Terms of References (TOR)

Hiring a firm for operation and maintenance of National Helpline-333

Background of the Project

Aspire to Innovate (a2i) is a flagship whole-of-government programme under the ICT Division, implemented in collaboration with the Cabinet Division and supported by the United Nations Development Programme (UNDP). The programme acts as a national catalyst for citizen-centric public service innovation, aiming to simplify government processes, enhance transparency, and bring governance closer to the people.

The primary objective of the a2i initiative is to increase transparency, improve governance, and reduce the time, difficulty, and cost of accessing public services, particularly for the under-served and marginalized communities of Bangladesh. By fostering innovation, collaboration, and digital transformation, a2i seeks to build an inclusive ecosystem that empowers citizens and promotes efficient, responsive public service delivery.

The project is structured around the following three major components:

- Component 1: Institutionalizing Public Service Innovation and Improving Accountability - This component focuses on embedding innovation practices within public institutions, strengthening accountability mechanisms, and ensuring that government agencies continuously improve service quality through evidence-based performance monitoring and citizen feedback systems.

- Component 2: Catalyzing Digital Financial Services and Fintech Innovations - This component aims to accelerate the adoption of digital financial services (DFS) and fintech solutions, enabling efficient, transparent, and inclusive financial transactions. It supports interoperability among service providers and promotes financial inclusion across both urban and rural populations.

- Component 3: Incubating Private Sector-enabled Public Service Innovation - This component fosters public-private collaboration by engaging startups, entrepreneurs, and private organizations to co-create innovative digital solutions for public service delivery. It encourages scalable, sustainable, and citizen-driven innovations that contribute to the national vision of a New Bangladesh.

To achieve Bangladesh's ambitious vision of becoming a middle-income country, the Government has prioritized the need to streamline administrative processes, reduce operational costs, and citizens' access to government services and information. However, the country's digital inclusion remains a challenge, with only about 39% of the population having internet access, leaving nearly 61% without reliable connectivity or digital literacy.

This digital divide creates a substantial barrier for millions of citizens, particularly in rural and underserved areas, who struggle to access essential government services through existing web-based platforms. While the Government has developed online systems such as the Grievance Redress System (GRS) and various Service Application Portals, these platforms remain largely inaccessible to those without internet connectivity or familiarity with online tools.

Recognizing this gap, the Aspire to Innovate (a2i) programme under the ICT Division launched the National Helpline – 333, a citizen-centric, toll-free contact center designed to bridge the accessibility gap by bringing government services and information directly to the people through a simple voice-based communication channel.

The National Helpline-333 serves as an inclusive digital gateway, enabling citizens—especially those in remote and underprivileged communities—to obtain government information, register grievances, and receive guidance without requiring internet access, thereby advancing the national goals of transparency, efficiency, and equitable service delivery.

333 is not just a number; it has now become a symbol of public trust. To make it more effective, data must be used strategically, as the calls themselves indicate which areas face more problems. Digital and voice services must operate together, since millions of people still rely on voice communication. Follow-up must be ensured, because when people receive quick responses after calling, their trust increases. Public awareness must be strengthened, as many citizens still do not know what services are available through 333.

By dialing 333 from either a mobile phone or a landline, citizens can access a wide range of essential public services through a single, easily accessible platform. The National Helpline-333 provides citizens with:

- Information on government service procedures, enabling users to understand how to access various government facilities and programs.
- Contact details of public representatives and government officials, promoting direct communication and accountability.
- Facilities for lodging complaints and seeking redress for various social and administrative issues.
- Tourism-related information and guidance for both domestic and international visitors.
- Requests for relief and emergency assistance during natural disasters or humanitarian crises.

Since its inception, 333 has handled an extensive and diverse volume of citizen interactions, serving as a cornerstone of inclusive governance and digital public service delivery. The platform has successfully managed:

- Over 100 million calls related to government information and public services.
- Approximately 150,000 calls focused on social issue prevention, including early interventions in areas such as child marriage and gender-based violence.
- More than 164 million calls related to relief and emergency assistance, supporting communities during natural disasters and national emergencies.
- Numerous additional calls providing health consultations, digital commerce support, cyber security assistance, and other critical public service inquiries.

Through its voice-based accessibility, responsiveness, and nationwide reach, the National Helpline-333 has become a vital instrument for bridging the digital divide, ensuring that every citizen—regardless of internet access or literacy level—can obtain timely information, assistance, and government support.

The Path to Making 333 More Effective

When the state stands beside its people, the relationship transcends official procedures—it becomes a bond of trust woven into daily life. The National Helpline 333 stands as a living symbol of that trust, embodying the government's commitment to listen, respond, and care for every citizen, especially those most in need.

However, for this symbol to achieve its full meaning, it must continuously evolve—becoming clearer in purpose, more accountable in action, and more humane in service. By strengthening transparency, responsiveness, and empathy in every interaction, 333 can truly represent a government that not only serves its people but also stands with them—every hour, every day.

- **The Line Between Life and Everyday Challenges**
  People's problems are sometimes life-threatening, sometimes part of daily struggles. Therefore, triage must be made explicit — emergencies or ongoing crimes should go to 999, while all other issues should be directed to 333. If a call reaches the wrong line, it should be transferred warmly so that citizens do not feel confused or neglected.
- **Commitment to Timelines**
  Trust is built when citizens know when their issues will be resolved. To ensure this, specific timeframes must be set in coordination with District Administrations, City Corporations, and UNOs. The time for initial response and the expected duration for resolution must be clearly defined.
- **The Journey of a Voice**
  When someone makes a call, their voice begins a journey to the state. Every stage of that journey should be transparent to the citizen. Providing a case ID and SMS tracking updates such as "Received," "In Progress," and "Resolved" will strengthen people's confidence in the system.
- **Repository of Local Knowledge**
  Bangladesh is a country of many colors, languages, and cultures. Therefore, each district must maintain updated information on local forms, fees, schedules, and procedures. This is not just about information management — it is also about respecting the diversity of our society and culture.
- **Chain of Evidence**
  When someone files a price-related or service complaint, it should not rely on words alone. Supporting evidence such as photos, location data, SMS, or links must be attached. Field teams should be able to view this instantly through their dashboard. This will ensure that the citizen's voice is backed by verifiable proof.
- **Dashboard as an Open Window**
  Trust cannot grow if the services of 333 remain confined within closed rooms. Monthly statistics such as call volume, resolution rate, and average response time should be made public through regular reports. When the state opens its work to public scrutiny, citizen trust deepens.
- **Linguistic Diversity and Inclusion**
  Alongside standard Bangla, regional dialects and vocabulary should be incorporated. There must also be alternative input options for people with hearing or speech disabilities. When the state listens equally to every voice, only then can true democracy take root.
- **Dual Gateways of Phone and Chat**
  Today's world communicates not only through voice but also through messages. Therefore, both phone and chat channels must remain open. The information repository should be unified, but citizens should have multiple modes of access.
- **Citizen Feedback**

The most important element is collecting feedback after service delivery. Citizens should be asked whether their problems were resolved and if they are satisfied with the service. Such feedback will guide the state in identifying gaps and opportunities for improvement. When a citizen's voice reaches the state not just as a complaint but as an experience, the service attains true completeness.

