



## **AIRLINE ALLIED SERVICES LIMITED**

**TENDER FOR SELECTION OF “CONTACT / CALL CENTRE SERVICE PROVIDER  
FOR CALLERS OF AIRLINE ALLIED SERVICES LIMITED” IN INDIA**

Date and time of Closing of Tender: - 14th January 2019 at 1600 hrs (IST)

Date and time of opening of Bids: - 15th January 2019 at 1500 hrs (IST)

Address for submission of the Bids and for Tender opening process:

Chief of MMD  
(Materials Management Dept.)  
Airline Allied Services Limited  
Alliance Bhawan, I.G.I. Airport, Terminal-1  
New Delhi, India - 110037



## AIRLINE ALLIED SERVICES LIMITED

### DISCLAIMER

The information contained in this tender document (hereinafter referred to as “**Tender**”) or and any information pertaining to the aforesaid subject matter subsequently provided to the applicants/bidders in any form by Airline Allied Services Limited (hereinafter referred to as “**Airline Allied Services Limited**” or “**AASL**” or “**Alliance Air**”) shall be subject to the terms and conditions to which such information is provided herein and any other terms and conditions as may be prescribed by AASL.

The purpose of this Tender is to provide all bidders with the information that may be useful to them in the formulation of their proposals/ bids (“**Bid(s)**”) in response to this Tender. The statements and facts contained herein, which reflect various assumptions and assessments arrived at by AASL do not purport to contain all/exhaustive information on the aforesaid subject matter that each applicant may require for the purposes of submitting their Bids.

Each bidder should, conduct its own due diligence, investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, and information contained in this Tender and shall obtain independent advice from appropriate sources at its own cost.

The information provided in this Tender to the applicants is on a wide range of matters, some of which depend upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. AASL accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

AASL also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant/bidder upon the statements contained in this Tender.

AASL may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this Tender, from time to time till the opening of the Bids.

The Tender does not imply that AASL is bound to select a bidder or to appoint the successful bidder, as the case may be, and AASL reserves the right to reject all or any of the Bids without assigning any reason at any time whatsoever.

The bidders shall bear any, and all its costs associated with or relating to the preparation and submission of their Bids including, but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by AASL or any other costs incurred in connection with or relating to their Bid. All such costs and expenses shall remain with the bidder and AASL shall not be liable in any manner whatsoever for the same or any other costs or other expenses incurred by the bidders in preparation or submission of the Bid, regardless of the conduct or outcome of the Bid selection process as contained herein.





## AIRLINE ALLIED SERVICES LIMITED

AASL/DEL/TENDER/CALL CENTRE/2018/01

13<sup>th</sup> December 2018

### NOTICE

Tender no: AASL/DEL/TENDER/CALL CENTRE/2018/01

Closing date of tender: 14th January 2019 at 1600 hrs (IST)

Opening date of tender: 15th January 2019 at 1500 hrs (IST)

-----

Dear Sir/Ma'am(s),

### **Sub: Selection of "Contact / Call Centre Service Provider for callers of Airline Allied Services Limited" in India**

Airline Allied Services Limited, a company incorporated under Companies Act 1956, having its registered address at Alliance Bhawan Domestic Terminal-1, IGI Airport New Delhi-110037 (hereinafter referred to as "AASL" or "Alliance Air" or "Airline Allied Services Limited") is a wholly owned subsidiary of Air India Ltd., fully owned by the Government of India and currently operates a fleet of aircraft under the brand "ALLIANCE AIR" and operates domestic flights within India.

### **INTRODUCTION**

Alliance Air currently operates air services to 51 destinations with a fleet of 15 ATR 72-600 (70 seater) and 2 ATR 42-320 (48 seater) aircraft. Flights are operated mostly to Tier-2 and Tier-3 Cities or those which link these cities to the metro hubs. Alliance Air has 708 flight departures per week and 101 flight departures per day.

### **PURPOSE OF TENDER**

Airline Allied Services Limited requires the services of a Contact / Call Centre ("Service Provider"), available on 365x24x7 basis to support its operations, *inter alia*, for carrying out its marketing & sales activities, customer interaction, enquiries etc., (the "Services") which forms an integral part of Airline Allied Services Limited's business operations. AASL, through this Tender, desires to avail such Services from third party Contact/Call Centre Service Providers.

The purpose of this Tender is to present the requirements of Airline Allied Services Limited and to invite Technical and Commercial Bids under the two-bid tender process, from certified, experienced, able & reputed Contact / Call Centre Service Providers (hereinafter referred to as the "Bidder(s)"), for providing the Services. The term of the proposed contract shall be for 5 years from the Cutover Date, which is the date when all operations by the Successful Bidder shall be commenced and have been accepted by AASL. The Tender can be downloaded from Air India Ltd. website only (i.e. [www.airindia.in](http://www.airindia.in)) on free of cost basis.

## **AIRLINE ALLIED SERVICES LIMITED**

### **SCHEDULE FOR THE TENDER**

- Tender no. & Date of issue : AASL/DEL/TENDER/CALL CENTRE/2018/01
- Pre-Bid Conference : 07th January 2019 at 1600 hrs (IST)
- Closing Date/ Time of tender : 14th January 2019 at 1600 hrs (IST)
- Date & Time of opening of Technical Bid : 15th January 2019 at 1500 hrs (IST)

### **PRE-BID CONFERENCE**

The Pre-Bid Conference shall be held on 07th January 2019 at 1600 hrs (IST) at the below mentioned address:

Vimarsh Conference Room,  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal),  
Delhi - 110037

A maximum of two representatives of each Bidder would be permitted to attend the pre-bid conference. The representative(s) must carry an authority letter on the letter head of the bidder duly signed by the authorized signatory of the Bidder along with the Bidder's Stamp for participation in the pre-bid conference. The name(s) of the representative(s) for the pre-bid conference shall also be directly sent to Airline Allied Services Limited by 06th January 2019 at e-mail: [hom.aasl@airindia.in](mailto:hom.aasl@airindia.in)

### **TERM OF THE PROPOSED CONTRACT**

The Contract Period shall be 5 (five) years from the date of Cutover, which is the date when all operations by the Successful Bidder shall be commenced and have been accepted by AASL.

### **Earnest Money Deposit (EMD)**

EMD amount of Rs. 2,00,000/- (Rupees Two Lakhs only) by way of Demand Draft /Pay Order/Banker's Cheque/Wire Transfer as per following details in favour of "Airline Allied Services Limited." Payable at Delhi should be submitted along with the Technical Bid. In case of the Bidder submitting the EMD through Wire Transfer, a proof of submission of the same should be submitted along with the Technical Bid.

Name of Beneficiary: Airline Allied Services Limited  
Beneficiary Account: 201001370011  
Beneficiary Bank: IndusInd Bank  
Bank Branch: Dr Gopal Das Bhawan, 28, Barakhamba Road, New Delhi-110001, India  
IFSC Code: INDB0000005  
BSR Code: 6380006  
Swift Code: INDBINBBNDH

No other mode of payment other than what is specified above shall be acceptable.

### **AMENDMENTS / CLARIFICATIONS**

Amendments, corrigendum, clarifications if any, and any extensions of the due date of opening of the Bids, as per the requirements of AASL, will be intimated by hosting the notice on Air India Ltd.'s website only (i.e. [www.airindia.in](http://www.airindia.in)). No separate NIT (Notice Inviting Tender) would be published in newspapers/print media. It is the Bidder's responsibility to visit the said website regularly for any updates/extensions in this regard.

## AIRLINE ALLIED SERVICES LIMITED

### TENDER - General Details

The Bid offers are invited as per the details listed in Annexures below:

Sr.no.	Annexure	Details	Page Nos.
1	A	General Terms and Conditions	6-19
1	B	Eligibility criteria	20-21
2	C	Functional Requirements of tender	22-38
3	D&D1	Technical Requirements of tender	39-49
4	E	Covering letter from Tender for submission of the Technical Bid	50
5	F	Undertaking Certificate	51
6	G	Technical Bid Response: Tender Compliance to Pre-Qualification Criteria.	52-53
7	H	Technical Bid Response: Tender Information details.	54
8	I	Technical Bid Response: Tender Compliance to Functional Requirements of tender	55-57
9	J	Technical Bid Response: Tender Compliance to Technical requirements of tender	58-62
10	K	Covering Letter from Tender for submission of the Commercial Bid	63
11	L	Commercial Bid Format	64-66
12	M	Variance Statement	67
13	N	Authorization letter for bid opening	68



## **AIRLINE ALLIED SERVICES LIMITED**

**Annexure 'A'**

### **General Terms and Conditions**

#### **Terms and Conditions governing the Bid:**

Airlines Allied Service Limited, invites sealed Bids (under two bid system) from eligible Bidders meeting the Bid evaluation criteria specified in this Tender, for obtaining the Services as mentioned hereunder.

#### **Definitions:**

The following words, as used in the Tender shall have the meaning ascribed to them below:

- .i. The term “AASL”, “Airline Allied Services Limited” and “Alliance Air”, shall mean “Airline Allied Services Limited, a company incorporated under Companies Act 1956, having its registered office at Alliance Bhawan Domestic Terminal-1, IGI Airport New Delhi-110037” and as the context may require include its subsidiaries.
- .ii. The term “Bidder” shall mean the entity who has submitted the sealed/closed Bid for this Tender through its authorized signatory.
- .iii. The term “Contract” shall mean the agreement entered into between AASL and the Successful Bidder, confirming its acceptance of the Tender, on the terms and conditions mentioned therein.
- .iv. The term “Days” shall mean the working days of AASL.
- .v. The term “Services” shall mean the services to be provided by the Successful Bidder as mentioned in the Tender and Annexures.
- .vi. The term “Successful Bidder” shall mean the Bidder who has been awarded the Contract to carry out the Services contemplated in this Tender.
- .vii. The term “L-1” means Bidder with lowest quote

## **AIRLINE ALLIED SERVICES LIMITED**

### **INSTRUCTIONS TO BIDDERS**

1. Before submission of the Bids, the Bidders are requested to carefully examine the Tender, Terms & Conditions of the Contract, Specifications. If there should appear to be any ambiguity therein they should immediately refer the matter to AASL, for clarifications.
2. (i) The Bidder shall complete the annexed forms of the Tender and information sought therein, and shall sign and stamp with date on each page of the Bid documents. The Bidder shall initial each page of the Bid document before submission.  
  
(ii) The Bids shall contain the name of the Bidder's personnel with designation, an address, Tel. No and email for serving notices/communications required to be served to the Bidder in connection with the Tender.  
  
(iii) Bids should be submitted in a sealed/closed envelopes, as specified above, clearly indicating on top of the envelope "**Selection of Contact / Call Centre Service Provider of Airline Allied Services Limited**".
3. The Bid shall be accompanied by duly signed and stamped documentary proofs for technical qualifying requirements as sought under this Tender. In case the required information and documents with the Technical Bid are not furnished, the Bid shall be liable to be rejected. In case asked for, the Bidders are required to provide the original copies of the attached documents in order to verify the same.
4. Bidders may note that the Commercial Bids of only those Bidders who are qualified after the evaluation of Technical Bids would be opened. Date of opening of Commercial Bid will be intimated to such qualified Bidders. The lowest evaluated Commercial Bid would be adjudged as the Successful Bidder to whom the Contract would be awarded.
5. The complete Tender detailing the technical details and the pro forma for submission of Technical and Commercial Bids can be obtained from the website [www.airindia.in](http://www.airindia.in).
6. AASL reserves the right to accept or reject any Bid without assigning any reason whatsoever. AASL also reserves the right to re-issue the Tender without any liability whatsoever. AASL also reserves the right to extend the validity period of the Tender.

### **INTENTION TO QUOTE**

The Bidders are requested to confirm their intention to quote by email to Mr. D.C. Joshi, Chief of MMD. In case of quotations forwarded by courier, the related despatch details may be intimated by email to Mr. D.C. Joshi, Chief of MMD on email at [dc.joshi@airindia.in](mailto:dc.joshi@airindia.in) followed by the submission of the Bids as prescribed.



## **AIRLINE ALLIED SERVICES LIMITED**

### **SUBMISSION OF BIDS**

Sealed/Closed Bids are to be submitted in a Two-Bid system (i.e. Technical Bid and Commercial Bid) in separate envelopes as detailed below:

#### **1. Envelope -1 (Technical Bid)**

The Envelope-1 containing the Technical Bid should be super-scribed as “**Technical Bid for Selection of Contact / Call Centre Service Provider for Airline Allied Services Limited-Tender no. AASL/DEL/TENDER/CALL CENTRE/2018/01 due on 14th January 2019 at 1600 hrs (IST)**” and must contain response to all the Technical Bid requirements as per format and & Tender conditions duly attaching the annexures thereto. The Bidders are also required to submit the EMD or a proof of submission of the EMD, as the case may be, along with Technical Bid.

The Bidders must furnish the Technical Bid along with all attachments/documents/information and details sought / required through documentary evidence, duly signed by the authorized signatory of the Bidder(s) with company stamp on all the pages of such documentary evidence and Annexures F, G, H, I, J & M submitted along with Technical Bid, as per the terms of the Tender.

The Bidder(s) shall ensure that the Commercial Bid should not be submitted in Envelope-1.

