality
1	User Management	The chatbot builder to offer access to multiple users at BGL's team via offering separate credential for every user
2	Conversation	This feature should help defining chat flow hence it should directly map to different conversations a user can do on chat. This should also help in organizing the complete chatbot logic in meaningful component.
3	Properties	Properties are like custom fields. Properties help you store all the data associated with any user. The chatbot builder should support properties of type: Text, Number, Decimal, Date/Time, Phone Number, Email, Boolean, Location, Complex Objects.
4	Branching	The chatbot builder should be able to personalize the bot flow with different branches for different users. Branching helps you take decision based on user input. User can branch a conversation using any property. With branching we can make Conversations as personalized as per our requirement.
5	Modular Blocks	A conversation consists of different blocks. Each block can perform one action like send message, set property, sync to CRM etc.
6	Send Message/User Input	Send Message Block should help us in composing message of different types - Text, Button, Gallery, List, Location, Quick Reply / Suggestions etc. We can use any property while composing a message to make it more personalized. It should also let us take user input and validate them. This also contain some advance features like User Typing Control, Skip Question, Customized Help/Error Message, Max Tries etc.
7	Delay/Typing	This feature should allow you to put delay in between message and also send typing indicator
8	Context Memory	The Chatbot builder should support context memory where bots stores intelligent context and runs conversations based on this context. This will help to provide ideal customer chat Experience.
9	Starting Rules	Starting Rule should help us in defining rules for conversation matching. We can define Exact Match, Partially Match, Regex & AI based rules.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

10	Set Properties	This should allows us to set property values and should support complex mathematical operations and data expressions.
11	Rest API	This should allow us to make Rest API calls
	Email/SMS	This should allows us to send email or sms to end user
12	Sync Application	The Chatbot builder should offer real time integration with our different web application
13	Assign to Human	This allows us to pass any user / lead to you support agents. The bot should stop for these users
14	Templates	This allows us to reuse messages and conversations
15	Custom Code	If there is something we still can't do then we can write a small piece of code. Custom Code block supports multiple languages like Java, Python or C#.

The bidder should also ensure the following requirements for chat bot builder solution.


- a) The chat bot developed using chat bot builder should also continue to work even after the contract period is over. Also without any compulsion to take any kind of technical support from bidder.
- b) A proper training should be given to the technical team at BGL using Online platform, in-person or by providing reference material.

3.2 Solution Specification

The proposed solution must be hosted on public cloud provided by the bidder. The proposed solution must support the following specification. Bidders are required to submit compliance towards all the specifications/features in their Technical bid given below:

i. Dashboard

- View daily/weekly/monthly count of messages sent or received through WhatsApp
- Show count of messages with delivered, read, and failed status.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

- Show count of currently active whatsapp conversation with chatbot and human agent.
- Show system utilization in terms of CPU, RAM and network utilization.
- Export data in .xls, .csv etc. format
- Dashboard should have responsive design and should be able to automatically resize, hide, shrink, or enlarge, a website, to make it look good on all devices (desktops, tablets, and phones)

ii. User/Agent Management for Chatbot


- Ability to add/delete/update user/agent accounts.
- Ability for admin to monitor agent conversation with consumers.

iii. Case Management

- Ability to create cases for queries, complaints and servicerequests
- Ability to assign case with rule based criteria
- Ability to view and edit case details
- Ability to search solution for case in previous cases
- Ability to auto-escalate case
- Ability to integrate workflow with case management for automatic case alert, notification and escalation to use multichannel communication for case management (email, mobile, self-service, social media) through external APIs
- Ability to assign case level tasks/activities to other users
- Ability to create and track child cases
- Ability to auto-close case
- Ability to reopen case
- Ability to authenticate customer through OTP (sms)

iv. Feedback Management

- Capture consumer feedback at the end of conversation.
- Capturing case feedback through email/SMS etc.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