Objective of the assignment

a) To ensure citizens can access comprehensive information about government services, offices and officials etc. through a single call from a mobile or landline phone.

b) To establish a system for receiving and addressing citizens' grievances via a single phone call, ensuring timely and effective resolution of complaints.

c) To facilitate home delivery of various public and private services through a single mobile call, improving convenience and accessibility for citizens.

d) To provide round-the-clock access to government interaction by operating the call center 24/7, accommodating different schedules and increasing overall accessibility to government services.

Scope of Services

The scope of work is mentioned below:

- The Service Provider shall manage and operate the National Helpline – 333 with a dedicated team of Fifty (50) Full-Time Equivalent (FTE) agents and supervisory personnel. The operations shall ensure round-the-clock (24/7/365) availability of services to citizens nationwide.
- The Service Provider shall ensure that all call center infrastructure and associated facilities are fully functional and adequately maintained to support uninterrupted 24/7/365 operations, including telephony systems, CRM, connectivity, and power backup.
- he Service Provider shall provide comprehensive system support and maintenance, addressing both software and hardware-related issues. This includes bug fixing, system optimization, and performance monitoring to ensure stable and reliable service delivery.
- The Service Provider shall perform minor change management activities as required by the Client, including small-scale configuration changes, interface adjustments, and workflow refinements, ensuring minimal disruption to live operations.
- The Service Provider shall take full ownership of the overall service delivery process, encompassing all aspects of agent preparedness—including recruitment, induction, training, scheduling, real-time monitoring, and performance management—to ensure that service quality standards are consistently met or exceeded.
- The system shall provide a fully integrated Softphone and Computer Telephony Integration (CTI) for both Inbound and Outbound operations. Core telephony functions shall include Answer, Hangup, Mute, Hold, Transfer, and Conference, along with Live Agent Call Spy capability for supervisory monitoring and quality assurance.

- Upon call initiation, the CTI interface shall automatically capture the caller's MSISDN and display essential citizen details such as Name, Age, Occupation, Education, District, and Upazila. The interface must also include a dedicated checkbox field indicating whether the caller is Physically Challenged.
- System should have Knowledge Management System (KMS) Integration capability
- The CRM system shall feature an intelligent content search engine that allows agents to retrieve relevant Knowledge Base articles in real-time. This should ensure guided and consistent responses during citizen interactions.
- The system shall enable automated shift schedule generation with parameters including From/To time, Shift type, Number of Agents, and Target per Agent (hourly). The module shall support creation, listing, and deletion of schedules with a complete audit trail for accountability and tracking.
- A dedicated CMS workspace shall be provided for authorized focal persons, enabling them to view a dashboard of assigned complaints, update case statuses, and add comments visible to assigned agents. The workspace shall include user self-service functions such as password reset and OTP-based mobile authentication.
- Each complaint record shall include a comprehensive case view, showing chronological action timelines and providing role-based access to call recordings for review, verification, and audit purposes.
- The IVR system shall support inter-agency call forwarding, enabling seamless routing of citizen calls to the appropriate agency or department through predefined workflows and transfer rules.
- The Service Provider shall establish and maintain dedicated functional teams—including but not limited to Training, Quality Assurance, System Support, and Reporting Units—to ensure efficient management, monitoring, and continuous improvement of the contact center operations.
- The Service Provider shall deliver multi-channel citizen support services, integrating various communication channels such as Voice Calls, Interactive Voice Response (IVR), SMS, Live Chat, and other emerging digital communication platforms, ensuring seamless accessibility and user convenience.
- The Service Provider shall ensure the execution of outbound call campaigns aimed at disseminating information, conducting awareness activities, and collecting citizen feedback to assess service quality and impact.
- The Service Provider shall maintain a comprehensive call log repository containing all inbound and outbound call records, with a minimum data retention period of twelve (12) months, ensuring secure storage and easy retrieval for audit, analytics, and quality verification purposes.
- The Service Provider shall deliver a comprehensive Service Record module incorporating call-recording playback functionality, enabling authorized users such as Quality Assurance personnel and supervisors to securely access and review recorded interactions. The record shall include details of prior services rendered, along with focal person feedback and comments, ensuring full transparency, traceability, and continuous quality improvement.
- The Service Provider shall ensure that all information related to government institutions and the services provided through the 333 National Helpline remains accurate, up-to-date, and verifiable at all times. To maintain unified access and ensure data consistency across platforms, the system must retain seamless integration with the following:
  Integration:
    - National Emergency Number (999)
    - National Portal
    - MyGov

    - Nagorik Sheba
    - Online GD
    - CMS (Content Management System)
    - KMS (Knowledge Management System)
    - Omnichannel Platform
    - WhatsApp
    - Web Portal
    - Web Chat
    - GRS
    - Digital Center
- The Service Provider shall utilize data from all integrated systems to produce real-time analytical reports that support efficient monitoring, data-driven decision-making, and performance improvement.
- The Service Provider shall maintain and continuously update information related to the Grievance Redress Service (GRS) and Complaint Management System (CMS) to ensure accuracy, accountability, and prompt response handling.
- The Service Provider shall ensure exceptional citizen interactions by providing personalized, courteous, and context-aware services, strictly adhering to Customer Quality Control (CQC) standards.
- The Service Provider shall maintain superior-quality user experiences by tracking and optimizing key performance indicators (KPIs) such as average wait times, call abandonment rates, live chat response rates, and other Citizen Engagement Center performance metrics.
- The Service Provider shall provide authorized access to real-time dashboards, along with call and live chat recordings when required by the client for monitoring, supervision, or audit purposes.
- The Service Provider shall ensure system uptime of not less than 99.5%, with an average agent response time within 20 seconds, complying with the 80/20 service level standard.
- All citizen complaints and queries shall be resolved within the defined SLA timelines, ensuring timely service delivery and satisfaction.
- The Service Provider shall conduct monthly user satisfaction assessments and implement continuous improvement measures based on feedback and analytical insights to maintain the overall quality of service.