#### **2. Envelope – II (Commercial Bid)**

The Envelope-II containing the Commercial Bid should be super-scribed as “**Commercial Bid for Selection of Contact / Call Centre Service Provider for Airline Allied Services Limited - Tender no. AASL/DEL/TENDER/CALL CENTRE/2018/01 due on 14th January 2019 at 1600 hrs (IST)**” and must contain Commercial Bid as per the format specified hereunder. The Commercial Bid must be submitted in a hard copy duly signed and stamped. No Soft Copy will be entertained and incase of any soft copy received by any means, the party will be liable to be rejected. The Commercial Bid envelope should also indicate the Bidder’s complete name, fax, contact no., e-mail-id and address for easy identification. The Bidder is to submit their best and firm offers as per the format enclosed at Annexure K & L only. Rates should be quoted in the format as given at Annexure L and must be inclusive of all requirements mentioned in Annexure I & J. Conditional discounts/prices, if offered, will not be considered for the evaluation. There shall not be any mismatch of words and figures indicated in the Commercial Bid. In the event of any discrepancy between the amount written in words and figures, the amount written in words will be considered. The Commercial Bid is to be submitted in hard copy only as per the prescribed format.

#### **3. Master Envelope**

The two separately sealed /closed envelopes (i.e. Envelope-I, containing the Technical bid and Envelope-II containing the Commercial Bid) should be further put in a Master envelope super-scribed with the “**Tender no. AASL/DEL/TENDER/CALL CENTRE/2018/01for Selection of Contact / Call Centre Service Provider for Airline Allied Services Limited**, due on 14th January 2019 at 1600 hrs (IST)” along with the complete name of the Bidder along with its fax, contact no., e-mail-id and address.

The Master envelope should be submitted at the following address by 1600 hrs (IST) on 14th January 2019.



## **AIRLINE ALLIED SERVICES LIMITED**

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

### **OPENING OF BIDS**

1. In case the Commercial Bid and the Technical Bid are enclosed in the same envelope instead of in two separate sealed envelopes, the Bids will be summarily rejected.
2. On the date of opening of the Bids only the Technical Bids would be opened, and the Commercial Bids would be kept in the custody of Airline Allied Services Limited in the same sealed / closed covers as received from the Bidders.
3. Bids received through E-mail will not be acceptable.
4. The Bidder, or their authorized representatives (only one person per Bidder), would be permitted to attend the opening of the Bids. The representative must carry a letter of authority on the letter head of the Bidder duly signed and stamped by the authorized signatory of the Bidder as per Annexure N, authorizing the representative to attend the Bid opening, failing which the representative will not be permitted to participate in the Bid opening process. Separate authorization letters would be required for Technical and Commercial Bid opening. Such letter of authority may be directly sent to Airline Allied Services Limited minimum 2 days in advance of the date of opening of the Bids by e-mail at [dc.joshi@airindia.in](mailto:dc.joshi@airindia.in). The Commercial Bids of only qualified Bidders of technical evaluation (the “Technically Qualified Bidders”) would be considered for Commercial Bid evaluation.

### **Fraudulent Practices:**

AASL requires that Bidders observe the highest standard of ethics during the Bidding process and execution of contracts. AASL shall:

- .ii. reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the Contract.
- .iii. declare a Bidder ineligible and blacklist such Bidder, either indefinitely or for a stated period of time if it at any time, AASL determines that the Bidder has engaged in corrupt or fraudulent practices in competing for, or in executing the Contract.
- .iv. rescind the Contract forthwith, in case of Successful Bidder adopting fraudulent / corrupt practices during the currency of the Contract.
- .v. EMD or Security deposit as the case may be, shall be forfeited, in addition to the above mentioned remedies which AASL shall have.

In pursuance of this, AASL defines, for the purposes of this provision, the terms set forth below as follows:

## **AIRLINE ALLIED SERVICES LIMITED**

- a. **“corrupt practice”** means the offering, giving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution; and
- b. **“Fraudulent practice”** means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the AASL and includes collusive practice among Bidders (prior to or after Bid submission) designed to establish Bid prices at artificial noncompetitive levels and to deprive AASL of the benefits of free and open competition.

### **TERMS & CONDITIONS**

#### **1. General Terms**

- 1.1 Bids received after the closing date & time will not be considered.
- 1.2 It is further clarified that any Bidder signing the Bid and other documents in connection with the Tender must certify whether he signs as:
  - (a) A "Sole Proprietor" of the firm or constituted attorney of such sole proprietor.
  - (b) A “Partner” of the firm if it is a partnership must have authority to refer to arbitration, disputes concerning the business of the partnership either by virtue of the partnership agreement or a power of attorney. In the alternative, the Tender should be signed by all the Partners.
  - (c) Constituted attorney of the firm, if it is a Company.
  - (d) Authorized signatory of the firm.
- 1.3 The Bids should be neatly presented. Corrections, if any, should be duly authenticated with full signature of the person who has signed the Bids, failing which such Bids are liable to be rejected.
- 1.4 The Technical Bid should not contain any indication of price. In case, there is any indication of the price quoted in the Technical Bid, such Bids will be rejected without any reference to the Bidder. No correspondence will be entertained in this regard.
- 1.5 The price quoted by the Bidder should remain valid for acceptance for a minimum period of 180 days from the date of opening of the Technical Bids.
- 1.6 Airline Allied Services Limited reserves the right to award the contract(s) to one or more successful Bidders.
- 1.7 Any clarifications, queries, enquiries, e-mails, submissions with regards the Tender may be sent in writing, not later than 1 week before the closing date.
- 1.8 Issue / submission of Bid form do not necessarily mean that the Bidder is an eligible Bidder.
- 1.9 AASL will not entertain last moment request for extension of last date or time of submission of the Bids and reserves the right to accept or reject such request for extension at its sole discretion.
- 1.10 AASL reserves the right not to consider the Bid of any Bidder, blacklist the Bidder for a period of 3 years, if it is determined / noticed at any stage during the Tender process

## **AIRLINE ALLIED SERVICES LIMITED**

or after Contract Period that the Bidder has directly or indirectly engaged in any misrepresentation, corrupt, fraudulent, collusive, coercive practice in order to Bid / obtain the Contract. This will also have an impact on other Contracts / POs, the Bidder may have with AASL where to AASL reserves the right to take appropriate actions as deemed fit, in AASL's sole discretion.

1.11 AASL shall not entertain any correspondence after the last date/time of Bid submission.

1.12 **For any clarifications on Work scope, the Bidders may contact the following:  
For commercial clarifications, you may contact:**

Mr. Mannu Anand  
Head of Marketing  
Airline Allied Services Ltd.,  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Airport)  
Delhi-110037  
Email: [hom.aasl@airindia.in](mailto:hom.aasl@airindia.in)

1.13 It may be noted that telephonic queries will not be entertained.

### **2. Earnest Money Deposit (EMD)**

2.1 EMD amount of Rs. 2,00,000/- (Rupees Two Lakhs only) by way of Demand Draft /Pay Order/Banker's Cheque / Wire Transfer as per following details in favor of **"Airline Allied Services Limited"** Payable at **Delhi** should be submitted along with the Technical Bid. In case of the Bidder submitting the EMD through Wire Transfer, a proof of submission of the same should be submitted along with the Technical Bid.

Name of Beneficiary: Airline Allied Services Limited  
Beneficiary Account: 201001370011  
Beneficiary Bank: IndusInd Bank  
Bank Branch: Dr Gopal Das Bhawan, 28, Barakhamba Road, New Delhi-110001, India  
IFSC Code: INDB0000005  
BSR Code: 6380006  
Swift Code: INDBINBBNDH

2.2 No other mode of submission other than what is specified above is acceptable.

2.3 EMD will not carry any interest.

2.4 EMD will be refunded to the unsuccessful Bidders within 120 days of the completion of the Tender processor after the award of Contract (as the case may be). The EMD refund to the Successful Bidder will only take place after the award of the Contract or after 120 days of submission of the EMD (whichever is later).

2.5 EMD of the Successful Bidder will be returned without any interest or adjusted with the Security Deposit, after receipt of Security Deposit or Bank Guarantee in lieu thereof, as detailed under Point 3 below.

2.6 EMD will be forfeited in the event of a Successful Bidder withdrawing or modifying his Bid after opening of the Bids until completion of the Tender process, and / or in the event of the Successful Bidder fails to accept the Contract, or to pay the Security Deposit.

2.7 EMD of the Bidders will be forfeited in the event it is discovered or brought to AASL's knowledge that the Bidder/Successful Bidder has engaged in any corrupt or fraudulent practice.

## **AIRLINE ALLIED SERVICES LIMITED**

- 2.8 For avoidance of doubt it may be noted that the right of AASL to forfeit the EMD shall be without prejudice to any the other rights and remedies available to AASL under the Tender or Contract and applicable laws.
- 2.9 The Bidders which are MSME units, are exempted from submission of EMD. However, this exemption is applicable only if the MSME unit is registered for the goods/services tendered for.

### **3. Security Deposit**

- 3.1 The Successful Bidder will have to deposit with Airline Allied Services Limited 5% of the total value of the Contract towards interest free Security Deposit, within 2 weeks of award of the Contract. The Security Deposit is to be paid by way of Bank Draft or Banker's Cheque in favour of "**Airline Allied Services Limited, Delhi**" or by way of execution of an irrevocable and unconditional Bank Guarantee of an equivalent amount. In case of submission of Security Deposit by way of Bank Guarantee, the Bank Guarantee should have a validity of 1 year extendable for subsequent years beyond a period of Six months after till the date of contract expiry. It may please be noted that the original Bank Guarantee has to be forwarded by the Bank directly to AASL through Registered AD as per the detailed procedure, which will be advised to the Successful Bidder later on. The expenses incurred towards submission of Security Deposit / Bank Guarantee will have to be borne by the tenderer.
- 3.2 The Security Deposit shall be returned within 120 days of successful completion of all contractual obligations by the Successful Bidder as determined by AASL after adjusting for penalties, if any, arising out of performance under the Contract.

### **4. Billing & Payment**

- 4.1 The Billing Cycle shall be on a monthly basis. The payment shall be based on bills towards
- (i) actual deployment of FTEs (Full Time Equivalent) at agreed rates, (ii) reimbursement of charges towards SMS and telecom at agreed price or as per actual whichever is lower.
- 4.2 The payment terms shall be 60 days from the date of submission of invoice with all the supporting documents. The payment obligation of AASL shall only arise upon the receipt of an invoice from the Successful Bidder.
- 4.3 No Advance payment shall be made by Airline Allied Services Limited.
- 4.4 The billing would start after successful commencement of required Services has been accepted by AASL as per the terms of the Contract.

### **5. Price and Contract Validity**

- 5.1 The validity of the Contract would be for a period of 5 (five) years from the date of Cutover, which is the date when all operations by the Successful Bidder shall be commenced and have been accepted by AASL. The price quoted should be **exclusive** of the tax component, which is required to be quoted separately along-with tax rate. However, variation (increase / decrease) in price during the period of validity of the Contract would be accepted by AASL only in the event of increase in statutory duties / taxes by the Govt. of India, Statutory authorities etc. Similarly, the Bidder should commit to pass on the benefit of reduction, if any, in statutory taxes etc. to AASL, during the period of validity of the Contract and levy the taxes at the reduced level as applicable.

## AIRLINE ALLIED SERVICES LIMITED

- 5.2 Telecom charges would be paid to the Successful Bidder as per the table given below. Any reduction in the telecom charges during the Contract Period should be passed on to AASL.

Sr. No.	Items	Payment
1.	Domestic Outbound call charges	The payment for domestic outbound calls will be reimbursed by AASL, to the Successful Bidder in actual on production of bills of the dedicated outbound PRIs.
2.	Domestic Inbound call Charges	AASL will be using a helpline number and the call charges will be borne by the caller. The Successful Bidder however will have to make provisions for telecom infrastructure (PRI)s at Contact Centres, where these calls will be terminated. The cost of the same should be included in the quoted FTE charges by the Successful Bidder.
3.	SMS Charges	The charges would be reimbursed as per the price quoted by the Bidder under the Commercial Bid.

#. The Successful Bidder should bill to AASL for SMS & domestic outbound calls as per actual usage on monthly basis. The charges will be reimbursed by AASL based on the quoted per SMS cost and the quoted per minute call rate as given in the Commercial Bid. The quoted price shall remain firm for the entire Contract Period. However, the benefit of reduction in the SMS / call charges during the Contract Period should be passed on to AASL by the Successful Bidder.

No Applicable Tax on the reimbursement of telecom charges will be payable on which applicable tax has already been applied and paid once by AASL.

Note: The points 1 to 3 mentioned in the table above, will not be considered for evaluation of L1.

### 6. **Penalty**

- 6.1 ***Liquidated damages:*** The Successful Bidder facility should be operative as per the schedule drawn up for this purpose. In case of any delay in cut-over, beyond the reasonable time, liquidated damages will be levied upon the Successful Bidder at the rate of ½% (half percent) per week or part thereof subject to a maximum of 10 % (ten per cent) of the value of the Contract on per annum basis. In the event of such default by the Successful Bidder, Airline Allied Services Limited further reserves the right to cancel the Contract and to issue a fresh Contract to any third party at the sole cost and risk of the Successful Bidder.
- 6.2 The Successful Bidder will be liable to pay penalties in case of deviations from the performance levels as specified in the Tender. In the event any penalties are levied upon the Service Provider due to unsatisfactory performance or non-performance, as the case may be, the same shall be deducted from his pending invoices/ or from the Security Deposit/Bank Guarantee, in the sole discretion of AASL. In the event the

## **AIRLINE ALLIED SERVICES LIMITED**

penalties payable by the Successful Bidder are deducted from the Security Deposit, the Successful Bidder shall replenish the Security Deposit to the original value, immediately or furnish a fresh Bank Guarantee.

