**Ucom CJSC**

**Procurement of DIGITAL PLATFORM SERVICE PROGRAM**

**republic of Armenia**

**Ucom CJSC, Procurement of DIGITAL PLATFORM SERVICE PROGRAM**

**RFQ No: UC – 04112024**

Specification

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# Overview

This document outlines a new program that will manage all posts and comments from social media platforms, as well as from websites and mobile apps, within a single platform, providing comprehensive reporting

# Objective

The goal is to have a single unified program—one window—replacing all existing programs..

# Target

Customers, digital platform service specialists, call center specialists, and quality department employees.

# Product description

Technical Requirements for Digital Platform Support Systems

1. Support for Facebook Application

* Manage 5 Profiles: Must support simultaneous management of up to five profiles for a unified customer service experience.
* Handle Comments: Enables monitoring, responding, and organizing comments from posts in real-time.
* Handle Private Messages: Provides an interface for managing private messages, allowing for efficient and personalized customer responses.
* Support for Notes Management: Allows agents to add notes within the platform for individual user interactions, aiding in continuity of service.
* Search by User: Functionality to quickly find past interactions by user name, improving response relevance and speed.
* Search by Specific Keywords: Filters posts, comments, and messages based on keywords, helping agents address issues efficiently.

2. Support for Instagram Application

* Manage Comments: Offers tools to monitor and respond to comments on posts seamlessly.
* Handle Private Messages: Integration with Instagram’s direct messaging for managing private customer inquiries.
* Support for Notes Management: Notes feature to keep track of important interactions, ensuring continuity.
* Search by User: Allows agents to locate and manage interactions by specific users for faster, more accurate service.

3. Support for Ucom Website Live Chat

* Direct integration to provide live chat support, improving responsiveness to website-based inquiries.

4. Support for Ucom Mobile Application Live Chat

* Mobile chat feature enables direct communication with app users, making support accessible within the mobile environment.

5. Automated Response Generator (Bot) and AI Integration

* AI-driven bot for automated responses to frequently asked questions, offering quick, efficient resolutions and reducing response times.

6. Unified Interface for All Platforms

* A single, user-friendly interface for managing multiple platforms, simplifying agent workflow and improving service efficiency.

7. Report Generation and Dashboard Capabilities

* First Response Time: Tracks the average time to first respond to customer queries across platforms.
* Average Handling Time: Measures the average time taken to resolve each interaction.
* Service Quality (SL): Monitors service level and quality metrics, allowing teams to maintain high standards.
* Individual Employee Performance Reports: Detailed reports on individual agent performance regarding response time and handling efficiency.
* Reports by Applications and Platforms: Enables breakdown of metrics by platform, providing insight into each channel’s performance.
* Ability to Add Notes for Individual Users: Note-taking capabilities per customer for better support continuity.
* Predefined Response Library Feature: Library of standardized responses, enabling agents to quickly respond with consistent messaging.
* Option to Delay Comment Responses: Feature to schedule responses to comments, optimizing timing.
* Ability to Distinguish Individual Users from General List: User segmentation, allowing agents to prioritize or flag specific customers.
* Report Generation by Schedule or Timeframe: Automated report scheduling, providing regular updates on performance metrics.
* Multilingual Support: Built-in multilingual capabilities to accommodate diverse customer demographics.
* Advanced Analytics and AI Insights: AI-driven insights on customer behavior, trend analysis, and predictive modeling to enhance decision-making.
* Mobile Compatibility: Optimized mobile experience for agents managing support on the go.
* Omnichannel Support for Emerging Platforms: Compatibility with newer platforms like TikTok, WhatsApp, and WeChat to keep up with social media trends.
* Data Privacy and Compliance Management: Ensure all interactions meet local and international data protection standards, including GDPR compliance.
* API Integration for CRM: Direct integration with CRM systems for seamless customer data access.
* Customizable User Interface: Allow agents to personalize views, shortcuts, and frequently accessed sections for efficient workflow.
* Customizable SLAs and Notifications: SLA management with automated notifications for response deadlines and escalations.

# Validity

It is expected that the program change will be officially launched as soon as a program that meets the relevant requirements is found.

# Functional requirements for implementation

The implementation of the program must be compatible with the full range of services on our social platforms, as well as with the mobile application and website

# Financial requirements

The financial requirement should be as affordable as possible, feature a flexible pricing policy, and not exceed the total budget allocated for all programs

# Accounting requirements.

# Communication requirements

# Report requirement

* Average first response time
* Average response time
* Distribution of first response time:
* Less than 30 seconds
* 30 seconds - 2 minutes (within per requested min, second and hours)
* Sent responses quantity
* Conversation ratings
* Incoming conversations (to be able to separate old and new conversations)
* Answered conversations
* Closed conversations
* Operator ratings
* Operator efficiency and comparative analysis
* Average closure time
* Reopened conversations

# Test plan

1. Introduction

This test plan outlines the approach, scope, resources, and schedule for testing the new software program before implementation. The objective is to ensure the software functions correctly, meets all relevant requirements, and is compatible with existing systems and platforms.

2. Objectives

Ensure that the software meets functional and non-functional requirements.

Verify compatibility with social platforms, the mobile application, and the website.

Test affordability, flexible pricing policies, and adherence to financial constraints.

Validate the user experience and efficiency for digital platform service specialists, call center operators, and other stakeholders.

3. Scope

The scope of testing will cover:

Functionality

Performance

Usability

Compatibility

Security

Financial compliance

Integration with existing systems

4. Test Strategy

We will conduct several types of tests to ensure full coverage:

Functional Testing: Verifies that the software performs all required operations correctly.