Detailed Definition of Services

Operation and Maintenance of the Existing Platform:

Government Information: The Service Provider shall maintain and operate the existing National Helpline 333 platform to ensure that it continues to function as a centralized voice-based channel for delivering government information services. Citizens shall be able to contact information center agents through voice calls, Interactive Voice Response (IVR), SMS, and future live chat channels. The Service Provider shall ensure the accuracy, reliability, and continuity of information on government services, emergency contacts, business processes, and regulatory requirements. The platform shall continue to serve as an information hub for foreign nationals and Bangladeshi citizens living abroad.

Complaint Management System (CMS): The Service Provider shall maintain and support the existing Complaint Management System (CMS) to ensure uninterrupted operation and service delivery. The CMS shall remain capable of recording, categorizing, and routing citizen complaints and feedback to the appropriate Deputy Commissioners (DCs), Upazila Nirbahi Officers (UNOs), and other relevant authorities. The Service Provider shall ensure proper data synchronization, report generation, and escalation mechanisms, maintaining integration with the national Grievance Redress System (GRS) and connectivity with more than 50,000 government offices to facilitate timely and transparent complaint resolution.

Ministry/Division/Directorate Information, Consultancy and GRS: The Service Provider shall maintain and update the existing integrations of information, consultancy, and grievance redressal services from various ministries, divisions, and directorates within the 333 platform. The Service Provider shall ensure the continued functionality and reliability of these modules, enabling citizens to obtain information, seek advisory services, and lodge complaints through a single, unified interface. The system shall be maintained with a scalable architecture to accommodate additional ministries or directorates as directed by the Client.

Home Delivery of Public-Private Services: The Service Provider shall enable the home delivery of public and private services through the 333 platform by leveraging the existing network of over 9,000 Digital Centers across Bangladesh. Citizens shall be able to apply for services, make digital service, and receive doorstep delivery of requested services via a simple phone call. The platform shall be designed to progressively onboard additional public and private service providers, ensuring wider service coverage, greater citizen convenience, and equitable access across all regions.

Operation and Maintenance of the Existing 333 Features:

Operation and Maintenance of the Customer Relationship Management (CRM):

The Service Provider shall maintain, operate, the existing Customer Relationship Management (CRM) System to support the effective management of citizen interactions, service delivery, and performance monitoring within the National Helpline 333 platform. The system shall ensure seamless integration, secure data management, and personalized citizen engagement across all communication channels.

The CRM system shall preserve and update detailed citizen profiles, including personal information, service history, and interaction records, to enable personalized and consistent service delivery. It shall incorporate a Customer Quality Control (CQC) mechanism to ensure that all customer interactions adhere to defined service quality standards and performance benchmarks.

The CRM shall store, secure, and maintain comprehensive service history records for each citizen, ensuring service continuity and informed follow-up actions by agents or focal persons. It shall remain integrated with key national platforms, including MyGov and other relevant government systems, to facilitate secure data exchange and interoperable service delivery across agencies.

Authorized users shall access the CRM through the 333 Single Sign-On (SSO) system, ensuring centralized authentication, security, and streamlined user access management. The system shall also support real-time data synchronization with the 333 platform, ensuring that all service records, citizen profiles, and communication logs remain accurate, up to date, and consistent across all contact channels.

Key features of the CRM system shall include the following:

Function	Features
Service Record:	The system shall include a Quick Navigation Menu within the Service Record interface to facilitate fast and efficient access to sub-pages and key operational sections. The primary purpose of this feature is to enable rapid navigation across critical modules, thereby improving agent efficiency and response time. Key functions shall include: • Call List – View and manage all call records. • Trustee Call List – Access prioritized or escalated calls. • Form Management – Handle service or complaint-related forms. • Incoming Call Portal – Monitor and respond to live calls. • Dashboard – View real-time performance summaries. • Call Records – Access and playback recorded calls. • Inputs/Users: Operated by Agents and Supervisors. • Integrations/Security: Enforces role-based access control and menu visibility.
Citizen Interface	The system shall include a Quick Intake Interface for rapid capture and verification of citizen profile information during live interactions. Purpose: Ensure fast, accurate, and consistent data entry. Key Functions: Input/retrieve MSISDN, Name, Gender, NID, Email, DOB, and Address, with a “Show Details” option. Integrations/Security: Integrates with CRM DB and optional NID verification. Complies with PII protection standards and maintains audit logs.
Citizen Information	The system shall include a Full Profile Form designed to collect comprehensive citizen information for service delivery, reporting, and verification purposes. Purpose: To enable complete data capture beyond the quick intake, ensuring a holistic citizen profile within the CRM system. Key Functions: The form shall include detailed fields such as Municipality, Union, Ward, Mauza, Village, Occupation, and Education, with functionality to submit and update the record upon completion. Inputs/Users: The module shall be operated by Contact Center Agents, who should collect, verify, and input the information during call interactions or follow-up sessions.

	Integrations/Security: The form shall be integrated with the Master Geo Data Repository to ensure accuracy and standardization of location-based information. All fields shall be subject to field-level validation and role-based access control, ensuring data integrity and compliance with information security protocols.
SMS Module	The system shall include an integrated SMS Module to facilitate the sending of notifications, alerts, and service-related messages to citizens and designated focal persons. Purpose: To enable real-time communication and case/service notifications through automated or manual SMS dispatches, enhancing responsiveness and citizen engagement. Key Functions: The module shall support Focal Search to identify recipients, automatically generate a recipient list, and allow users to compose and send messages. All outgoing messages shall be recorded through a gateway logging mechanism for audit and traceability. Inputs/Users: The module shall be accessible to Agents and Supervisors, enabling them to send updates, acknowledgments, and follow-ups directly from within the CRM interface. Integrations/Security: The SMS module shall integrate with a secure SMS Gateway, implementing template governance to standardize approved message formats. All messages shall comply with data protection guidelines, including MSISDN masking where applicable, to safeguard citizen privacy and prevent unauthorized disclosure.
Service Record (MSISDN Lookup)	The system shall include an MSISDN Lookup feature within the Service Record module to enable agents and authorized personnel to retrieve a citizen's complete service history efficiently. Purpose: To provide quick access to a citizen's prior interactions, complaints, and service details using their mobile number (MSISDN) as the primary search key. Key Functions: The feature shall allow users to search by MSISDN, automatically display matching service records, and show a "No Record Found" message when no associated data exists in the system.