### **NOTE:**

**The penalty mentioned above in para 6.2 may be considered for any waiver / relaxation due to occurrence of a Force Majeure Event, unforeseen / uncontrollable reason(s) only by the Chief Executive Officer (CEO) of Airline Allied Services Limited.**

## **7. Evaluation Criteria**

### **7.1 Technical Bid**

7.1.1 The Bids would be evaluated based on their response to the Pre-Qualification Criteria provided under Annexure-G and the response to the technical information and as per the eligibility criteria specified in the Tender. All the conditions indicated as "MANDATORY" conditions in the Pre-Qualification Criteria (Annexure - G), Functional requirements (Annexure-C) and the Technical requirements (Annexure-D&D1) response format are to be replied as "YES/NO" along-with the supporting documents thereof, in order to qualify for the evaluation of the Technical Bid. The Bidder must also have submitted the requisite EMD along with the Technical Bid in order to qualify the technical evaluation. Any exceptions, conditions, covenants or qualifying remarks submitted by the Bidders will not be accepted and the Bid may be summarily rejected.

7.1.2 Airline Allied Services Limited reserves the right to confirm the authenticity of the documents provided by the Bidders or to seek clarifications from the concerned authorities for compliance with the requirements, without making any reference to the Bidder. Airline Allied Services Limited also reserves the right to seek additional documents / information / clarifications if any required from the Bidders as it may deem necessary for the purpose of evaluation of the Technical Bids.

7.1.3 The verification of the information submitted by the Bidder through a site visit by the Technical Committee shall also be the part of the Technical Evaluation.

### **7.2 Commercial Bid**

The evaluation criteria for the Commercial Bids are stated below:

- The Bidders are required to submit their best and firm offers for all the requirements specified at
  - (a) Annexure L: Commercial Bid Format
- The Commercial Bid evaluation in determining the L-1 Bidder would be carried out only for the quotes for FTEs and Mandatory costs quoted by the Bidders, as stated in Annexure L.
- The L-1 Bidder would be determined based on the lowest total costs offered for the entire duration of 5 years amongst all technically qualified Bids received against this Tender and evaluated as per stated evaluation criteria.



## **AIRLINE ALLIED SERVICES LIMITED**

- The Optional Costs offered by Bidder would be treated as indicative costs only and would not be considered for the Commercial Bid evaluation

### **8. Grounds for Rejection of bids**

The Bids are liable to be rejected forthwith, i.e., without being evaluated, *inter alia*, on the following grounds:

- a) If the Bid has been received after the closing date / time of the Tender.
- b) If only the Technical Bid has been received and the Commercial Bid has not been received, and vice versa.
- c) If the Bid has been received by email instead of in separate sealed / closed covers.
- d) If the Bid has not been signed by the authorized signatory of the Bidder.
- e) If the Technical Bid has been received without EMD or the proof of submission of the EMD or the EMD has been submitted in a mode other than as specified in the Tender.
- f) If the Bidder's response is not received in SEALED/closed condition as mentioned herein and if the Bids are not deposited in the Tender box at the designated address as mentioned in the Tender.
- g) If the information given in response to the Tender is incomplete, ambiguous, without requisite supporting documents, unverified, unattested and/or submission of illegible copies or unexplained materials and/or Bids are not received as per the desired formats & bidding instructions provided herein.
- h) If the Bidder fails to provide any clarification sought by AASL in response to its Bid.
- i) If the Bidder indulges in Corrupt or Fraudulent Practices

### **9. Price Negotiation**

As it is not the general norm for AASL to carry out price negotiations following evaluation of the Commercial Bids, the Bidders are advised to submit their best quotes in response to this Tender. AASL however, reserves the right to carry out techno-commercial negotiations in exceptional cases with the L-1 Bidder.

### **10. Documentation**

All relevant documents required are to be submitted by the Bidder/Successful Bidder shall be at its own cost.

### **11. Inspection**

#### **11.1 Inspection of Bidder's facilities at the time of evaluation of the Technical Bids**

AASL reserves the right to inspect at its cost the facility / facilities of the Bidders in order to assess their infrastructure and capability for carrying on the Services under the Contract as indicated in this Tender.

#### **11.2 Inspection of the facility of the Successful Bidder**

AASL reserves the right to inspect the facility of the Successful Bidder, during the Contract Period.



## **AIRLINE ALLIED SERVICES LIMITED**

### **12. Amendment of Tender**

- 12.1 At any time prior to the last date for submission of Bids, AASL may for any reason, whether at its own initiative or in response to a clarification requested by a Bidder, modify this Tender by an amendment.
- 12.2 The amendments, if any, will be notified on Air India website (i.e. www.airindia.in) and will be binding on the Bidders to comply with. No separate NIT would be published in Newspapers/print media. It is the Bidder's responsibility to visit the said website regularly for the aforesaid updates/extensions as applicable.
- 12.3 In order to afford reasonable time to the Bidders to take such amendments into account for preparation and submission of their Bids, AASL may, at its sole discretion, extend the last date for the submission of Bids through a corrigendum on the website as mentioned above.

### **13. Release of Contract**

The Contract will be finalized by Airline Allied Services Limited post award of the Tender.

### **14. Confidentiality / Non – Disclosure Agreement**

The Successful Bidder shall execute a separate non-disclosure agreement with AASL.

### **15. Subcontracting**

The essence of the Tender is that there will be no subcontracting or delegation or outsourcing of any of the Services or any part thereof to be provided by the Successful Bidder to any entity. The Successful Bidder shall not sub-contract, or delegate or outsource any of the Services or any part thereof to a third party. Any such subcontracting/assignment may warrant termination of the Contract besides application of penalties.

### **16. Recovery of sums due**

Whenever under the Contract any sum of money is recoverable from the Successful Bidder, AASL shall be entitled to recover such sum from the monthly bills & Security Deposit held by AASL. In the event of the said Security Deposit being insufficient, the balance of total amount recoverable shall be deducted from any sum due to the Bidder under this or any other Contract with AASL. Should this amount be insufficient to cover the said full amount recoverable, the Bidder shall pay to AASL on demand the balance amount, if any, within 14 days of the demand along with an interest @ 15% p.a. from the due date specified in the demand notice. If any amount due to AASL is so set off against the said Security Deposit, the Service Provider shall have to make good, the said amount immediately but not later than 3 days, in order to restore the Security Deposit to its original value. Non restoration of such Security Deposit will be treated as event of default, leading to right of AASL to take appropriate remedial action, including but not limited to termination of the Contract.

## **AIRLINE ALLIED SERVICES LIMITED**

### **17. Extension/Termination of Agreement/Contract**

17.1 The validity of the Contract comes to an end IPSO FACTO by efflux of time unless otherwise renewed/ terminated. The Contract Period shall be five years from the date of Cutover, which is the date when all operations by the Successful Bidder shall be commenced and have been accepted by AASL. There shall be no lock-in period under the Contract.

17.2 Either Party (i.e. the Successful Bidder and AASL) may terminate the Contract, by giving four months advance notice in writing to the other party.

The stated SLAs as per the Contract awarded have to be maintained during the notice period of 4 months. Either party may terminate the Contract upon subsistence of a Force Majeure Event for a continuous period of 60 (sixty) Day.

17.3 In the event of the Successful Bidder failing to comply with any of the material terms and conditions of the Contract, or in the event of willful misconduct/ gross negligence on the part of the employee(s) of the Successful Bidder, AASL shall serve a written notice of 30 days to the Successful Bidder to cure such default. Failure to cure such default(s) shall lead to termination of the Contract with a written notice of 30 Days.

17.4 AASL reserves the right to terminate the Contract, in the event it is discovered at any time during the Contract Period that the Successful Bidder has engaged in any corrupt or fraudulent practice during the Tender process or during the Contract Period.

### **18. Contract survivability**

In the event the Successful Bidder is acquired by, or merges with another company by operation of law, the terms and conditions of the Contract resulting from this Tender shall remain in full force and effect with the acquiring company. AASL shall however have the discretion and option to terminate the Contract in such an event immediately.

### **19. Infringement & indemnity**

The Successful Bidder shall comply with all national, provincial, municipal, or other laws in force in India, as may be applicable for the performance of Services under the Contract. The liabilities of all statutory / legal mandatory regulations / obligations regarding manpower / product / services will be borne by the Successful Bidder. The Successful Bidder shall indemnify AASL from any breach of govt. regulation/infringement of laws- such as copyright act, trademark act, PF regulation, ESI regulation, Labour laws, Minimum wages act, etc.

### **20. Arbitration**

Any dispute arising between the Successful Bidder and AASL regarding the Contract and in respect of the construction, interpretation, application, meaning, scope, operation or effect of the Contract or the validity or breach thereof, shall first be settled by mutual consultation. If the dispute remains unresolved after a period of 90 days from the date when the mutual consultation has started, then the

## **AIRLINE ALLIED SERVICES LIMITED**

unresolved dispute/difference shall be settled by arbitration in accordance with Arbitration and Conciliation Act, 1996, and the award made in pursuance thereof shall be final and binding on the relevant parties thereof. The arbitral tribunal shall consist of a sole arbitrator to be mutually appointed by the Parties. The venue of arbitration shall be Delhi and the arbitration proceedings shall be carried out in English.

### 21. **Jurisdiction & Governing Laws**

Any dispute whatsoever shall be subject to the jurisdiction of the courts of Delhi only.

### 22. **Force Majeure**

The obligations stipulated under the Contract may only be suspended in the case of occurrence of a Force Majeure Event, as defined below. During the subsistence of a Force Majeure Event, neither of the Parties (i.e. AASL and the Successful Bidder) will be considered in default of its obligations under the terms of the Contract. A “**Force Majeure Event**” is hereby defined as events or circumstances beyond the control of the parties thereto, which could not be foreseen or with a reasonable amount of diligence could not have foreseen and which substantially affects the performance of either Party under the contract, such as:

- Natural phenomena including but not limited to floods, droughts, Earthquakes and epidemics
- Acts of any government, domestic or foreign, including but not limited to war, declared or undeclared, priorities, quarantines, embargoes.

The affected party shall give immediate notice in writing of occurrence of a Force Majeure Event as soon as it occurs (in any case not later than 15 days of information about the occurrence of such an event becoming known to such party) and shall thereafter keep the other party informed of the continuation or termination of such event as soon as possible (and in any event within three (3) days of the continuation or termination of such event).

Notwithstanding the occurrence of a Force Majeure Event, the affected party shall use its best reasonable efforts and due diligence to mitigate the economic and other effects of the Force Majeure Event and shall reasonably allocate its available resources, giving priority to its obligations under the Contract and to keep the other Party informed of the steps being taken to mitigate the effects of a Force Majeure Event.

If the performance in whole or in part or any obligation under the Contract is prevented or delayed by any reason of subsistence of a Force Majeure Event for a period exceeding 60 (Sixty) days, either party may at its option terminate the Contract without any financial repercussion on either side.



## **AIRLINE ALLIED SERVICES LIMITED**

Notwithstanding the punitive provisions contained in the Contract for delay or breach of Contract, the Successful Bidder would not be liable for imposition of any such penalties so long as the delay and/or failure of the Successful Bidder in fulfilling its obligations under the Contract is solely attributable to the occurrence of a Force Majeure Event.

Thanking you,

Yours faithfully,

Mannu Anand  
Head of Marketing  
[Hom.aasl@airindia.in](mailto:Hom.aasl@airindia.in)  
Airline Allied Services Limited.

Encl: as above



## **AIRLINE ALLIED SERVICES LIMITED**

### **ANNEXURE – B**

#### **Selection of Contact / Call Centre Service provider for callers of Airline Allied Services Limited in India**

---

#### **ELIGIBILITY CRITERIA**

The Tender specifies the following pre-qualification / eligibility criteria governing the Tender process. Bidders are required to respond with a “YES/ NO” to all the pre-qualification / eligibility criteria’s stated in this Tender.

The Bids of the Bidders who fulfill the following pre-qualification/ eligibility requirements, and which are accompanied with sufficient documentary proof thereof along with the Technical Bid, will only be eligible for further evaluation of their Technical Bids.

1. The Bidder must either be (i) an incorporated entity under the Indian Companies Act, or Limited Liability Partnership Act, 2009 or (ii) a registered partnership firm under the Indian Partnership Act, 1932 or (iii) a sole proprietorship. The Certificate of Incorporation (COI)/ Registration document issued by concerned authority is required to be attached.
2. The Bidder must be:
  - 2 (a). Currently in the business of providing Contact / Call Centre services registered in India, for the last three consecutive financial years i.e. 2015-16, 2016-17 & 2017-18 with documentary evidence thereof, along-with a list of clients with contact details.
  - 2 (b). Must have undertaken Commercial Passenger Airline contact / call centre services for at least 1 year during the past three years.
3. The Bidder must have a Permanent Account Number (PAN). A copy of the PAN is to be submitted.
4. The Bidder must have a currently valid GST Registration Certificate. A copy of the GST Registration Certificate is to be submitted.
5. Copies of acknowledged Income Tax Returns for the three financial years 2015-16, 2016-17 & 2017-18 are to be submitted.
6. The Bidder must have their own operational Contact / Call Centre/s in minimum two locations out of the following six major Metros in India i.e. Mumbai (Including Thane, Navi Mumbai and Pune), Delhi (including NCR), Kolkata, Chennai, Hyderabad, Bengaluru and any other State Capital as on the closing date of the Tender. AASL reserves the right to inspect the facility of the Bidders in order to establish the capability of the Bidder to provide the required Services as per Tender requirement.