- Conducting scheduled feedback from customers
- Conduct Feedback Analysis through charts and dashboards

v. Knowledge Management

- Ability to create a knowledge database with Articles, Documents & Images
- Ability to search knowledge database using key words
- Ability to define approval workflow for artefactscreation/modification
- Ability to attach KM artefacts to cases

vi. Reporting


- Ability to view and download outgoing traffic report containing messages sent with delivery status, read status and day wise traffic trend.
- Ability to view and download incoming traffic report containing all conversation messages received or sent to the consumer.
- Ability to view and download report to search conversation with mobile number and fetch the log to analyse content for troubleshooting and measuring efficiency of chatbot solution.
- All the reports related to SLA Monitoring should be available and can also be exported in .xls file

vii. Encryption and Security

- Ability to encrypt WhatsApp messages exchanged between BGL and consumers.
- Chatbot should comply with all the guidelines issued by Meity/MP Govt./Govt. of India and other regulatory authority from time to time at no additional cost.
- Bidder should not disclose any information in WhatsApp messages or data generated through chatbot solution with any third party.

viii. Integration

- Provide API for sending WhatsApp messages using standard communication protocols and data formats.
- Ability to integrate and retrieve data from applications running in BGL.
- 24x7 Listening to log and capture customer conversation data

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

i. Testing

Bidder shall provide test plan, test methodology, test cases, carry out testing on separate test and development environment and submit test reports along with analysis and corrective measures for comprehensive and sufficient testing of functional, system and integration aspects of application(s) in initial and subsequent stages of development and deployment.

ii. Classification and Sentiment Analysis

- Runs ML and AI based analytics on captured conversation data to figure out and store:
- Identify customer sentiment and severity
- Classify data as per categories: Request, Complaint, Compliment, Miscellaneous or custom category
- Identify the topic (keyword) of conversation
- Identify conversation attributes that help system know if it is part of an on-going conversation
- Identify misclassified data
- Identify data moved into manual category
- Support for multiple languages.

iii. Conversation Live Stream


- Display real-time conversations
- Display user profile: id (mobile number, name, account number etc.)
- Display conversation/ post attributes: Request, Complaint etc.
- Display thread of customer conversation
- Provision an agent response (manual text type) on the conversation
- Display misclassified conversation and option to mark right classification
- Display manual category conversation and option to mark new classification

iv. Instant Response

Support for sending contextual and rule based instant response to the consumer within time duration as specified in SLA.

v. Rule based automatic routing of conversations using latest AI and ML techniques.

- Ability to define rules for conversation routing

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

- Multiple level rule support for different categories of routing
- Execution of rules and auto routing to relevant departments

4 Bulk Email Services

1. Overview:

This scope of work outlines the requirements for the Bulk Email Services to be provided, including campaign management, template management, automated email delivery (with attachments), API integration with BGL's Billing Software, and manual email dispatches for special occasions. The vendor will also handle the hosting, SSL encryption, and provide separate admin logins for users.


2. Requirements:

2.1 Campaign Management Dashboard:

- The vendor will develop and provide an intuitive **Campaign Management Dashboard**.
- The dashboard must allow users to create, schedule, and manage email campaigns.
- The dashboard should support the creation of **default email templates** as well as **customized templates**.
- BGL will be able to edit templates with **text, HTML content**, and **dynamic fields** (such as names, account info, etc.).
- Ability to upload **attachments** (e.g., PDF, JPEG, PNG, JPG) to the email.
- **Bulk email sending** capability with **tracking** (open rates, click rates, bounce rates).

2.2 Automated Email Dispatch:

- The system will be able to **automatically send invoices** via email with PDF attachments when a bill is generated.
- **API Integration** is required with the **BGL's Billing Software** for automatic retrieval and email dispatch of invoices.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

- The integration will be handled solely by the vendor, ensuring proper synchronization with the billing system to avoid any errors or missed deliveries.
- **Invoice Attachment** will include the finalized bill in PDF format or any other format as required by the client.
- **Scheduled/Automatic emails** should be sent as per the billing cycle (e.g., monthly, quarterly).