	Inputs/Users: The functionality shall be accessible to Agents and Quality Assurance (QA) personnel for service verification, case follow-up, and quality review purposes. Integrations/Security: The lookup shall interface with the CRM Service Log database, ensuring accurate and complete retrieval of historical data. All access shall be protected under PII (Personally Identifiable Information) safeguards and governed by Role-Based Access Control (RBAC) to ensure privacy, data integrity, and compliance with information security standards.
Integrated Agent Interface	The interface shall automatically display the caller's basic information, including Name, Age, Occupation, Education, District, and Upazila, upon call initiation. It shall allow agents to specify Call Type and Call Category for proper classification and reporting. "Show Details" option shall be available to display the previous service history of the current caller, ensuring contextual understanding and continuity of service. The system shall feature MSISDN (Mobile Number) Auto Capture, enabling automatic identification and retrieval of the caller's record. "Physically Challenged" checkbox shall be included to record and tag citizens with special needs for inclusive service delivery. "Service Description" box shall allow agents to record the citizen's query, complaint, or request in detail. "Comments" box shall display Focal Person feedback and updates related to submitted complaints, ensuring transparency and traceability. "SMS Content" box shall allow authorized users to compose and send messages directly to citizens or focal points through the integrated SMS module. "Service Record" option shall provide access to details of previously received services, along with secure call-recording playback for monitoring and quality assurance.

	"Content Search" function shall be integrated with the Knowledge Management System (KMS), enabling agents to search relevant articles or guidelines to assist citizens effectively. "Shift Schedule" module shall enable input and management of agent deployment per shift, along with hourly call targets per agent, supporting efficient workforce planning and capacity optimization.

Operation and Maintenance of the Complaint Management System (CMS):

The Service Provider shall maintain, operate the existing Complaint Management System (CMS) to ensure the efficient recording, forwarding, and resolution of citizen complaints received through the National Helpline 333. The CMS shall continue to serve as the central platform for complaint intake, routing, tracking, and reporting, ensuring transparency, accountability, and timely redressal of citizen grievances.

The CMS shall remain accessible to call center agents for complaint registration and to authorized government authorities — including Deputy Commissioners (DCs), Upazila Nirbahi Officers (UNOs), and officials from relevant ministries, divisions, and directorates — for reviewing, updating, and resolving cases within defined timelines.

A ticketing mechanism shall be maintained within the CMS, automatically generating a unique complaint ID for every submission. The system shall remain integrated with email and SMS gateways to forward complaint details and updates to the relevant authorities through automated notifications. The system shall ensure end-to-end traceability of complaint status from registration to closure.

The CMS shall remain integrated with the Government's central Grievance Redress System (GRS), maintained by the Cabinet Division, ensuring alignment with national grievance management processes. Additionally, the CMS shall support interoperability with other CMS platforms used by various ministries, divisions, directorates, and subordinate offices, enabling cross-agency coordination and unified grievance resolution.

Key features of the CMS shall include the following:

Function	**Features**
Completed Complaints Drilldown	The system shall include a Completed Complaints Drilldown feature to enable in-depth analysis of resolved or closed complaint cases based on defined categories and subcategories. Purpose: To allow supervisors and analysts to review and analyze completed cases by category, facilitating performance tracking, root-cause identification, and service quality assessment.

	Key Functions: The module shall display aggregated complaint data showing relationships between Secondary SCQC (Sub-Category Quality Control) and Primary PCQC (Primary Category Quality Control) totals, with the ability to filter, view, and download the summarized data for reporting or audit purposes. Inputs/Users: The feature shall support category-based filters and be accessible to Supervisors and Analysts for complaint trend analysis and quality monitoring. Integrations/Security: The drilldown module shall integrate with the Case Database (Case DB) and maintain aggregated and anonymized views of complaint data to preserve confidentiality while enabling actionable insights.
Complaint Management System (CMS) Dashboard	The CMS Dashboard shall enable focal persons to view all citizen complaints that have been assigned or forwarded to them, along with key complaint details and current statuses. Focal persons shall have the ability to update or change the status of complaints (e.g., pending, in progress, resolved, closed) to reflect real-time progress and accountability. The system shall allow focal persons to add comments or feedback on specific complaints, which should be visible to agents, enabling them to inform citizens of updates or resolutions. The User Management feature shall allow focal persons to change their login passwords and update registered mobile numbers used for One-Time Password (OTP) verification, ensuring account security and up-to-date contact information. Under the Complaint Details section, focal persons shall be able to view full case information, including complaint metadata, citizen history, and listen to associated call recordings for verification, quality review, and decision support.

Operation and Maintenance of the Knowledge Management System (KMS):

The Service Provider shall maintain, operate the existing Knowledge Management System (KMS) to ensure the efficient, accurate, and transparent dissemination of government information to citizens through the National Helpline 333. The KMS shall serve as the central repository of verified and up-to-date content, supporting call center agents in providing consistent, accurate, and informed responses to citizen queries.

The system shall be designed to present complex government information in a simplified and user-friendly format, ensuring clarity and accessibility for both agents and end-users. All relevant service-related content, guidelines, and policy references shall be regularly reviewed, validated, and updated to reflect the most current and authentic information provided by government authorities.

The Service Provider shall ensure routine maintenance, version control, and content validation to uphold data accuracy, system reliability, and uninterrupted service availability. The KMS shall also support integration with information systems of ministries, divisions, directorates, and their subordinate offices, enabling real-time information exchange and cross-agency data synchronization for consistent and unified service delivery.

Key features of the KMS shall include the following:

Function	**Features**
KMS Login	The system shall include a Knowledge Management System (KMS) Login interface to ensure secure and controlled access to the KMS platform. Purpose: To authenticate users and protect access to institutional knowledge resources. Key Functions: The login interface shall support Email and Password authentication, with options for "Forgot Password" recovery and "Remember Me" functionality for ease of access. Inputs/Users: Accessible to End-users and Content Editors, depending on assigned roles and permissions. Integrations/Security: The module shall support Single Sign-On (SSO) and Two-Factor Authentication (2FA) as recommended security measures. It shall enforce account lockout after multiple failed attempts and adhere to a defined password complexity and expiration policy to maintain system integrity.
KMS Books Grid	The system shall include a Books Grid interface within the Knowledge Management System for efficient browsing, searching, and retrieval of knowledge resources. Purpose: To enable users to quickly locate, view, and manage knowledge content relevant to citizen queries and operational needs.