## **AIRLINE ALLIED SERVICES LIMITED**

7. The Bidder must have valid Other Service Provider (OSP) licenses for Domestic Contact / Call Centre issued by the Department of Telecommunication, Govt. of India in favour of the Tenderer. (Attach duly signed and authenticated copy of the COI and DOT approvals).
8. The Bidder must have existing Contact / Call Centre/s as per requirements of point 6 above with minimum 100 operational work stations for Contact / Call Centre – Inbound voice process at a single location for a period of at least three years as on date of release of this Tender. (Attach duly signed and authenticated documentary proof).
9. The Bidder must have existing Contact / Call Centre/s as per requirements of point 6 above, and its Inbound voice process should be operational for one of its customers with minimum 50 occupied seats at a single location. (Attach duly signed and authenticated documentary proof).
10. The Bidder must have had a minimum annual turnover of Rupees One Crore and fifty lakhs (Rs. 1.5 crore) in each of the financial year's i.e., 2015-16, 2016-17 & 2017-18 only from the Contact / Call Centre Business in India of the Bidder exclusively. (Attach last three year's audited balance sheet and Profit & Loss Account Statements). The turnover of the associates and/or subsidiaries and/or group companies and/or sister concerns would not be considered for the purpose of above stated qualifying turnover.
11. The Bidder or their group of companies should, neither be associated/affiliated with any airline / airline company (except Air India Group) or their GSA in India directly or indirectly by way of shareholding / financial stake nor be a wholly / partly owned subsidiary / associate of any airline / airline company / GSA in India or abroad and neither of its director(s)/ shareholder(s) should have any kind of interest in any airline / airline company or their GSA in India directly or indirectly.
12. There should be no legal cases pending between the Bidder and Air India group companies.
13. The Successful Bidder shall submit a Service Resiliency plan during emergency situation(s) like Flood, natural calamities, disaster etc.

\*\*\*\*\*



## **AIRLINE ALLIED SERVICES LIMITED**

### **ANNEXURE – C**

**Sub: Selection of Contact / Call Centre Service provider for callers of Airline Allied Services Limited in India**

### **FUNCTIONAL REQUIREMENTS OF AIRLINE ALLIED SERVICES LIMITED**

The functional requirements that are required to be complied with, by the Bidders are enumerated as below.

Bidders are required to study and note the same. Bidders are thereafter required to respond with their compliance to each of the stated Functional requirements classified as Mandatory and Optional in the Annexure – I, as a part of their Technical Bid response to this Tender. Bidders to note that in case of non-compliance of any of the mandatory functional requirements, their Bids would be disqualified.

#### **Airline Allied Services Limited Functional Requirements**

##### **1.0 Contact / Call Centre Services requirement:**

Airline Allied Services Limited intends to outsource the Contact / Call Centre services requirement, as per the terms of the Tender, specifications and details mentioned herein under.

##### **2.0 Functional Requirements:**

Airline Allied Services Limited requires a Contact / Call Centre to provide a customer centric professional service to all its customers on 24x7x365 basis. The location for Contact / Call Centre is to be considered based on the complexity of IT infrastructure set up and access to Airline Allied Services Limited Reservation System application.

It is estimated that approximately a total of 30 desks would be required during peak time operation. A variation of approximately 25 percent desks can take place, with prior approval from Airline Allied Services Limited.

As per the envisaged requirement given in para 2.4 (sub-sections: 2.4.1, 2.4.2, 2.4.3), the requirement of FTEs would be approximately 25 per month. Bidders may accordingly submit their quotes per FTE per annum.

*Note: It is expected that Airline Allied Services Limited operations could grow by around 50% by 2020 and further may be by another 50% by 2022. The contact centre must have the infrastructure/resources to support this growth.*





## **AIRLINE ALLIED SERVICES LIMITED**

### **2.1 Location:**

The Contact / Call Centre/s should be physically located in one of the metro cities/ large & reputed IT/BPO centers within India, and must be accessible on 24 X 7 X 365 basis. The Contact / Call Centre/s should be accessible across the country through all modes of communications such as landline phones, mobile, e-mail, SMS, Web chat etc.

Bidder would be required to indicate the call centre location being offered to Airline Allied Services Limited in Annexure I.

#### **2.1.1 Languages:**

The Contact / Call Centre/s would be required to provide the inbound & outbound services in Hindi and English.

Airline Allied Services Limited reserves the right to introduce any regional language or substitute any of the existing languages with another during the Contract Period.

### **2.2 Services and scope of work:**

The scope of work has been drawn out taking into consideration of the current services that are provided from the current Contact / Call Centre of Airline Allied Services Limited as well as the expected future requirements.

For the fulfillment of delivery of Services from the Contact / Call Centre/s, the CSR's would be required to access the Airline Allied Services Limited Reservation System. Accordingly, all integration / interface of Contact / Call Centre/s services would be with Airline Allied Services Limited Reservation System.

The agents of the Contact / Call Centre/s would perform various routine activities like PNR creation, information dissemination regarding bookings, fares, schedules etc. directly on the Airline Allied Services Limited Host Reservation System. Accessibility to the Host system would be provided to the Contact / Call Centre through Airline Allied Services Limited.

The other Contact / Call Centre/s applications viz. SMS, Email, and value added services may be required on few workstations.

The scope of work, both related and non-related to Host System, is broadly categorized as Inbound, Outbound, Back Office and Other Services. The activities are categorized accordingly. The estimated volumes of work with regard to various activities are given in section 2.5 (Volumes of work).

Travel agency calls should be serviced by dedicated desk.

## **AIRLINE ALLIED SERVICES LIMITED**

### **2.2.1 Inbound Services:**

- Reservations/Ticketing/Seat Availability/ Rebooking/Reissuance/Cancellation
- Flight Schedule / Departure/Arrival enquiry, response to be provided through IVRs. Tenderer to make arrangements for integration between tenderer and Airline Allied Services Limited PSS/Host system to fetch details.
- Special service request for meal, wheelchair, bassinet, carriage of pets, excess bag etc.
- Information regarding fares, taxes, etc.
- Advanced seat reservation
- Promotions, schemes & special fares
- Check-in
- Re-routing on involuntary basis due flight disruption
- E-mail handling

### **2.2.2 Outbound Services:**

- Initiate calls informing Flight delays / disruptions through manual calling
- Carry out the rebooking of delayed/ cancelled flight passengers, including onward booking
- E-mail services – Response to queries/feedback/disruption/etc.
- SMS – Push
- Automated dissemination of flight delay/disruption information to the customers through pre-recorded/recorded voice message

### **2.2.3 Back Office Services:**

Back office functions include the following:

- Pre-flight checks
- Taking action on queues
- Acknowledging, responding Complaint / forwarding to respective department/ section of Airline Allied Services Limited
- Generation of reports on a daily /periodic basis by admin/support staff at no cost to AASL
- Other administrative functions as and when required

The scope is including but not limited to the above.

The process of handling of all the above activities (section 2.2.1, 2.2.2 and 2.3.3) would be as per laid down procedures of Airline Allied Services Limited. Some of them are explained in clause 3.0 and the necessary training would be imparted to the Trainers of the Bidder, by Airline Allied Services Limited and would be monitored by Airline Allied Services Limited.

## **AIRLINE ALLIED SERVICES LIMITED**

### **2.3 Other Services:**

In case of an emergency involving accidents / serious incidents, the Contact / Call Centre should respond to caller queries and follow the requirements laid down in the Emergency Management Manual, which will be provided by AASL to the Bidder or the successful Bidder may formulate one at its own cost and get it approved from AASL

The Contact Centre, should have sufficient infrastructure and capability to provide these and other services as and when required. Airline Allied Services Limited would provide all necessary assistance and training for integration/implementation of these services in the Contact / Call Centre/s.

#### **2.3.1 IVR based solution:**

Provision for customizing IVR interface with the Airline Allied Services Limited host system must be available with the Bidder.

#### **2.3.2 Other Value Added Services:**

Value Added Services (VAS) are emerging as a core offering for any service industry and are provisioned through Contact / Call Centre by developing IVRS/Automatic Speech Recognition (ASR).

The Successful Bidder would be required to introduce following VAS as and when Airline Allied Services Limited decides to extend the same to its customers.

##### **Through e-mail and web chat**

- Flight information
- Reservation Query
- Booking/Reservation status
- Booking and ticketing

These services shall involve payment collection through credit/debit/charge cards / net banking etc. The Successful Bidder would be required to provide the payment gateway interface and other technical support, if any.

### **2.4 Volumes of Work**

The estimated volumes of work of the various activities that are to be extended from the Contact / Call Centre are given below. The peak time/Non peak time volume for each of the activity may vary by 15% to 25%.

## AIRLINE ALLIED SERVICES LIMITED

### 2.4.1 Voice Calls

Type of Calls	Volume (Avg Calls/Day)	Average Handling Time	Peak Hour Call Volume	Peak Hours
Domestic Inbound	1000	00:04:00	NA	0900-1400
Ticketing Inbound	NA	00:08:00	NA	NA
Domestic Outbound	500	NA	NA	NA

### 2.4.2 E-mail

Based on the current volume, the estimated projected average number of E-mails per day to be handled from the Airline Allied Services Limited Contact / Call Centre/s is as follows:

Type of E-mail	Average Volume
Inbound / Outbound	<b>300</b>
Total Emails	<b>300</b>

### 2.4.3 SMS

Type of SMS	Average Volume per Day
Push	<b>3000</b>
Total SMS	<b>3000</b>

## 2.5 Recruitment & Qualifications:

All pre-requisites for recruitment such as advertisement, interview etc. would have to be carried out by the Successful Bidder. The Successful Bidder must ensure that the workforce recruited fulfils all the criteria specified by Airline Allied Services Limited and possess bonafide certificate for the same. No compensation would be paid by Airline Allied Services Limited for this process.

The minimum qualifications of a Customer Service Representative (CSR) should be as follows:

- CSRs must be proficient in both spoken and written Hindi and English. To qualify for the post of CSR, candidates must pass the language proficiency test (both written and spoken) conducted as per Airline Allied Services Limited requirement.
- Proficiency in the language in case of regional language(s) as and when introduced.

## **AIRLINE ALLIED SERVICES LIMITED**

- Minimum Academic qualification: 10 + 2 in any discipline.

Possess a Diploma/Certification in Travel □ Tourism related course recognized/certified by IATA/UFTAA

### **2.6 Training**

All the training curriculum would be provided / approved by Airline Allied Services Limited. Any modifications to the curriculum will require written consent from Airline Allied Services Limited.

- 2.6.1** Airline Allied Services Limited would impart a “Train the Trainers Program” on the Airline Allied Services Limited Reservation System to a batch of 10 officials nominated by the Successful Bidder initially. The training is expected to be of 1 week duration approx. The training would be held in the Successful Bidder premises and the cost for the same would be borne by Successful Bidder. Also, all other cost such as transportation, accommodation, if any, would have to borne by the Successful Bidder. The cost for any subsequent “Train the Trainer Program” would be borne by the Tenderer. Trainers must be well experienced in the related field in addition to being proficient in spoken and written Hindi and English. The nominated officials of Successful Bidder who successfully complete the training imparted by Airline Allied Services Limited would thereafter train all the CSRs. Airline Allied Services Limited would depute its officials to oversee the initial training being imparted to the CSRs.

All Trainers & CSRs will be assessed and certified by Airline Allied Services Limited after completion of their training & written test.

Only CSR’s duly certified by Airline Allied Services Limited shall be deployed at the Airline Allied Services Limited Contact Centre.

- 2.6.2** Successful Bidder shall conduct ‘Refresher courses’, for CSRs whenever the training need is identified through periodic quizzes, Customer feedback and Call Quality audit results, etc. This training would be at Successful Bidder’s cost and would not be conducted during the log-in time of the FTE / CSR. In other words, no refresher or normal training should be imparted to the CSRs during their working hours for which Airline Allied Services Limited is being invoiced.
- 2.6.3** In addition agents will be required to undergo trainings on new Products and System solutions as per Airline Allied Services Limited’s requirement. Such of this training would be at Successful Bidder’s cost and would not be conducted during the log-in time of the FTE / CSR.

### **2.7 Work force Ratio**

The following minimum CSR/Team Leader (TL)/Trainer ratio is to be maintained as per industry standard at no additional cost to Airline Allied Services Limited.

## AIRLINE ALLIED SERVICES LIMITED

Heads	Ratio
CSRs to Team Leader	12:1
Team Leader to supervisor	4:1
CSRs to Training Trainer	15:1
CSR to Quality Assurance	20:1
Dedicated Project Managers	1 Operational, 1 Technical

In addition to the above, if required Airline Allied Services Limited officials would be posted at the Contact Call Centre as location In-Charge and shift In-Charge in each shift to liaise/supervise/monitor/ handle call escalation etc. These officials must be provided with all required infrastructure including direct telephone, dedicated PC with printer and internet connectivity, headphone with call barge-in facility, screen/voice/ACD monitoring facility with proper office space.

In addition to positioning of officials onsite, officials from Airline Allied Services Limited Headquarters may also visit the call centre locations for review / meetings. Successful Bidder shall make necessary arrangements for their entry / exit in its premises.

Further, Airline Allied Services Limited designated officials must be given remote access through Internet to monitor the functioning such as ACD monitoring, floor monitoring, CSR performance etc. at the Contact / Call Centre.

### 2.8 Shifts and Staffing Pattern:

The Successful Bidder has to provide a 24 x 7 x 365 Contact / Call Centre services. The timings, pattern and number of shifts would be flexible and the same would be implemented on need basis in consultation with Airline Allied Services Limited. The log-in time for a FTE will be 480 minutes per shift excluding lunch and tea breaks. Briefing and de-briefing sessions must be held at the commencement and end of each shift. For any urgent updates, short briefing can be carried out within shift, upon approval by On Site Airline Allied Services official. The call volumes would be considerably less on non-peak hours, Saturdays, Sundays and holidays. Accordingly, the number of FTEs to be deployed on these hours, days would vary.

#### FTE calculation:

8 hours (480 minutes) of productive login time of each day multiplied with number of working days of each month. (8x26=208 hours/month).

#### Formula:

Total login time of all the CSRs of the month/208 hours=XX FTEs. Assuming, a total of 5200 hours (3,12,000 minutes) were given by all the CSRs, FTEs would be calculated as: 3,12,000/208/60=25 FTEs

## **AIRLINE ALLIED SERVICES LIMITED**

In case of fractional FTE figures, the same shall be rounded off to lower/higher figure for invoicing. In other words, if it is less than half, the rounding off shall be done to lower side and in case it is more than half, rounding off shall be done to the next higher side.