Integration Testing: Ensures compatibility with current platforms (social media, mobile app, website).

Usability Testing: Assesses the user experience for service specialists, call center operators, and customers.

Performance Testing: Evaluates response times, load handling, and scalability.

Security Testing: Checks data protection, access controls, and potential vulnerabilities.

Financial Testing: Verifies that the software meets budgetary constraints and offers flexible pricing.

5. Test Environment

The test environment will mirror the production environment, including:

Social media platforms (e.g., Facebook, Instagram)

Mobile applications (Android and iOS)

Corporate websites

Databases, servers, and APIs

6. Test Schedule

The testing process will be carried out in four phases:

Planning: 2 weeks

Prepare test cases, set up environments, and assign responsibilities.

Execution: 4 weeks

Functional, integration, and usability testing.

Performance & Security Testing: 2 weeks

Assess system performance, stress tests, and security vulnerability checks.

Review & Bug Fixes: 2 weeks

Report bugs, re-test, and validate fixes.

7. Test Cases

Example test cases include:

Functionality: Verify that posts and comments from all platforms are collected correctly.

Performance: Measure average response times for tasks such as retrieving posts and comments.

Usability: Check if digital platform specialists can manage tasks seamlessly in the new program.

Security: Test the program’s access controls and protection of customer data.

8. Acceptance Criteria

The software will be considered ready for implementation if:

All critical bugs are resolved.

The program meets 95% of the defined requirements.

Performance meets specified thresholds (e.g., average response time <2 minutes).

No security vulnerabilities are found.

9. Risks and Mitigation

Risk: Incompatibility with existing platforms.  
Mitigation: Thorough integration testing with all current platforms.

Risk: Exceeding financial limits.  
Mitigation: Continuous monitoring of cost-related features and discussions with stakeholders.

10. Test Deliverables

Test cases and scenarios

Bug and issue reports

Test execution report

Final test summary report

Acceptance sign-off document

11. Roles and Responsibilities

Test Manager: Oversee the entire test process.

Testers: Execute test cases and report findings.

Developers: Fix identified bugs and issues.

Stakeholders: Provide feedback on user experience and financial compliance.

12. Conclusion

The goal of this test plan is to ensure that the new software is fully functional, cost-effective, secure, and user-friendly before it is implemented in the production environment.

**Deadline -04.12.2024**

#### Authorized representatives of the eligible bidder shall be entitled to request clarifications regarding all of the RFQ documents by submitting requests by e-mails to: Mr. Hmayak Yezekyan ([hmayak.yezekyan@ucom.am](mailto:hmayak.yezekyan@ucom.am)) and Mrs Mary Stepanyan ([mary.stepanyan@ucom.am)](mailto:mary.stepanyan@ucom.am). Any amendments to the RFP made as a result of a request for clarifications will be sent to all prospective Bidders.

#### Proposals shall remain valid, at a minimum of 45 (forty-five) days after the deadline date for proposal submission prescribed by the Purchaser. A proposal valid for a shorter period may be rejected by the Purchaser as non-responsive.

#### For evaluation and comparison purposes, the Purchaser shall convert all proposal prices expressed in various currencies and amounts into a single currency AMD, using the selling exchange rate established by the Central Bank of Armenia on the Proposals opening date.

#### The Purchaser shall award the Contract to the Bidder whose bid has been determined to be the lowest evaluated bid and is substantially responsive to the bidding documents, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily. Other Contract points will be negotiable between the parties.

## This RFQ and other related documents (as well as the communication) included are strictly confidential, the “Receiving Party” shall keep confidential and shall not, divulge to any third party any documents, data, or other information. Failure of the Bidder to comply with the request may result in the rejection of its Proposal and further cooperation.

## Notwithstanding the above point, the Receiver may furnish Confidential Information of this RFP: (i) to its support service suppliers and their subcontractors and its subcontractor to the extent reasonably required for them to perform their work under their contracts; in which event the Receiving Party shall ensure that the person to whom it furnishes Confidential Information of the Disclosing Party is aware of and abides by the Receiving Party’s obligations under this point as if that person were party to the Contract in place of the Receiving Party.

*Appendix 2*

**Price quotation**

**Date of this Quotation submission**: *[insert date of* Quotation *submission]*

**RFQ No.:** **UC- 01112024**

**To: Ucom CJSC**

1. **Price**: The total price of our Quotation, excluding any discounts offered in item (f) below is:

Total price is: [*insert the total price of the Quotation in words and figures, indicating the various amounts and the respective currencies*];

1. **Validity**: Your Proposal shall be valid 45 days, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
2. **Purchaser Not Bound to Accept**: We understand that you are not bound to accept the lowest evaluated cost Quotation, the Most Advantageous Quotation or any other Quotation that you may receive.

**Name of the Bidder**: \*[*insert complete name of the Bidder*]

**Name of the person duly authorized to sign the Quotation on behalf of the Bidder**: \*[*insert complete name of person duly authorized to sign the* Quotation]

**Title of the person signing the Quotation**: [*insert complete title of the person signing the* Quotation]

**Signature of the person named above**: [*insert signature of person whose name and capacity are shown above*]

**Date signed** [*insert date of signing*] **day of** [*insert month*], [*insert year*]

\*: Person signing the Quotation shall have the power of attorney given by the Bidder. The power of attorney shall be attached with the Price Quotation.

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| **Please note that this document should be completed separately for each potential type outlined in the technical requirements.** |

**End of RFQ**