	Key Functions: The grid shall allow keyword search, display of recently viewed items, and support for list and dark mode views to maintain usability and accessibility. Inputs/Users: The module shall accept query text and sorting parameters as inputs and shall be used by Contact Center Agents and Content Management Teams for guided response and content maintenance. Integrations/Security: The grid shall integrate with the central KMS content repository, ensuring up-to-date and consistent information retrieval. Edit permissions shall be restricted to authorized editors only, with all actions logged for audit and accountability.

Operation and Maintenance of the Dashboard System:

The Service Provider shall maintain, operate the existing integrated Dashboard System to provide comprehensive, real-time monitoring and analytical insights into the performance of the National Helpline 333 Contact Center. The Dashboard shall serve as a central tool for supervisors, administrators, and decision-makers to monitor operational efficiency, assess service quality, and evaluate agent productivity.

The Dashboard shall continue to support real-time data visualization and detailed analytics of call center activities, including key metrics such as call volume, response time, resolution rate, service quality, and agent utilization. It shall remain API-integrated with other core systems (CRM, CMS, KMS, IVR, etc.) to ensure seamless data exchange, interoperability, and unified reporting.

The system shall enable remote monitoring and intelligent call management, allowing supervisors to oversee live operations, identify service bottlenecks, and make data-driven operational decisions. Furthermore, it shall incorporate advanced access control mechanisms and role-based permissions to protect sensitive information and ensure secure, authorized access to performance dashboards.

Key features of the Dashboard shall include the following:

Function	Features
National Dashboard –KPIs & Geo Heatmap	The system shall include a National Dashboard providing a comprehensive and real-time overview of the 333 National Helpline's operational performance across all regions. Purpose: To deliver a consolidated national view of key service performance metrics and visualize geographic call distribution for data-driven decision-making.

	Key Functions: The dashboard shall display topline KPIs, including total calls, total unique callers, agent-confirmed calls, and call abandonment rate. It shall also feature an interactive district-level geo heatmap illustrating call volumes, response performance, and complaint density across the country. Integrations/Security: The module shall integrate with the 333 Data Warehouse and Call Detail Records (CDR) for real-time data aggregation. All dashboard views shall be read-only, aggregated, and protected through Role-Based Access Control (RBAC) to ensure secure and appropriate data visibility.
National Dashboard –Calls Trend & Forecast	The system shall include a Daily Calls Trend and Forecast module within the National Dashboard to support short-term capacity planning and workload optimization. Purpose: To enable supervisors and administrators to analyze daily traffic patterns and forecast upcoming call volumes for proactive resource management. Key Functions: The dashboard shall display a time series visualization of agent-received calls, complemented by a 10-day forecast band indicating projected call trends based on historical data and predictive modeling. Integrations/Security: The module shall integrate with the Call Detail Records (CDR) and a forecasting analytics service to generate predictive insights. Access shall be read-only and restricted through RBAC, ensuring secure viewing of aggregated performance data only.
Analytics and Monitoring	The “Call Statistics” option shall display key operational metrics such as average success rate, call duration, average handling time (AHT), average wait time, service rate, and abandoned call rate, allowing supervisors to assess service efficiency and responsiveness. The “IVR Channel Statistics” feature shall provide detailed information on the number of offered calls across each IVR channel, enabling monitoring of call flow distribution and channel utilization. The “SCQC Data” option shall present call counts categorized by SCQC (Sub-Category Quality Control), supporting performance tracking and quality analysis by issue type or service domain.

	The “Agent Call Statistics” dashboard shall show number of calls in queue, call targets, number of calls abandoned, and number of calls answered per hour, providing real-time visibility into agent performance and workload distribution. The “District & Upazila” view shall visualize geographic call origins, showing how many calls are received from each district and upazila, supporting regional service demand analysis and coverage assessment. The “Overview” section shall display summary metrics including total and transferred calls, number of answered and abandoned calls, total complaints, number of unique callers, and a service-type breakdown, providing an overall picture of contact center operations. The “Service Quality” view shall offer real-time updates on the number of available agents, agents on break, occupancy rate, and total SMS messages delivered, helping supervisors maintain optimal staffing levels and monitor service continuity.

Operation and Maintenance of Multi-Channel Communication Systems:

Advanced IVR Management System

The Service Provider shall maintain, operate the existing Advanced IVR Management System, featuring a dynamic, multi-level IVR tree that adapts to user inputs and interactions, providing an intuitive self-service experience. The IVR shall support DTMF input recognition, enabling users to navigate menu options efficiently. It shall remain fully integrated with the CRM system to deliver personalized and context-aware responses. The IVR shall allow multiple audio playbacks, informative prompts, and Music on Hold (MoH) to maintain user experience during waiting periods.

Webchat:

The Service Provider shall maintain and optimize the existing Webchat solution to provide intelligent conversational support, addressing FAQs, basic transactions, and user inquiries while collecting contextual data to understand user intent. The Webchat shall remain integrated with CRM and contact center systems to deliver personalized responses and ensure context continuity across channels. It shall include human-agent handover for seamless escalation of complex cases, as well as performance analytics for continuous improvement. The interface shall offer a natural, user-friendly conversational flow consistent across phone, email, and chat channels.

Web Portal:

The Service Provider shall maintain, operate the 333 Web Portal as a comprehensive online citizen service platform. The portal shall provide access to information, self-service tools, and real-time dashboards reflecting call center performance and service statistics. It shall also feature success stories, case studies, and impact highlights, showcasing the effectiveness of the 333 platform in improving citizen satisfaction and government responsiveness.

SMS Push Service:
The Service Provider shall operate and maintain the SMS Push service to enable automated, targeted communication with citizens regarding service updates, appointment reminders, transaction confirmations, and government announcements. The system shall leverage CRM data to personalize messages (e.g., names, locations, and service details). The module shall support awareness campaigns, service promotions, and user feedback surveys, ensuring citizens are informed and engaged. All SMS communications shall be logged for audit and traceability and shall support real-time delivery status tracking.

Omnichannel Communication Platform:
The Service Provider shall maintain the existing Omnichannel Communication Platform, integrating multiple communication channels—including IMO, WhatsApp, Facebook Messenger, Webchat, and video Calls—to ensure unified and consistent citizen experiences. The platform shall maintain interaction context across channels, enabling agents and citizens to continue conversations seamlessly, regardless of the communication medium.

Virtual Agent:
The Service Provider shall maintain the existing Virtual Agent, an intelligent automated responder capable of handling FAQs, general inquiries, and emergency communications during national crises or natural disasters. Accessible via mobile and web platforms, it shall remain integrated with core systems to provide 24/7 availability, ensuring uninterrupted citizen support even during high-demand situations.