There would also be Call volume spikes related to travel promotional schemes, various offers, seasonal demands and flight delays etc. Successful Bidder is expected to make provisions for manpower and other required Infrastructure to meet its obligations therein on a day-to-day basis based on his experience and the above mentioned call volume.

The billing of the of the Services would be in terms where FTE would mean an 8 hours' log in time for 26 days operations with the exceptions of Feb month for 24 days of FTE's.

The number of FTE's required would be reviewed based on Forecast and historical data every three months with the Successful Bidder. There could be an increase or decrease in the number of FTE's based on three months rolling forecast, performance and Airline Allied Services Limited's requirements. In such cases, AASL shall provide 15 days timeline for final implementation as per requirement.

### **2.9 Work Force Management (WFM):**

The Successful Bidder would have to use an effective and proven Work Force Management tool to ensure optimum utilization of the workforce. The Successful Bidder must also specify the brand/type of the WFM that would be used along with features and facilities in response to the Tender. The access of WFM should be provided to Airline Allied Services Limited officials.

### **2.10 CSR Activity:**

Successful Bidder must be able to provide Multi Skilled CSRs for call blending and to carry out all general and specific nature of inbound, outbound and back office functions/activities.

The scope is including but not limited to the above.

### **2.11 Seasonal Spikes:**

In addition to the normal work force, the Successful Bidder would be required to provide additional work force to cater to the increased general or specific type of call volume during inclement weather, introduction of promotional schemes etc.

In such cases Airline Allied Services Limited would intimate the Successful Bidder in advance regarding the estimated hike in the call volume.

### **2.12 Customer satisfaction audit:**

Provision must be available for IVR/SMS based customer satisfaction audit. The reports of the same would have to be generated periodically as per Airline Allied Services Limited requirement.



## AIRLINE ALLIED SERVICES LIMITED

### 2.13 Payment Gateway:

The Successful Bidder is required to collect payment through international and domestic credit card/debit card through IVR facility to be provided by Successful Bidder, and the payment would be collected from the customer using the MID's of the Successful Bidder.

The Successful Bidder shall make arrangements for integration of their Payment Gateway along with Fraud Prevention tool. Airline Allied Services Limited shall pay 3% of the total amount paid by the customer by the card as handling / administrative charges to the Successful Bidder to cover the Charge backs from the customer and Payment Gateway charges / card company's cost but not limited to any other claims from the card holder. AASL will not entertain any claims from the card holder whatsoever, related to charge back except normal refunds after deduction of applicable penalty, levies and taxes. The handling charges invoice, to be raised separately on monthly basis, with applicable taxes.

The successful Bidder shall generate / share Daily Sales & Refunds Report and other reports such as Tax reports as required by the Airline and shall transfer the Net Payable Amount to designated AASL's bank account on weekly basis.

### 2.14 Force Majeure/Back-up:

In case of Major IT infrastructure failure or Force Majeure Event at any of the locations, the full service should be made available within 12 hours as per the table detailed below.

Time Frame	Level of service
Within Six hour	25% of calls
Within Twelve hours	50% of calls
Within Twenty Four hours	100% services operational

The Successful Bidder will be required to provide 99.5 % technology uptime calculated on monthly basis for complete availability of IT Infrastructure on each seat. **At no given time can the down time of the complete line of business be more than 01 hour else the Successful Bidder would be subject to prescribed penalty.**

### 2.15 Reports:

The Successful Bidder should provide customized MIS Reports as required by Airline Allied Services Limited from time to time at no additional costs. All reports generated, should be generated by System and not be edited by any official of the Successful Bidder. Such reports can though be converted as per formats required by Airline Allied Services Limited. Some of the typical reports that would be required on daily/weekly/monthly basis are as follows:

- a. Hourly/half hourly call data
- b. Process wise call volume with details of abandoned calls
- c. Call volume based on the origin of call
- d. Calls for specific type of activity
- e. Calls per CSR/day/week/month
- f. Outbound hit ratio calls
- g. Number of e-mails handled (received, replied, bulk)

## AIRLINE ALLIED SERVICES LIMITED

- h. Number of SMS handled (Push – marketing, disruption) etc.
- i. Scheduled Adherence / SLA
- j. No and details of Call agent deployed
- k. Agent occupancy reports – peak and non-peak
- l. Contact / Call Centre Service Availability reports / Seats outage Reports
- m. Language wise call volume reports
- n. Numbers of written complaints against Contact / Call Centre operations with details from customers
- o. Additional reports as per requirement.

Note: Reports will be required to be tailor made as per Airline Allied Services Limited formats. To be shared with Successful Bidder after award of Contract.

### 2.16 Facilities

The following basic facilities must be available in the Contact / Call Centre/s

Facility	Minimum Requirements
Location/Space	Dedicated Contact / Call Centre services are to be provided from a single physical location and in a single hall/room
Facility Usage WorkStation	Dedicated Work Stations as the scope Involves > 15 sq. ft. per agent (cubicle space)
Training Rooms and Equipment	Availability of Training Rooms with capacity of not more than 20 participants per batch along with all required connectivity facility
Cafeteria/	In House
Power back-up	UPS with Automated Generator Back-up for Un Interrupted power supply.
Environment	Centrally A/C, Adequate Lighting, proper acoustics and furniture.

### 2.17 Other Mandatory Requirements:

- CCTV with recording facility of the entire Airline Allied Services Limited area on 24 x 7 basis
- Recording of all incomings and outgoing calls. and storage & retrieval of the same for at least 6 months
- Provision for signature tune/product information during call waiting.
- All recording of IVR options, product information must be professionally provided by the Bidder in studio environment.
- Wall-Board display for updated performance reports
- Wallboard Display for current status on agent’s availability and call waiting
- Remote monitoring facility from Airline Allied Services Limited premises for random monitoring of performance

## **AIRLINE ALLIED SERVICES LIMITED**

- Training to be imparted to all deputed officials of Airline Allied Services Limited on updating wallboard, MIS reports and other Contact / Call Centre services and features.
- IVR would be required to have only one level Noise attenuating headsets having real-ear and real-voice electro-acoustic properties with respect to noise rejection, receiving sensitivity and microphone output to all the CSRs.
- Call monitoring and barge – in facility to the onsite Airline Allied Services Limited designated officials in addition to the Team Leaders, Floor Managers etc.
- Incorporating all necessary information and circulars in the intranet to be used as Ready reckoner.
- ACD monitoring facility to Airline Allied Services Limited designate in addition to the Team Leader/Floor Manager.
- Facility for message blast on CSR's PCs in case of any emergency on urgent message
- Access Control System to monitor attendance and track movement of staff.
- All CSR/TL/ONSITE Airline Allied Services Limited officials designate must have simultaneous access
- All CSR/TL/ONSITE Airline Allied Services Limited officials designate must have Internet & intranet connectivity
- All TL/ONSITE Airline Allied Services Limited officials designate must have following facilities:
  - Workstations to include headphone with noise cancellation facility
  - Call diversion facility
  - ACD / CMS monitor
  - Call barge-in facility
  - Access to Internet

Airline Allied Services Limited may depute any authorized personnel for surprise inspection of the activities of the Successful Bidder at the Contact / Call Centre locations.

All industry upgrades (both functionality and technology) related should be provided at no additional cost.

## AIRLINE ALLIED SERVICES LIMITED

### 2.18 Service Levels (SL):

The Successful Bidder would be accountable to deliver the SL's based on differential Quality of services as defined below:

SL		
Type of Service	Parameter	Service Level
Inbound Services	Average Wait Time	Less than 30 sec
	Call Abandon Rate	Less than 3 %
	Average handling Time*	Less than 4 mins including wrap up time.
	Average First Time Resolution	More than 85%
	Average no. of written complaints	Less than 15
E-mail	First response	Auto acknowledged
	Personalized response resolving or advising expected time to be	Within 24 hours from the receipt of mail
	Final resolution	Within four working days
	Team Leader or Supervisor would authorize the response as per templates provided by AASL. If required, they may consult AASL SOD	
SMS - Push	As specified at The time of initiating the activity	As per SOP: Same will be provided by Airline Allied Services Limited to the Successful Bidder on award of Contract
Internal Audit & score	Minimum 1 per Agent/week	Minimum score 85%

#### Definitions:

1. Wait Time: Time taken from IVR response to CSR response.
2. Call Abandon: When the call gets disconnected before being answered by a CSR
3. Average Handling Time:

**"Average Handling Time (AHT) would commence from call landing time at the CSR workstation"** and will include the wrap up time. This would include the wrap up time taken by CSR to close the call or update the CRM. AHT would vary for different category of calls and as such, the above given figures are only indicative. AASL would review and define AHT for various categories of services from time to time in mutual consultation with the Tenderer.

4. First time resolution:  
Total number of escalated calls and feedback calls for each process would be considered as calls not resolved at the first time for that process.

The audit/assessments would be conducted periodically on an ongoing basis. Daily briefing/ debriefing wherever required, would take place before/after a shift change. All necessary FAQ's, briefing material would be initially provided by Airline Allied Services Limited to the Successful Bidder.



## **AIRLINE ALLIED SERVICES LIMITED**

**NOTE:**

**AASL reserves the right to incorporate, at any time new Service Level(s) (SLs) based on the type of service being introduced by Airline Allied Services Limited.**

### **2.19 Service Level Indicators:**

Service Level Indicators have a critical role in performance of the Services. This includes the ability to track and trend performance, identify, diagnose, and correct performance problems, and to establish performance goals and assign accountability for achieving the goals.

The following additional Service Level indicators are required for measuring, managing, and continuously improving the Contact / Call Centre performance:

- Customer satisfaction,
- Any other relevant parameter,

The Successful Bidder has to measure these Service Level indicators on monthly basis in the Contact / Call Centre. Airline Allied Services Limited designated officials may discuss and analyze these.

## AIRLINE ALLIED SERVICES LIMITED

### 3.0 Escalation

The customer on dialing the Call Center Toll Number would be greeted with welcome message on IVR and advised to opt for language. Thereafter the customer would get connected to the CSR and based on the required service, the below shown process would be followed.

<b>For information on Schedule, fares and similar activities</b>		
<b>Action to be taken by CSR</b>	<b>Escalation in case of CSR unable to resolve</b>	<b>Onward action by official to whom escalated</b>
CSR checks the details in PSS and responds	Escalates to TL (Team Leader)	Checks From other available Source and closes the call.
<b>For Reservation, Modifications/Cancellations/booking of Ancillary Services</b>		
1. CSR makes booking of PNR Ancillary services as per procedure.	Escalates to TL	Offers solution in consultation with Airline Allied Services Limited official. If necessary, would make outbound call to customer
2. Modification of booking/ancillary services: A) CSR makes rebooking as per procedure. B) CSR checks penalty conditions. C) Re-issue tickets and/or rebooks ancillary service. D) Uses payment gateway to collect money.	Escalates to TL	Offers solution in consultation with Airline Allied Services Limited official. If necessary, would make outbound call to customer
3. Cancellation A. Confirms passenger ID as per SOP. B. Proceeds to cancel booking and refunds to point of sale.	Escalates to TL	Offers solution in consultation with Airline Allied Services Limited official. If necessary, would make outbound call to customer

## AIRLINE ALLIED SERVICES LIMITED

### 4.0 PENALTIES:

#### (a) Penalty on account of Service levels

In case the Successful Bidder fails to provide committed level of **Quality of Service (QOS)**, then penalty would be levied as per matrix attached below:

#### Inbound Services:

Type of Service	Committed QOS Parameter	QOS Level	Penalty in percentage of monthly bill
Inbound Service	Average Wait Time	Less than 30 Secs	0.0
		30 to 60 Secs	1.0
		60 to 90 Secs	1.5
		More than 90 Secs	2.0
	Call Abandon Rate	Less than 3%	0.0
		3% to 6%	1.0
		6% to 10%	2.0
		More than 10%	5.0
	Average Handling Time	Less than 4 minutes	0.0
		4 min to 8 min	1.0
		More than 8 Mins	2.0
	Average First Time Resolution	More than 85%	0.0
		85% to 75%	1.0
		75% to 65%	2.0
		65% to 50%	4.0
		Less than 50%	5.0
	Average nos. of written complaints from customers against Contact / Call Centre operations per month	Less than 15	0.0
15 to 30		1.0	
More than 30		3.0	



## **AIRLINE ALLIED SERVICES LIMITED**

### **Definitions of QOS Parameters:**

1. Average Wait Time:

Time taken from IVR response to CSR response.

2. Call Abandon:

Calls Disconnected between IVR and CSR response.

3. Calls abandon Rate:

Will be calculated on a daily basis and the formula for computing the same would be as follows. However, the penalty will be calculated on monthly basis. (Calls offered – Calls answered)/ Calls offered X 100

4. Average First Time Resolution (FTR):

Total number of escalated calls and feedback calls for each process would be considered as calls not resolved at the first time for that process. The formula to compute the first time resolution is as follows:

$$\text{FTR} = (\text{THC} - \text{Esc Calls}) / \text{THC} \times 100$$

Where

THC = Total number of calls handled in the month.

Esc Calls = Number of escalations feedback calls received during the month

Average FTR will exclude those queries on which Airline Allied Services Limited has not imparted any training or provided information on.

### **NOTE:**

In case penalty are applicable on more than one QOS parameter, then the total penalty applicable will be calculated as a sum total of all applicable penalties.