2.3 Manual Email Dispatch for Occasions:


- The system must support **manual bulk email dispatch** for special occasions, festivals, promotions, etc.
- For manual dispatch, **content and attachments** will be provided by the client (BGL).
- The client will be able to upload custom content (HTML/text) and attachments (e.g., PDF, JPEG) for these occasion-based campaigns.

2.4 Vendor's Responsibilities:

- **Hosting:** The vendor will provide the hosting infrastructure for the bulk email service.
- There will be **no hidden or extra charges** for hosting and maintenance.
- Vendor will ensure the platform is **reliable, scalable, and secure** to handle large volumes of emails.
- Vendor will provide **SSL encryption** for all email transactions, ensuring secure communication and data privacy.
- **Admin Access:** The vendor will provide separate **admin logins** for system administrators and users to manage campaigns and email settings.
- Vendor will ensure that the system complies with **email delivery best practices**, such as avoiding spam mails, maintaining proper bounce handling, and adhering to relevant email regulations (e.g., CAN-SPAM Act).

2.5 Security and Encryption:

- The dashboard and email campaigns will be fully encrypted using **SSL** to ensure secure access and data transmission.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

- Email contents and attachments will be protected by encryption to safeguard customer data.

2.6 Reporting and Analytics:

- The dashboard should include robust **reporting and analytics** features.
- The reports will include key metrics such as:
 - Delivery rates** (successful deliveries, bounces)
 - Open rates**
 - Click-through rates** (for links and buttons)
 - Bounce handling** (soft and hard bounces)
- Real-time analytics** should be available for campaign monitoring.

3. Timeline & Milestones:


- Initial Setup and Configuration:**
Set up the Campaign Management Dashboard and API integration with Billing Software within **2** weeks.
- Testing & UAT (User Acceptance Testing):**
The platform will undergo a testing phase to ensure all features work as expected, particularly the automatic dispatch of invoices and API integration. Testing should take **1** week.
- Final Delivery:**
The full solution, including hosting, dashboard, manual dispatch features, and secure email dispatch system, should be ready within **3** weeks after initial setup and testing.

4. Complaint Resolution Timeline:

The vendor will commit to addressing complaints related to email within 48 hours of receipt.

5. Support & Maintenance:

- Vendor will provide **24/7*365 days support** to address any issues related to email sending, invoice dispatch, or any other errors.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

- Ongoing **maintenance** and updates will be provided to ensure compatibility with new email regulations and to improve platform functionality.
- **Bug fixes** and updates should be included at no extra cost, as long as they are part of system performance or security improvements.

6. Backup and Data Retention:

6.1 Backup for 3 Months:

- The vendor will be responsible for backing up **all email campaigns, content, attachments, and user data** associated with the Bulk Email Service for a minimum period of **three months**.
- Backup should include all sent with and pending emails with attachments, templates, and campaign details, ensuring that data can be restored if needed within this period.


Complaints Handling and Email Retrieval Beyond 3 Months:

6.2 Specific Complaints Handling:

- For any **complaints related to emails** (e.g., delivery issues, missed attachments, formatting issues, or any errors related to email dispatch) that arise **after the 3-month backup period**, the vendor will be responsible for investigating and resolving these complaints.
- The vendor must provide timely support for such issues and ensure any missing or problematic email data is addressed promptly.

6.3 Retrieval of Specific Emails Post-Backup Period:

- If BGL requests specific emails or data that were part of past campaigns, **after the 3-month retention period**, the vendor will make reasonable efforts to retrieve and provide the requested data, subject to the availability of the original records.
- If data cannot be retrieved after this period, the vendor must inform BGL immediately and explain the reasons, whether due to retention policies or system limitations.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

7. IVR SCOPE

Objectives

- To implement an IVR system capable of handling multilingual, multi-region customer interactions.
- To set up a professional customer care team providing 24x7 support (or as defined by BGL).
- Set up a full Customer Care Team including agents, supervisors, quality assurance, and management roles in the application.
- Integrate IVR with CRM and support tools for efficient customer handling.
- Improve customer satisfaction, reduce response times, and optimize support operations

Project Scope


IVR System Deployment:

The agency shall:

- Design and deploy a cloud-based or hybrid IVR system for three regions – Hyderabad, Vijayawada, and Kakinada.
- Provide region-wise customization (e.g., language options – Telugu, Hindi, English).