333 Mobile Application:

The Service Provider shall maintain and operate the 333 Mobile Application to empower Deputy Commissioners (DCs), Upazila Nirbahi Officers (UNOs), and other designated focal points to access real-time updates on citizen complaints. Through the app, authorized users shall be able to view complaint details, track statuses, and submit progress reports on actions taken. The mobile interface shall be optimized for quick decision-making and field-level responsiveness, ensuring effective coordination between the call center and administrative authorities.

Operation and Maintenance of the Existing Technology Stack of National Helpline 333:

The National Helpline 333 helpline shall be managed, operated, and maintained using a robust, scalable, and secure technology stack designed to ensure high availability, data integrity, and operational efficiency across all components.

The following technologies and frameworks are using to currently operate and maintain the 333-helpline system:

Sl. No.	Component / Module	Technologies / Tools Used	Purpose / Description
1	Operating Systems	Ubuntu, CentOS	Server hosting, infrastructure management, and system stability
2	Databases	MySQL, PostgreSQL equivalents	Structured and unstructured data storage and management
3	IVR Management System	Asterisk (open-source)	Dynamic IVR routing, multi-level call handling, and telephony integration
4	Customer Relationship Management (CRM)	Django Framework (Python), MySQL	Customized citizen data management, workflow optimization, and integration with other services
5	Complaint Management System (CMS)	Django Framework (Python), MySQL	Complaint tracking, ticketing system, and escalation management
6	Knowledge Management System (KMS)	Bookstack (open-source), Laravel Framework, MySQL	Structured knowledge storage, search, and retrieval
7	Dashboard	Django Framework (Python), JavaScript	Real-time analytics, monitoring, and operational visibility
8	SMS Channel	Django Framework (Python), SMS API Integration	Automated SMS notifications, alerts, and acknowledgments
9	Reporting Panel	Spring Boot (Java), Angular	Dynamic reporting, visualization, and analytics tools
10	Central Call Center API Management	FastAPI (Python), Fast AGI (Java)	High-performance API gateway and integration layer for subsystems
11	Generic CRM for Integrated Call Center	Django Framework (Python), MySQL	Multi-channel citizen engagement, unified data synchronization
12	Non-Voice Platform for Citizen Engagement	Webchat (open-source) , customized configuration	Omnichannel engagement (chat, messaging)
13	Virtual Call Center (VCC) Panel	Spring Boot (Java), RabbitMQ, Angular	Real-time communication management, scalability, and system orchestration
14	Database Systems (Core)	MySQL, PostgreSQL	High-availability data storage, consistency, and redundancy
15	Reporting Tools	Metabase, Apache Superset	Advanced data visualization and performance reporting
16	Scripting & Cron Automation	PHP, FastAPI (Python)	Automated background tasks, monitoring, and maintenance
17	Load Balancers	NGINX	Load balancing, high availability, and traffic distribution
18	Front-End Technologies	HTML, CSS, JavaScript, Angular	User interface design, responsive web applications
19	Back-End Technologies	Ruby on Rails, Django, Spring Boot, Laravel	Server-side logic, APIs, integrations
20	Version Control Systems	Git	Code versioning, collaboration, and change tracking

All components of the 333 system shall operate within a secure, load-balanced, and high-availability architecture, ensuring real-time data flow, interoperability, and uninterrupted nationwide service to citizens.

The Service Provider shall ensure continuous system updates, patch management, code optimization, and database maintenance, in line with government cybersecurity guidelines and a2i's ICT infrastructure standards.

Operation and Maintenance of the Existing Hosting Infrastructure of 333:

Existing Hosting Infrastructure of National Helpline 333:

The existing hosting infrastructure of the National Helpline 333 is designed to ensure high availability, scalability, and operational efficiency across all system components. The infrastructure consists of multiple dedicated servers supporting application hosting, database management, IVR operations, analytics, and storage.

All servers are configured with enterprise-grade hardware and hosted within a secure, redundant data center environment that ensures continuous uptime, optimized performance, and disaster recovery readiness.

The details of the current infrastructure are as follows:

	Hardware	**Quantity**	**CPU Core**	**RAM**	**HDD**
1	Main Server	1	8*1	32GB	1.2 TB
2	Backup Server	1	8*1	32GB	1.2 TB
3	IVR Server	1	8*1	48 GB	1.2 TB
4	NPS Server	1	8*1	48 GB	1.2 TB
5	Storage server	1	16*2	128GB	38.0 TB
6	Charging & mediation server	1	8*1	32GB	1.2 TB
7	Data Mining server	1	8*1	32GB	1.2 TB
8	Voice recognition server	3	16*1	32GB	Temp storage (SSD) GB: 180,T4 GPU: 1
9	Portal Server	1	6*1	56GB	4 TB
10	User Access control, SSO, file sharing server	1	8*1	64GB	2.4TB
11	File Server	1	8*1	64GB	2.4TB

Notes:

- All servers are hosted in a redundant and load-balanced architecture to ensure uninterrupted 24/7 operation.

- Regular maintenance, monitoring, and performance tuning are carried out to sustain optimal system performance.
- The storage and backup servers are configured for high-capacity data retention and disaster recovery.

Functional Requirements: Systems and Services Integration

The Service Provider shall ensure that the National Helpline 333 platform is maintained, operated, as an integrated, interoperable, and future-ready service delivery ecosystem. All systems and services under the 333 platform shall remain securely interconnected through standardized interfaces, ensuring smooth coordination among government entities and efficient access for citizens.

Core Functional Requirements

- The Service Provider shall facilitate the integration of systems and services from various ministries, divisions, departments, and relevant stakeholders into the National Helpline 333 platform, establishing a unified and centralized framework for information dissemination, complaint management, and service delivery.

- The Service Provider shall ensure full interoperability between the 333 platform and external government systems, enabling seamless data exchange and coordinated service delivery. This shall help eliminate redundancy, improve efficiency, and strengthen cross-agency collaboration.

- The Service Provider shall periodically assess, optimize, and strengthen the integration capabilities of the 333 platform to align with emerging technological standards, new service requirements, and citizen-centric innovations, ensuring the system remains scalable, adaptive, and state-of-the-art.

- The Service Provider shall maintain and operate the 333 Complaint Management System (CMS) to ensure real-time data sharing and service coordination among ministries, divisions, and subordinate offices, thereby promoting timely and transparent grievance resolution.

- The Service Provider shall design, maintain, and secure Application Programming Interfaces (APIs) to enable integration with future government e-services, mobile applications, and digital platforms, ensuring the 333 system's scalability, extensibility, and interoperability with upcoming national digital initiatives.