For example:

If Call Abandon Rate is 5% and Average Wait Time is 90 seconds, then the total penalty applicable will be calculated as:

### **Penalty % applicable on monthly billing:**

Call Abandon Rate : 0.5%

Average Wait Time: 3.0%

Total Penalty % applicable on monthly billing = 0.5% + 3.0% = 3.5%

In addition to the above any financial outgo due to any CSR's mistake will have to be absorbed by the Successful Bidder. AASL shall raise debit note for the same that shall be adjusted with the monthly invoice.

**THE CUMMULATIVE PENALTIES LEVIABLE ON THE SUCCESSFUL BIDDER FOR NON-COMPLIANCE OF THE SERVICE LEVELS (SLA) PARAMETERS WOULD NOT EXCEED 15% (FIFTEEN PERCENT) OF THE TOTAL MONTHLY BILLINGS**



## **AIRLINE ALLIED SERVICES LIMITED**

### **(b) Contact / Call Centre Service Availability Uptime and Penalty:**

The Successful Bidder will be required to provide 99.5 % technology uptime calculated on monthly basis for complete availability of IT Infrastructure on each seat. The downtime on account of technology outage when the caller cannot be serviced from any of the seat would be subject to penalty.

For uptime less than 99.5 %, the percentage of hours of the seat outage across the total seat hours within a month would be deducted as a penalty.

For example, if the Successful Bidder is to provide all the services on 100 FTE seats (technical Set up), then total seat hours in a month of 30 days would be 72000 hrs (100X24X30). If 80 seats are not available for 10 hours each in a month, then the total seat outage will be 800 seat hours for a month and % uptime will be calculated as under:

Total seat hours = 72000

Total seat hour outage = 800 seat hours per month

% uptime =  $72000 - 800 / 72000 * 100 = 98.9 \%$

Therefore, penalty on the bill would be  $99.5 - 98.9 = 0.6 \%$  of the monthly bill amount to a maximum of 5 percent of the monthly bill.

**Note: At no given time can the down time of the complete line of business be more than 01 hour else the Successful Bidder would be subject to penalty.**

### **DOWNTIME PENALTY**

**The downtime on account of breakdown of PSS link from Airline Allied Services Limited, for reasons which are practically beyond the control of the Service Provider, would not be considered in calculation of penalties pertaining to the Service availability uptime, provided that immediate occurrence of such breakdowns along-with the proof of action taken by the Successful Bidder with telecom service provider is provided to Airline Allied Services Limited. The Down Time report format shall be provided by Airline Allied Services Limited, that will contain the down time details of Airline Allied Services Limited, Successful Bidder, telecom service provider separately. The penalty shall be applicable only when the down time onus is of the Successful Bidder.**

### **NOTE:**

**THE PENALTIES MENTIONED ABOVE IN 4(a) & 4(b) WOULD NOT BE LEVIED DURING THE FIRST THREE MONTHS OF OPERATIONS OF THE CALL CENTRE AFTER THE CUT-OVER PERIOD**

\*\*\*\*\*



## AIRLINE ALLIED SERVICES LIMITED

### ANNEXURE D

#### Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India

-----

#### TECHNICAL REQUIREMENTS

The broad Technical Requirements in detail have been explained in the Technical Requirement Section for better understating.

The Bidder is required to indicate the compliance of these technical requirements along with other requirements as per the given format in Annexure-J of this Tender which is titled “TECHNICAL BID RESPONSE: TENDERER COMPLIANCE TO TECHNICAL REQUIREMENT OF TENDER”. Such of the technical requirements have to be separately responded by the Bidder under two separate tables classified as “**Mandatory Technical requirement**” in Table-I of the above Annexure. The Bidder is also required to provide the details of offered technical solution wherever required, in the appropriate space. In case the details are already provided elsewhere in the response to the technical tender, relevant reference should be provided in the column.

The Bidders may also note that in case of Non-Compliance to any of the mandatory technical requirements, the Bids would be disqualified.

## **AIRLINE ALLIED SERVICES LIMITED**

### **Technical Requirements:**

This section covers the Airline Allied Services Limited specific requirements of technical infrastructure, which the Bidders should provide for complete service delivery of all functional requirements mentioned in this Tender. The technical requirements provided in this section are only major requirements and the Bidders are expected to provide the complete technical solution and IT infrastructure for end-to-end delivery of the Services.

The Bidders are expected to go through each of the requirement and provide the details of the offered solution, details of all the IT equipments, Network connectivity schema, all LAN & WAN components, make, model and software versions etc. The details should also be provided for the UPS's, DG sets, workstations, network security and other equipments.

In addition to above the Bidder should clearly specify and provide the details of his existing Contact / Call Centre infrastructure and facilities including the EPABX, ACD, IVR, Voice logger, telecommunication infrastructure, E1 circuits etc. at the existing/proposed Centres. In case the Bidder proposes to use the existing facilities, it should be communicated clearly in the response.

The Bidder should refrain from attaching annexure / appendices and should provide complete details of all components under each of the points.

### **1. Contact / Call Centre Architecture**

Airline Allied Services Limited requires one site for Contact / Call Centre, within one month from the date of award of contract to handle domestic calls. This Centre will handle multimedia channels like Voice, E-mail, SMS, Web-chat and other functions as defined in the Tender.

In case Bidder proposes to share the same infrastructure for handling of domestic calls, the latest DOT guidelines must be followed and it should be very clearly mentioned in the Technical Bid along with complete detail.

### **2. Inbound Domestic Calls**

Airline Allied Services Limited will subscribe to a new Helpline number/s from any telecom service provider. The Helpline number/s will be owned by the Successful Bidder. The Telecom infrastructure (PRI) for handling calls will be hired and managed by the Successful Bidder.

### **3. Outbound Domestic Calls:**

The Successful Bidder will provide dedicated PRI's / Trunks to Airline Allied Services Limited at the Contact / Call Centre for making all outbound calls. Since the volume of outgoing calls may be high, the Bidder should provide most economical bulk calling package rates for this Service. Airline Allied Services Limited reserves the right to choose the telecom service provider.

## **AIRLINE ALLIED SERVICES LIMITED**

The payment for outbound calls will be reimbursed by Airline Allied Services Limited in actual. The Successful Bidder shall provide details of all calls made in a soft copy file to the officials of Airline Allied Services Limited who shall carry out random check of the outbound calls made. The soft copy file needs to be procured by the Successful Bidder from the telecom service provider. The Telecom infrastructure (PRI) for handling calls will be hired and managed by the Successful Bidder.

### **4. Airline Allied Services Limited Hosts Access:**

#### **(a) Airline Allied Services Limited PSS Hosts Access:**

The Successful Bidder has to access the web-based Airline Allied Services Limited Reservation Host System. The Successful Bidder will provide leased WAN links for internet connectivity from Contact / Call Centre location to the nearest telecom service provider (Minimum 2 WAN leased circuits) with requisite bandwidth (minimum 2 Mbps each) to ensure that there is no degradation of end user Host response time due to bandwidth limitations. The responsibility of management and uptime of these WAN links will remain with the Successful Bidder who will be responsible for the SLA uptime requirement.

The Bandwidth requirement will be reviewed mutually on quarterly basis and in case of business needs, the Successful Bidder may have to increase the same. The cost of enhancing the bandwidth will be decided by the Successful Bidder and Airline Allied Services Limited mutually whenever such requirement arises in future.

These WAN links should preferably be taken from two different telecom service providers on different media (wired and wireless), if feasible to have maximum availability. Airline Allied Services Limited reserves the right to choose the telecom service provider.

The entire Network hardware like Routers, Firewalls, Digital Drivers, Ethernet Switches, ISDN-NT's etc. required at Contact / Call Centre for the above mentioned network connectivity will be provided and maintained by the Successful Bidder at their own cost.

The agents' workstation/ PC should be branded and the minimum configuration should be with 2GB RAM, 160 GB HDD and Windows XP/Windows 7 Operating System with 17" TFT Monitor. Initially Airline Allied Services Limited will provide briefing to the Successful Bidder's engineers on configuration, day-to-day problems and other issues relating to accessing PSS Host so that the day-to-day management of these can be taken care by the Successful Bidder.

## **AIRLINE ALLIED SERVICES LIMITED**

### **5. Interface of Contact / Call Centre applications with Airline Allied Services Limited Hosts**

The Successful Bidder will be required to interface the Contact / Call Centre applications e.g. Contact / Call Centre, CTI, Payment gateway, SMS based applications, IVR based applications etc. with the existing Airline Allied Services Limited Reservation System PSS Host through industry standard technologies such as Integration through API's, Web interface modules, middleware etc.

### **6. IT infrastructure:**

The Successful Bidder must provide latest state-of-the-art Contact / Call Centre solution based on Unified IP Multimedia platform for seamless handling of all Medias of contacts such as Voice, E-mail, SMS, Web etc. with unified administration and reporting and must have the integrated components in a single platform.

The CTI, IVR, IP PBX and ACD should be from the same OEM. The proposed solution from the Bidder must be vetted and endorsed by the Contact / Call Centre Solution Provider and OEM. Necessary letter from the OEM should be closed for CTI, IVR, IP PBX and ACD and the same should be a part of the Technical Bid.

#### **(a) PBX and IP telephony, Automatic Call distribution –**

Some of the features are as mentioned below.

- Intelligent Routing
- Queue optimization routing – In case of threshold of defined queue and wait time, call should be routed to another queue or ACD group.
- Time based routing
- Routing based on longest idle time
- CLI/ DNIS based routing
- Call prompting
- Skill based routing
- Multiple skills assigned to an agent.
- Rules based routing
- Routing of calls based on agent's attributes
- Call transfer from/to agent to Supervisor / Manager- within the site / to any other site
- Remote monitoring to access ACD reports.
- Call forward support.
- Call blending based on the call flow
- Integration with all CTI enabled equipment
- System should inform the caller the status of the queue e.g. duration of expected hold time, no of callers presently in queue etc.
- Music / messages on hold (minimum 4 each)
- Inbuilt resiliency & capability of high availability telephony environment.
- Monitoring and reporting capabilities.

The Bidder must provide the complete details of the PBX/ ACD model no., manufacturer, version no., capacity and capability (including number of agents, agent's groups, queues, routing schemes etc.) that can be supported / configured in the system.

## **AIRLINE ALLIED SERVICES LIMITED**

The PBX/ACD should have adequate scalability to meet the future business requirements. The ACD management software should provide all real time as well as historic statistics.

The Bidder must not enclose any technical brochure rather they should give the full details wherever required along with technical bid.

### **(b) Outbound Dialer:**

- \* Preview dialing
- Blaster functionality
- Interface with IVR
- Call recording and supervisor monitoring capabilities should be the same as for incoming calls.
- Support automated delivery of message, answering machine recognition, call report generation etc. for outbound dialing

The Bidder should explain the outbound dialer capabilities and how the calling algorithm works.

### **(c) Interactive Voice Response (IVR):**

- All incoming calls should be routed through IVR.
- To be interfaced with the payment gateway for entering credit / debit card/charge cards / net banking etc. details.
- Integration with CTI
- The Bidder must agree to get the IVR prompts in different languages recorded by professional in a studio as per Airline Allied Services Limited requirements.

### **(d) Computer Telephony Interface:**

The Bidder must provide the complete Integrated CTI application suite with IVRS, CTI screen Pop-ups

The CTI application suite at each workstation must have the following features:

- Provides Screen Pop-ups (on answer)
- Calling line information display (Callers number, Number dialed)
- On screen dialing
- On screen phone control (Answer, hang up, hold, conference, ETC)
- Contact / Call Centre phone control (logging on, after-call work notification)
- Advance functions such as call routing, reporting functions, and automation of desktop activities
- Real time reports for tracking the Contact / Call Centre operations (including agent log in, availability status, etc.)
- CTI should be integrated with IVR & pick up information stored by IVR in the database.

### **(e) Voice logger and quality monitoring.**

- The system should support selective recording.
- The Bidder should provide 100 % automatic recording of all incoming and outgoing conversation calls for 6 months and to be stored in a database and application for search and retrieval of recordings on various parameters such as Agents ID, Date, Time etc.



## **AIRLINE ALLIED SERVICES LIMITED**

- The system should support play back recorded conversation.
- Capability of remote monitoring of calls.
- Remote Monitoring of voice calls.
- Capability of emailing the recorded voice to a supervisor or agent or AASL.
- Capability to record calls to confirm transactions in case of payment collection.
- The Bidder should ensure that recording of all the calls (both incoming and outgoing) to be carried out as per the country's Local Government Telecommunications Authority Rules.

### **(f) E-mail Management:**

The Bidder will provide the required e-mail infrastructure to carry out the following:

- Automatic retrieval of Contact / Call Centre emails from Airline Allied Services Limited E-mail Server
- Automatic generation of E-mail response by the system.
- E-mails are forwarded to specified agent queues.
- Generation of emails on scheduled basis.
- Should support database fields (e.g. merge).
- Queuing of emails to multiple agents for simultaneous action.
- Manual rerouting of emails to Airline Allied Services Limited specific email addresses.
- The Bidder must agree to keep the archived records of all incoming and outgoing emails for a minimum period of six months for any future reference / audit etc.
- SMTP services for sending outgoing mails

### **(g) SMS Push**

The Bidder will be required to provide the SMS GUI interface, infrastructure and integration with local database for SMS Inbound/Outbound (Push) handling.

## **7. Data Network and Security**

7 (a). The Bidder must provide Fail Safe Data Network to transport data, voice, web etc. to Contact / Call Centre locations with adequate bandwidths. The entire Network should have inbuilt redundancy to ensure high uptime.

Adequate Network security but not limited to the following should be in place:

- Network security should be maintained by having password and audit control on Network equipment.
- Internet connectivity should be restricted (i.e. only necessary sites are accessible).
- Firewall and IDS/IPS protection must be in place.
- Separate VLAN for Airline Allied Services Limited process.
- Proper Antivirus security with centralized updates.