Include the following features:

- Welcome greetings and call menu options.
- Separate credentials for agents.
- Multi-level call routing based on customer input.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

- Department-wise call distribution (e.g., billing, emergency, complaints, connection requests)
- Call queuing and call-back request option.
- Call recording and storage.
- Real-time call monitoring and analytics.
- Integration with CRM or ticketing tools (as required).
- Escalation handling and reporting mechanisms.

Infrastructure and Technology Requirements

- IVR platform, telephony systems, and cloud hosting (if applicable).
- Cloud-based or on-premise IVR solution.
- SIP trunking or PSTN integration.
- Data privacy and compliance (e.g., GDPR, HIPAA, etc.)
- Workstations, headsets, internet connectivity for agents.
- Call center software: CRM, ticketing tools, call monitoring, and reporting tools.
- Secure data handling and privacy compliance.


Integration Requirements

- Any Integration with BGL's existing databases, billing systems, or customer portals (if required)
- API-based or manual ticketing/reporting process for issue tracking

Performance Monitoring and Reporting

Providing daily, weekly, and monthly reports on:
Call volumes,

(Sign and Seal of bidder)

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

- Average handling and wait times.
- Complaint resolution timelines.
- Call quality scores.
- Customer satisfaction feedback.

Compliance and Confidentiality

The agency must:


- Ensure all customer data is handled with utmost confidentiality.
- Comply with applicable data protection regulations and BGL's internal security policies.

Training & Onboarding

- Development of training materials and manuals.
- Training sessions on tools, product knowledge, soft skills, and call handling.


8. Customer Data Security

Customer data used while executing services such as Bulk SMS, Bulk WhatsApp, Bulk Email, IVR, and Chatbot must be handled with the highest level of security. All personal or sensitive information shared, stored, or processed during these operations should be protected using industry-standard encryption, secure access controls, and in compliance with applicable data protection laws and regulations. The service provider must ensure that data confidentiality, integrity, and privacy are maintained throughout the lifecycle of the communication process.

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
---	--	--------------------

SECTION – 9

SCHEDULE OF RATES (SOR)

 Bhagyanagar Gas Limited	HIRING OF AN AGENCY PROVIDING BULK SMS, WHATSAPP BUSINESS, E-MAIL, IVR (Interactive voice response) AND CHATBOT SOLUTION SERVICES FOR BGL Bid Document No. BGL/654/2025-26	Volume II of II
--	---	--------------------

SCHEDULE OF RATES					
SUB:Hiring of an agency providing Bulk SMS, WhatsApp business, E-mail IVR (Interactive voice response) and Chatbot Solution Services for BGL					
Bid Document No: BGL/654/2025-26					
Name of the Bidder					
S.N O	DESCRIPTION	UOM	QTY	UNIT RATE	TOTAL AMOUNT
1	Enterprise SMS (Inc. DLT Charges) as per scope of work/services	Per SMS	2400000		
2	Bulk Email Charges Only	Per Email	2400000		
3	Whatsapp: Marketing Conversation	Per whatsapp msg	2360000		
4	Whatsapp: Utility Conversation	Per whatsapp msg	20000		
	Whatsapp: Authentication	Per whatsapp msg	20000		
5	Whatsapp solution one time setup cost	One Time Cost	2		
6	whatsapp -BOT, Web hook development charges as per scope of work/services	One Time Cost	2		
8	Webchat-BOT, including tech support as per scope of work/services	One Time Cost	2		
9	Interactive Voice Response (IVR)	Per IVR	120000		
SUB TOTAL					
GST @ 18%					
GRAND TOTAL AMOUNT INCLUSIVE OF ALL TAXES AND DUTIES AND GST					