- The Service Provider shall ensure seamless integration between the 333 helpline and other government-operated call centers, enabling a coordinated multi-agency service experience for citizens. This shall operate efficiency, responsiveness, and overall service quality through a shared communication and information framework.

Operation and Maintenance of the Common Service Integration Framework

Common Service Integration Framework:
The Service Provider shall maintain, operate, and operate a Common Service Integration Framework within the National Helpline 333 platform, enabling seamless incorporation of multiple government services and citizen engagement systems under a unified, secure, and scalable architecture.

This framework shall ensure that citizens can access a wide range of public services, lodge complaints, and receive real-time assistance through a single, trusted communication channel. The primary objective of this integration framework is to create a centralized service delivery ecosystem that connects various government ministries, departments, directorates, and autonomous bodies with the National Helpline 333, ensuring efficient coordination, faster response times, improved transparency, and maintain citizen accessibility—especially for individuals with limited digital literacy or internet access.

The Common Service Integration Framework shall enable the National Helpline 333 to function as the unified digital gateway for all government-to-citizen interactions, ensuring accessibility, inclusivity, and accountability across Bangladesh's public service delivery ecosystem.

Core Functional Requirements

- The Service Provider shall maintain and operate a secure API-based integration layer that allows the 333 platform to connect with multiple government systems, enabling real-time data exchange, service requests, and case tracking in a secure and standardized manner.

- The framework shall support integration with existing and future e-Government systems, including but not limited to complaint management systems, registration services, public service delivery portals, and emergency assistance platforms.

- All integrations shall be designed for high availability, interoperability, and scalability, ensuring that the 333 platform can accommodate significant increases in daily call volume, data traffic, and service demand without performance degradation.

Integration of 333 CMS with Nagorik Seba Platform for Agent Misconduct Reporting

The Service Provider shall maintain, operate an automated reporting and escalation mechanism through the integration between the 333 Complaint Management System (CMS) and the NagorikSeba.gov.bd platform, ensuring citizen protection, accountability, and service integrity across the Nagorik Seba network.

This mechanism shall enable citizens to lodge complaints directly through the 333 National Helpline in cases where they experience fraud, harassment, overcharging, or misconduct by any Nagorik Seba agent.

The system shall ensure that such complaints are automatically captured, categorized, and routed to the appropriate authority within the Nagorik Seba ecosystem for immediate review and action.

System Integration Requirements and Functional Expectations

- The 333 CMS shall remain technically integrated with the NagorikSeba.gov.bd platform through a secure, API-based communication framework, allowing seamless transfer of complaint data and case updates in real time.

- Each complaint received through 333 shall include key citizen details, agent identification (if available), incident description, and timestamp, ensuring traceability and evidence-based processing.

- The system shall automatically assign and route complaints to the relevant regional or administrative authority within the Nagorik Seba governance framework for verification and resolution.

- A real-time feedback and escalation mechanism shall ensure that unresolved or high-severity complaints are automatically escalated to higher authorities such as divisional supervisors or the central Nagorik Seba monitoring unit.

- Both platforms shall maintain synchronized complaint tracking dashboards, enabling designated officers to monitor case progress, resolution timelines, and actions taken.

- Automated notifications via SMS and email shall be sent to complainants, acknowledging receipt and updating them on complaint progress and resolution status.

- All complaints shall be archived within the 333 CMS and linked with the Nagorik Seba case logs for audit, transparency, and analytical reporting.

System Integration Workflow

Step 1: Citizen Complaint Intake

- **A citizen shall call the 333 National Helpline and select the complaint option related to Nagorik Seba agent misconduct.**
- **The 333 agent shall record all details through the 333 CMS interface, categorizing the complaint under the dedicated "Nagorik Seba" category for proper routing.**

Step 2: Complaint Structuring

- **The CMS shall capture and store structured complaint data for standardization and interoperability.**
- **The complaint record shall include:**
    - **Complainant name and contact information**
    - **Agent name or ID (if available)**
    - **Location (District/Upazila)**
    - **Description of misconduct (e.g., overcharging, misbehavior, fraud)**
    - **Supporting evidence (images, documents, or voice recordings) uploaded via web or follow-up communication**

Step 3: API-Based Forwarding to Nagorik Seba

- **The 333 CMS shall automatically transmit complaint data to NagorikSeba.gov.bd via a secure RESTful API using authentication tokens for access control.**
- **The API payload shall include:**
  - **Complaint ID (generated by 333 CMS)**
  - **Timestamp of submission**
  - **Complaint type and description**
  - **Citizen contact details (shared with consent)**
  - **Supporting evidence (if any)**
  - **Source Identifier: "333 Helpline"**

Step 4: Response and Tracking

- **Upon successful data transfer, Nagorik Seba shall generate a Reference Number / Tracking ID, which shall be automatically stored in the 333 CMS for cross-platform synchronization.**
- **Citizens may track complaint status through 333 Helpline, with real-time updates fetched via the Nagorik Seba API or scheduled synchronization.**
- **Any updates or actions taken by Nagorik Seba authorities shall be reflected back in the 333 CMS, ensuring transparency, timely feedback, and accurate reporting.**

This integration workflow establishes a secure, automated, and auditable process that strengthens citizen protection, service accountability, and inter-agency coordination, ensuring swift, transparent, and evidence-based resolution of complaints against Nagorik Seba agents.

Technical Requirements

The Service Provider shall implement and maintain a comprehensive integration, feedback, and infrastructure framework to support the effective operation, transparency, and accountability of the 333 CMS and Nagorik Seba joint complaint management system. The solution shall include system-level maintenance, citizen engagement tools, data privacy compliance, and a robust network infrastructure to ensure uninterrupted service delivery and citizen trust.

Complaint Management System (CMS) Requirements:

The 333 CMS shall be maintained to support automated complaint intake, forwarding, and monitoring for Nagorik Seba–related issues.

- Complaint Tagging Module:
  A dedicated "Nagorik Seba Complaint" category shall be introduced to tag and classify complaints specific to Nagorik Seba agent misconduct.

- REST API Integration Framework:
  The CMS shall include a REST API integration layer supporting both POST and GET methods to transmit and retrieve complaint data securely between 333 and the Nagorik Seba platform.

- Agent Interface Update:
  The agent-facing interface shall be upgraded to support structured complaint entry, including fields for agent ID, location, misconduct type, and citizen contact details.

- Secure Data Handling:
  The system shall comply with PII (Personally Identifiable Information) protection standards, including encryption, role-based access, and restricted data visibility.

- Dashboard and Reporting:
  A dedicated reporting dashboard shall display real-time statistics on the number, category, and status of complaints forwarded to Nagorik Seba, with analytical and trend-based visualizations for supervisors and administrators.