7 (b). The Successful Bidder shall execute a separate Data Protection Agreement with Airline Allied Services Limited.

## **AIRLINE ALLIED SERVICES LIMITED**

### **8. Internet and Intranet**

The Bidder should provide infrastructure (including IDS, IPS, firewall etc.) for Internet and intranet access to all the CSR's and other officials. There should be redundancy in Internet links, service provider for higher uptime. The non-availability of any of the Internet links should not have any effect on the functioning of Contact / Call Centre. The Successful Bidder will be required to restrict the access of websites for the agents as per the Airline Allied Services Limited requirements.

### **9. Real time monitoring and supervisor handling:**

- Provision of real time agent activity monitoring and view their present status.
- Summary statistics of agents logged in, no of calls etc.
- Call Barge-in, conferencing, • Remote monitoring.
- Supervisor alerts on defined thresholds.
- Real time statistics in graphical form.
- Supervisor should be able to modifies queue sizes based on traffic Pattern.
- Supervisor should be able to send message to the agent/s.

Successful Bidder will provide the Outline of all statistics available to the supervisor.

### **10. Reporting:**

- Real time and historical ACD reports.
- Customizable reporting architecture to cover ACD
- The report log should be available for queues, stations, agents, lines etc. without causing problems with real-time processing of calls.
- Schedule of reporting should be possible.
- Graphical reporting capabilities.
- Capability to run reports on any network printer should exist including to remote managers.
- Conversion of reports into html format for accessibility through intranet should exist.
- All ACD logs should be provided to Airline Allied Services Limited for record

The Bidder should describe reports that are presently available with the system and attach a sample reports.

### **11. Agent's Interface**

The system should support IP phones with features such as dialing, disconnecting, mute, transfer, conference and other standard phone features. All workstations should be dedicated for Airline Allied Services Limited process.

### **12. CCTV system:**

The CCTV system should be deployed at various points in the Centre for surveillance to monitor the entry points, passages and various areas within and around the facility as per the Airline Allied Services Limited requirements.

The Video recordings obtained from the CCTV system should be maintained for a period of 30 days.

## **AIRLINE ALLIED SERVICES LIMITED**

### **13. Physical security**

1. Security guards for round-the-clock supervision.
2. Electronic logging and tracking using access system: Electronic Access Control System must control all the entry and exit. Access rights to the concerned employees will be provided based on the employees' functional role. Outsiders or any other unauthorized person will not be allowed to enter the premises without permission.
3. Access cards for the employees with photographs
4. Core Network room with restricted access control
5. Data Centre should have single entry and should be situated away from the Operations area.
6. Records should be maintained for entry and exit of all personnel at all the points.
7. There should be separate rooms/halls for Airline Allied Services Limited processes and it should not be shared with agents of another customer.

### **14. IT Infrastructure uptime status reports:**

The Successful Bidder will have to provide detailed technical MIS reports of the status of LAN, WAN, data networks, IVR, workstations and other IT infrastructure on mutually agreed period.

### **15. Outsourcing guidelines**

Hours of operation: 24X7X365/366 days a year.

### **16. Productivity Tools**

The Bidder should provide the workforce management tools / software being used / proposed to be used for Airline Allied Services Limited process to meet the functional requirements of this Tender. The workforce management tools are to be integrated with Contact / Call Centre solution.

### **17. IVRS application:**

The IVR system may have multiple levels after the language selection and before landing at the CSR's desk

### **18. Organization Structure**

The Bidder should provide the following details:

1. Provide the experience details of the all technical manpower.
2. Provide current Data Centre layout and expansion plans.
3. Provide the complete details of proposed sites, facilities for Airline Allied Services Limited Contact / Call Centre.
4. Details of the Vendors that provide the technology and support.
5. Describe the escalation matrix and process to resolve the technology related issues.

### **19. The Bidder should provide following detail of existing customers.**

1. Name of the Company
2. No. Of seats (Inbound and Outbound operation)

## **AIRLINE ALLIED SERVICES LIMITED**

3. Type of Media being handled (voice, e-mail, SMS, Web chat etc.)
4. Name of the person who can be contacted along with his phone number and e-mail address.

### **20. Certification.**

The Bidder should provide details of certifications / compliances with respect to Contact / Call Centre operations, IT and data security.

### **21. Visit to the Contact / Call Centre**

The Bidder must arrange Site-visit to their existing Contact / Call Centre location/s by Airline Allied Services Limited team during the process of technical evaluation. During the site visit, Bidder will be required to physically demonstrate the existing infrastructure and functionality as quoted by him in this Tender.

Bidder must also be required to show the proposed site/s and infrastructure as quoted by them in the Tender.

### **22. Project cutover and implementation time line:**

The Bidder must submit the complete project implementation plan as per the service delivery timelines mentioned in the general terms of this Tender with details of each of the activity.

## AIRLINE ALLIED SERVICES LIMITED

Annexure – D1

### Technical Expertise

Technical Expertise – (Hardware/software/Telecom)

### Information Technology

Equipments/Tools	Tool Name /Equipment Make	Own or Leased	Integration aspects	No. of Users	Experience	
					Years	Industry
CTI						
IVR						
SMS						
PBX and IP telephony, Automatic Call distribution						
HR Mgt Systems						
Performance Appraisal Systems						
Quality Mgt Tools						
Business Intelligence tools						
What are your technical expertise in providing Call Centre Services to a large service sector industry. Including indigenous software/Hardware/ systems developed for providing the services?						

Personal computers (without USB and other copying devices), headphones AMCs wherever required in respect of the above infrastructure.

## AIRLINE ALLIED SERVICES LIMITED

### 2 Security (IT & Data)

<b>2.a Security initiatives for Personnel</b>	
Do you take a Non-disclosure agreement? From whom and how far is enforceable?	
What are your formal disciplinary action procedures in case of security breach	
Explain your employee reference checking process	
Do you conduct training sessions on data security and how?	
Are you adapting ISO 27001 security practices or any other security practices? Please specify.	

<b>2.b Security initiatives – Data/IT/Software</b>	
What are the Fire-walls used by you?	
What are the measures for security for PCs and copying devices?	
How do you prevent use/installation of unauthorized software?	
What are the security measures taken while giving Internet, Email facilities to employees, to ensure data – security?	
<b>2.c Security initiatives – Physical infrastructure</b>	
What are your Physical security measures? Give an account on Access Card systems, Circuit TV and monitoring etc.	
How are you ensuring securities while outsourcing maintenance services to a third-party vendor?	

### 3 Transition Process

<b>3.a Entry Transition Process - From Airline Allied Services Limited to Service Provider</b>	
A quick project plan for implementation of contact centre services	
Dependencies at various stages, such as integration with CTI	
<b>3.b Exit Transition Process – from Service Provider to Airline Allied Services Limited</b>	
Transition time frame and activities	
Data transfer strategy	
Transfer of licenses/rights acquired for servicing the AASL	
Transfer of systems, procedures, policies etc.	
What will not be transferred to Airline Allied Services Limited.	



**AIRLINE ALLIED SERVICES LIMITED**

**ANNEXURE E**  
**TECHNICAL BID**

**COVERING LETTER FOR SUBMISSION OF TECHNICAL BID**  
**(ON BIDDERS LETTER HEAD)**

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Date:

Dear Sir,

**Sub: AASL/DEL/TENDER/CALL CENTRE/2018/01 for Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

With reference to your tender No. \_\_\_\_\_, for Selection of Contact / Call Centre Service Provider for domestic callers of Airline Allied Services Limited, we hereby submit our Technical Bid.

We have read and understood and hereby agree to comply with all the Specifications and Terms & Conditions of your Tender.

We are submitting our Technical response as per the Annexures F, G, H, I, J & M of this Tender.

We hereby also confirm that we have enclosed the Commercial Bid format duly blanked out, the requisite EMD amount of **Rs.2 Lacs by way of Bank Draft /Banker's cheque/Bank Guarantee** (Annexure – Land other relevant documentation in support of our Bid.

Enclosures:

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal : \_\_\_\_\_





**AIRLINE ALLIED SERVICES LIMITED**

**ANNEXURE – F**

**UNDERTAKING CERTIFICATE  
(ON COMPANY’S LETTER HEAD)**

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Sir,

**Sub: AASL/DEL/TENDER/CALL CENTRE/2018/01 for Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

It is certified that we have studied and understood the terms and conditions of the Tender for Nature of the work: \_\_\_\_\_ and agree to abide by the same unconditionally.

- 1) Having examined the Conditions of Assignment for the above Contract, i.e. \_\_\_\_\_, we qualify under the minimum eligibility criteria and offer to undertake the work in conformity with the Conditions of Assignment.
- 2) We undertake to complete and deliver the whole of the works comprised in the Tender and agree to abide by the General Terms and Conditions.

Dated ..... day of .....

Signature .....in the capacity of .....

Name

Is duly authorized to sign tenders for and on behalf of .....

**AUTHORISED SIGNATORY**

**Name of the Bidder**

**Bidder’s Seal & Signature**

## AIRLINE ALLIED SERVICES LIMITED

### ANNEXURE – G

#### Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India

-----

#### **TECHNICAL BID RESPONSE: BIDDER COMPLIANCE TO PRE-QUALIFICATION CRITERIA (ON BIDDER’S LETTER HEAD)**

We hereby provide our response to the Pre-Qualification Criteria for the subject Tender. All the related documents and paperwork in support of our response has also been attached along-with our Bid.

S/N	Requirement	Condition	Compliance (Yes/No)
1	The Bidder must either be (i) an incorporated entity under the Indian Companies Act, or Limited Liability Partnership Act, 2009 or (ii) a registered partnership firm under the Indian Partnership Act, 1932 or (iii) a sole proprietorship. The Certificate of Incorporation (COI)/ Registration document issued by concerned authority is required to be attached.	Mandatory	
2	a). Currently in the business of providing Contact / Call Centre services registered in India, for the last three consecutive financial years i.e. 2015-16, 2016-17 & 2017-18 with documentary evidence thereof, along-with a list of clients with contact details. b). Must have undertaken Commercial Passenger Airline contact / call centre services for at least 1 year during the past three years.	Mandatory	
3	The Bidder must have a Permanent Account Number (PAN). A copy of the PAN is to be submitted.	Mandatory	
4	The Bidder must have a currently valid GST Registration Certificate. A copy of the GST Registration Certificate is to be submitted.	Mandatory	
5	Copies of acknowledged Income Tax Returns for the three financial years 2015-16, 2016-17 & 2017-18 are to be submitted.	Mandatory	
6	The Bidder must have their own operational Contact / Call Centre/s in minimum two locations out of the following six major Metros in India i.e. Mumbai (Including Thane, Navi Mumbai and Pune), Delhi (including NCR), Kolkata, Chennai, Hyderabad, Bengaluru and any other State Capital as on the closing date of the Tender. AASL reserves the right to inspect the facility of the Bidders in order to establish the capability of the Bidder to provide the required Services as per Tender requirement.	Mandatory	
7	The Bidder must have valid Other Service Provider (OSP) licenses for Domestic Contact / Call Centre issued by the Department of Telecommunication, Govt. of India in favour of the Tenderer. (Attach duly signed and authenticated copy of the COI and DOT approvals).	Mandatory	

## AIRLINE ALLIED SERVICES LIMITED

8	The Bidder must have existing Contact / Call Centre/s as per requirements of point 6 above with minimum 100 operational work stations for Contact / Call Centre – Inbound voice process at a single location for a period of at least three years as on date of release of this Tender. (Attach duly signed and authenticated documentary proof).	Mandatory	
9	The Bidder must have existing Contact / Call Centre/s as per requirements of point 6 above, and its Inbound voice process should be operational for one of its customers with minimum 50 occupied seats at a single location. (Attach duly signed and authenticated documentary proof).	Mandatory	
10	The Bidder must have had a minimum annual turnover of Rupees One Crore and fifty lakhs (Rs. 1.5 crore) in each of the financial year's i.e., 2015-16, 2016-17 & 2017-18 only from the Contact / Call Centre Business in India of the Bidder exclusively. (Attach last three year's audited balance sheet and Profit & Loss Account Statements). The turnover of the associates and/or subsidiaries and/or group companies and/or sister concerns would not be considered for the purpose of above stated qualifying turnover.	Mandatory	
11	The Bidder or their group of companies should, neither be associated/affiliated with any airline / airline company (except Air India Group) or their GSA in India directly or indirectly by way of shareholding / financial stake nor be a wholly / partly owned subsidiary / associate of any airline / airline company / GSA in India or abroad and neither of its director(s)/ shareholder(s) should have any kind of interest in any airline / airline company or their GSA in India directly or indirectly.	Mandatory	
12	The Bidder should provide accurate information about any litigation or arbitration resulting from contracts completed or ongoing under its execution in the past since the time it has been in business of its incorporation, in the Technical Bid response. A consistent history of awards against the Bidder may result in rejection of the Bid. Suppression of any information or material in this regard would be construed as a fundamental breach and AASL reserves its right to take appropriate action including cancellation of the Bid, forfeiting of EMD, termination of the Contract, Black listing the Bidder etc., as may be deemed fit and proper by AASL at any time without requiring giving any notice to the Bidder in this regard.	Mandatory	

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal: \_\_\_\_\_

## AIRLINE ALLIED SERVICES LIMITED

Annexure – H

**Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

-----

**TECHNICAL BID RESPONSE: BIDDER INFORMATION DETAILS (ON BIDDER’S LETTER HEAD)**

We hereby provide our response towards the Bidder Information details sought for against the subject Tender. All the related documents and paperwork in support of our Bid has also been attached herewith.

S/No	Details	Bidder Response (supported by related documentation and paperwork)
1	Name of the Bidder.	
2	Address	
3	Telephone No. / Mobile No.	
4.	No.	
5	Year of incorporation	
6	Type Of Organization	
7	Nature of Business Areas	
8.	Statutory Registrations	
9.	Organizational Structure	
10.	e-mail address(s) of the Tenderer	
11.	Name of Contact Person	
12.	Location of facility	
13.	Details of Quality Certifications	
14.	List of existing customers.	

Enclosures:

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal: \_\_\_\_\_



## **AIRLINE ALLIED SERVICES LIMITED**

### **ANNEXURE-I**

#### **Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

-----

#### **TENDERER COMPLIANCE TO FUNCTIONAL REQUIREMENTS OF TENDER (ON TENDERER LETTER HEAD)**

-----

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Sir,

We hereby provide our response towards the tender functional requirement as stated in the tender document. All the related documents & paperwork in support of our Bid has been attached herewith.

We hereby also confirm that we have the provision to extend all the Functional Requirements (both Mandatory and Optional as required in the Tender) as on date of submission of the Bid and that the same would also be made operational if & when necessary Airline Allied Service Limited desires to extend the requirements specified as Optional in the Tender.

We also confirm to have noted that in case of non- compliance to any of the mandatory requirements, our bids would be disqualified.

## AIRLINE ALLIED SERVICES LIMITED

SR.NO	Clause No.	Clause Heading	Condition	Compliance (Yes/No)
<b>Mandatory Requirements</b>				
1	2.1	Location	Mandatory	
<b>Note:</b> Indicate Location being offered to Airline Allied Services Limited:				
2	2.1.1	Languages	Mandatory	
3	2.2	Services & Scope of work		
4	2.2.1	Inbound services	Mandatory	
5	2.2.2	Outbound services	Mandatory	
6	2.2.3	Back office services	Mandatory	
7	2.3	Other Services	Mandatory	
8	2.3.1	IVR Based Solutions	Mandatory	
9	2.3.2	Other Value Added Services	Mandatory	
10	2.4	Volumes of Work	Mandatory	
11	2.4.1	Voice Calls	Mandatory	
12	2.4.2	Email	Mandatory	
13	2.4.3	SMS	Mandatory	
14	2.5	Recruitment	Mandatory	
15	2.6	Training	Mandatory	
16	2.6.1	Train the trainer	Mandatory	
17	2.6.2	Refresher Courses	Mandatory	
18	2.6.3	Training on New Products	Mandatory	
19	2.7	Work Force Ratio	Mandatory	
20	2.8	Shifts & Staffing	Mandatory	
21	2.9	Work Force Management Tool	Mandatory	
22	2.10	CSR Activity	Mandatory	
23	2.11	Seasonal Spikes	Mandatory	
24	2.12	Customer Satisfaction Audit	Mandatory	
25	2.13	Payment Gateway	Mandatory	
26	2.14	Force Majeure / Back Up	Mandatory	
27	2.15	Reports	Mandatory	

**AIRLINE ALLIED SERVICES LIMITED**

28	2.16	Facilities	Mandatory	
29	2.17	Other Mandatory Requirements	Mandatory	
30	2.18	Services Levels	Mandatory	
31	2.19	Service Level Indicators	Mandatory	
32	3	Process Flow	Mandatory	
33	4	Penalties	Mandatory	

We confirm that all cost related to Mandatory Requirements (Other than reimbursable costs) have been factored in our Commercial Bid in Annexure L.

Signature : \_\_\_\_\_  
 Name : \_\_\_\_\_  
 Designation : \_\_\_\_\_  
 COMPANY : \_\_\_\_\_



## AIRLINE ALLIED SERVICES LIMITED

### ANNEXURE-J

#### Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India

-----

#### **BIDDER COMPLIANCE TO TECHNICAL REQUIREMENTS OF TENDER (ON BIDDER’S LETTER HEAD)**

-----

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Sir,

We have noted that the broad Technical Requirements in detail have been explained in the Technical requirement Section, for better understating of the Tender. We confirm that we have gone through each of the requirement and our response is accordingly indicated.

We have indicated our response to “Mandatory Technical requirements” in Table-I and our response to “Optional technical requirements” in Table-II of this Annexure.

We understand that in case of Non-Compliance to any of the mandatory technical requirements, the Bids would be disqualified.

Sr. No	Mandatory Technical Requirements	Compliance Yes/No	Details offered Technical solution	Remarks
1	Contact / Call Centre Architecture			
2	Inbound Domestic Calls			
3	Outbound domestic Calls			
4	Airline Allied Services Limited Host Access			
5				

## AIRLINE ALLIED SERVICES LIMITED

	Interface of Contact/Call Centre application with Airline Allied Services Limited Host			
6	IT Infrastructure			
	(a) PBX and IP telephony, Automatic Call distribution			
	(b) Outbound dialer			
	(c) IVR			
	(d) CTI			
	(e) Voice Logger and quality monitoring			
	(f) Email Management			
	(g) SMS Push			
7	Data Network & Security			
8	Internet & Intranet			
9	Real time monitoring and supervisor handling			
10	Reporting			
11	Agent's Interface			
12	CCTV System			
13	Physical Security			
14	IT Infrastructure uptime status reports			
15	Outsourcing guidelines			
16	Productivity Tools			
17	IVRS			
18	Organization Structure			
19	Details of Existing Customers			
20	Certification			
21	Visit to the Contact / Call Centre			
22	Project cutover and implementation time line			
23	<p>The Bidder must have the necessary valid COI issued by the concerned authority and OSP license/ DOT approvals to operate the domestic Contact / Call Centre/s in his name.</p> <p>The Bidder must enclose the copy of the COI, OSP License/ DOT approvals along with technical bid.</p>			
24	<p>The Bidder must agree to liaise with all the Telcos on behalf of Airline Allied Services Limited for all Contact / Call Centre related matters. Airline Allied Services Limited will issue necessary authorization wherever required.</p>			

## AIRLINE ALLIED SERVICES LIMITED

25	The Bidder must agree to provide at least 20% additional PRI's as may be required to handle peak time call volume at both the Contact / Call Centre locations.			
26	The Bidder must provide the dedicated power supply from the local power supplier at the Contact / Call Centre locations. In the event of unavailability of primary source power outage, the services should not be uninterrupted under full load conditions.			
27	The Bidder must provide the Wallboard at Contact / Call Centre locations for easy and fast access of information by agents.			
28	The Bidder must use the reputed management tools to manage the traffic on LAN/WAN. The Bidder must also provide its reports to Airline Allied Services Limited on regular basis.			
29	Bidder must agree to share and submit the complete details of - technical setup, architecture and its components to Airline Allied Services Limited after the Contact / Call Centre setup on regular basis.			
30	Bidder must agree to take prior approval from Airline Allied Services Limited technical team for any change in the technical setup, architecture and its components after the Contact / Call Centre setup.			
31	The Bidder must provide the Requisite infrastructure including space, PCs with Internet, Intranet and Airline Allied Services Limited host connectivity, access to ACD monitoring system,			

## AIRLINE ALLIED SERVICES LIMITED

	CTV view, land line telephone, printer etc. to the Airline Allied Services Limited officials positioned at the Contact / Call Centre locations.			
32	The Bidder must agree for the joint technical inspection of the infrastructure once in two-month time after the implementation of Contact / Call Centre project.			
33	The Bidder must agree to ensure Adequate Scalable architecture and resources at their Centre to manage Airline Allied Services Limited's long-term growth plans. The Bidder must agree to provide Additional workstations in view of any contingency such as fog, emergency, sudden growth etc.			
34	The Bidder must provide the detailed technical MIS reports of the status of LAN, WAN, Data Network, IVR, Workstations and other IT infrastructure on daily/weekly basis as per Airline Allied Services Limited requirements.			
35	The Bidder must agree to change the call flow, call process, recording, routing, or any other changes based on the operational requirements from time to time after the operation of Contact / Call Centre without any additional cost involved.			
36	The Bidder must generate and supply Airline Allied Services Limited with real time and daily/ weekly/ monthly summary reports of performance against service levels and other key metrics for all operations.			
39	The Bidder must agree to upgrade his Technical infrastructure periodically and ensure that the entire infrastructure is available on latest technological platform.			
38	The Bidder must agree to give a presentation of offered solution, architecture and all components to the Technical Team visiting the Contact /Call Centre during technical evaluation.			
39	The proposed call centre solution must be vetted and endorsed by the call centre solution			



**AIRLINE ALLIED SERVICES LIMITED**

	provider and OEM supplier of CTI, IVR, IP PBX and ACD.			
--	--	--	--	--

**Note:** The technical will be a part of the Contract signed between the Bidder and Airline Allied Services Limited.

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal : \_\_\_\_\_



## AIRLINE ALLIED SERVICES LIMITED

**ANNEXURE – K**  
**(Commercial Bid)**

### **COVERING LETTER FOR SUBMISSION OF COMMERCIAL BID (ON BIDDER'S LETTER HEAD)**

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Date:

Dear Sir,

**Sub: AASL/DEL/TENDER/CALL CENTRE/2018/01 for Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

With reference to your tender No. \_\_\_\_\_ for Selection of Contact / Call Centre Service Provider for callers of Airline Allied Services Limited, we hereby submit our Commercial Bid.

We have read and understood and hereby agree to comply with all the Specifications and Terms & Conditions of your Tender.

We are submitting our Commercial Bid as per the Annexures L of this Tender.

Enclosures :

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal : \_\_\_\_\_

**AIRLINE ALLIED SERVICES LIMITED**

**ANNEXURE L (1 of 3)**  
**(Commercial Bid)**

**Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

-----

**COMMERCIAL BID FROM BIDDER**  
**(ON BIDDER’S LETTER HEAD)**

We hereby submit our compliance to Commercial Bid in response to the Tender as per below:

S. No	Process	Requirement	Compliance Yes/No
1	<b>Rate Per FTE* (Rs. per month)</b>	Mandatory	
	*The rate should be all inclusive covering all costs including PF, ESI, other staff amenities, hardware, software, other infrastructure costs, office overheads, establishment expenses, supervision, management costs etc. excluding taxes.		
2	All Inclusive rate quoted separately for domestic SMS for Push-in Annexure L	Mandatory	
3	All Inclusive Domestic Telecom Rates to be given as per Annexure L	Mandatory	
4	Applicable Tax (details & current rate) to be Specified	Mandatory	

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal : \_\_\_\_\_



## AIRLINE ALLIED SERVICES LIMITED

ANNEXURE L (2 of 3)  
(Commercial Bid)

### COMMERCIAL BID

**Note: All rates to be quoted in Indian Rupees (INR) only.**

S.No	DETAILS	AMOUNT IN INR					
1	ONE TIME SET-UP COST						
2	IVR DEVELOPMENT/INTEGRATION COST						
3	FTE COST - PER FTE COST PER ANNUM (WITH YoY ESCALATION) FOR FIVE YEARS SEPARATELY.	Year 1	Year 2	Year 3	Year 4	Year 5	Per FTE Cost
4	TOTAL COST ( POINT 1 TO 3 )						

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal : \_\_\_\_\_

**AIRLINE ALLIED SERVICES LIMITED**

**ANNEXURE L (3 of 3)**  
**(Commercial Bid)**

**Other Costs**

		AMOUNT IN INR
4	<b>OTHER COSTS (OTHER THAN FTE)</b>	
	A. DOMESTIC SMS COST	(Per SMS Cost)
	B. DOMESTIC OUTBOUND CALLS	(Per Call Cost)

**NOTE: LOWEST PARTY (L1) WILL BE DETERMINED BASED ON THE TOTAL PROJECT COST FOR THE ENTIRE**

- 1 5 YEAR PERIOD UNDER :
  1. ONE TIME SET-UP COST
  2. IVR DEVELOPMENT/INTEGRATION COST AND
  3. FTE COST
  
- 2 NOTE:THE BIDDER SHOULD INDICATE THE TAX COMPONENTS SEPARATELY.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation : \_\_\_\_\_

Company Seal: \_\_\_\_\_



## AIRLINE ALLIED SERVICES LIMITED

### ANNEXURE – M

#### VARIANCE STATEMENT (ON BIDDER'S LETTER HEAD)

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Sir,

**Sub: AASL/DEL/TENDER/CALL CENTRE/2018/01 for Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

We hereby wish to state that the following details are at variance to the Tender terms, conditions, functional requirements and technical requirements as mentioned in the Tender. The reasons and the justifications for the variance terms are also provided for each variance offered by us. Such of the variance terms do not pertain to any Mandatory requirement specified in the Tender which please note.

S/No	Para Ref	Variance
1		
2		
3		
4		
5		
6		

Signature : \_\_\_\_\_  
Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Company Seal : \_\_\_\_\_



**AIRLINE ALLIED SERVICES LIMITED**

**ANNEXURE - N**

**AUTHORIZATION LETTER FOR ATTENDING BID OPENING**

To

Chief of MMD,  
Materials Management Dept.  
Airline Allied Services Ltd  
Alliance Bhawan,  
IGI Terminal 1 (Domestic Terminal)  
Delhi - 110037

Sir,

**Sub: Authorization for attending opening of TECHNICAL / COMMERCIAL BID**

**Tender no. AASL/DEL/TENDER/CALL CENTRE/2018/01 for Selection of “Contact / Call Centre Service Provider for callers of Airline Allied Services Limited” in India**

On Tender Date: Closing Date:  
Opening Date: Time:

The following person(s) is/are hereby authorized to attend Technical/ Commercial Bid opening of Tender.

S.No.	Name	E-Mail	Contact No	Signature

Signature: .....  
Authorized Signatory’s Name:.....  
Company Name: .....

**NOTE:**

1. Permission for entry to the Hall where bids are opened may be refused in case authorization as prescribed above is not received.
2. The authorized representatives, in their own, interest, must reach venue of bid opening well in time.
3. The authorized representatives must carry a valid photo identity.
4. Separate authorization letters would be required for Technical and Commercial Bid opening.