Nagorik Seba Platform Requirements

The NagorikSeba.gov.bd platform shall be equipped with the necessary API and workflow mechanisms to receive, manage, and respond to complaints received via 333.

- Public API Endpoint:
  The platform shall expose a secure API endpoint to receive complaint payloads transmitted from the 333 CMS.

- Internal Complaint Routing:
  The system shall automatically route complaints to the appropriate district or upazila-level authority for investigation and resolution.

- Role-Based Access Control:
  Complaint handling and resolution shall be governed by role-based permissions, ensuring that only authorized officials can view, update, or close cases.

- Complaint Status API:
  A dedicated API endpoint (e.g., GET /complaint-status?id=) shall be implemented to allow the 333 CMS to fetch real-time complaint updates.

- Monitoring Dashboard:
  A centralized dashboard shall be available for authorized Nagorik Seba administrators to monitor all complaints received from 333, including timelines, actions taken, and resolution rates.

Follow-Up Call Management

The Service Provider shall implement a structured Follow-Up Call Management mechanism within the National Helpline 333 platform to ensure timely resolution, accountability, and citizen satisfaction for all service requests and complaints received through the system. This mechanism shall serve as a vital feedback and monitoring loop, enabling the platform to verify service delivery outcomes and maintain consistent quality across all interactions.

- **Automated Follow-Up Scheduling:**
  The system shall automatically **generate follow-up call tasks** for agents based on the **status, priority, and service-level timelines (SLAs)** of each case.

- **Agent Workflow Interface:**
  A dedicated **Follow-Up Dashboard** shall be made available to agents, showing all pending, completed, and escalated follow-up cases.

- **Escalation and Reminder Mechanism:**
  The system shall **automatically trigger escalation alerts** to supervisors or the responsible government focal point for unresolved issues. Automated reminders shall be sent to agents and supervisors to ensure **no follow-up task remains pending beyond the SLA window**.

- **Integration with CRM and CMS:**
  All follow-up calls shall be linked to their corresponding case IDs in the CRM and Complaint Management System (CMS), ensuring full traceability.

- **Citizen Feedback Collection:**
  During follow-up calls, agents shall solicit citizen feedback on the responsiveness and quality of the service received.

- **Reporting and Analytics:**
  The system shall generate daily, weekly, and monthly reports summarizing follow-up activity.

Citizen Feedback and Rating Management

The Service Provider shall design, develop, and maintain a Citizen Feedback and Rating Management System integrated within the National Helpline 333 ecosystem to ensure continuous service quality assurance, transparency, and accountability. This system shall collect, analyze, and publish citizen feedback to support data-driven decision-making and overall service standards. The Citizen Feedback & Rating Management System shall enable structured feedback collection from citizens, real-time monitoring of satisfaction levels, and periodic performance reporting, aligning with a2i's objectives of improving government service delivery through measurable citizen engagement.

- **Automated Feedback Link:**
  - Upon completion of a citizen interaction through the 333 platform, the system shall automatically send an SMS containing a secure web link to the citizen's registered mobile number.
  - This link shall direct the citizen to a web-based feedback form where they can rate their service experience and provide optional comments.
  - The feedback request mechanism shall operate in real time and be configurable to ensure coverage across all service categories.

- **Web-Based Feedback Platform:**
  - The feedback interface shall be hosted on a secure and responsive web portal, accessible from any device.
  - The portal shall include:

        - Star rating options (e.g., 1–5 scale) for quick scoring.
        - Open comment fields for qualitative feedback.
        - Optional audio playback verification to allow citizens to review call excerpts if authorized.
    - All submissions shall be logged with timestamp, call reference ID, and citizen MSISDN for traceability and analytics.

- **Feedback Analysis and Reporting:**
    - Collected feedback shall be aggregated and analyzed on a monthly basis to identify service trends, agent performance, and recurring issues.
    - The analyzed results shall be published on the official 333 website through interactive dashboards, featuring pie charts, bar graphs, and trend visualizations.
    - Reports shall be exportable in standard formats (CSV, PDF, XLS) for management and policy-level reviews.

- **Quality Assurance (QA) Features:**
    - QA officers and supervisors shall have access to:
        - Date-wise call lists with associated citizen ratings and feedback.
        - Audio playback tools to verify service quality and validate feedback authenticity.
        - Escalation and review functionalities to follow up on low-rated or disputed interactions.
    - QA teams shall be able to flag repeated negative feedback cases for retraining or disciplinary review.

- Integration and Security:
    - The feedback system shall be fully integrated with the 333 platform's recording storage system, CRM, and CMS modules to enable correlation between call data and citizen feedback.
    - All feedback records and associated data shall be managed in compliance with Personally Identifiable Information (PII) protection policies and audio data retention standards.
    - Data in transit shall be encrypted using TLS 1.2+, while stored data shall be protected using AES-256 encryption.
    - System access shall follow role-based authorization, ensuring that only authorized QA officers and administrators can view or export sensitive feedback data.

Data Privacy and Consent

The Service Provider shall enforce robust data protection and citizen consent policies in compliance with national ICT and data governance regulations.

- Explicit Consent:
  Prior to recording or collecting any personal information, 333 agents must obtain explicit verbal consent from citizens.

- Consent Logging:
  Both the 333 CMS and Nagorik Seba platforms must log and store consent confirmations for audit and compliance verification.

- Data Security:
  All data exchanged between systems shall be encrypted using TLS/SSL, and all stored data shall be secured through role-based encryption and access control mechanisms.

Network and Infrastructure Support

To ensure the stability, scalability, and reliability of the integrated system, the Service Provider shall provide end-to-end infrastructure management and deployment support.

- Deployment Support:
  Full assistance in Media Gateway (GW) commissioning, Router configuration, and all required hardware setup for seamless network operation.

- System Resilience:
  Implementation of auto-failover mechanisms and bandwidth upgrades to ensure uninterrupted service under high load conditions.

- Co-Location Support:
  Provision of co-location facilities and environmental monitoring (power, cooling, and redundancy).

- Server Management:
  Comprehensive management of all operational servers, including Load Balancer, IVR, Routing, and Call Forwarding Servers, ensuring optimal uptime, performance monitoring, and preventive maintenance.

This integrated framework shall ensure a secure, transparent, and citizen-focused grievance redressal ecosystem, empowering citizens to seek justice while strengthening the government's accountability and responsiveness through the 333 and Nagorik Seba platforms.

Confidentiality

The Service Provider shall implement a comprehensive security and access control framework across all components of the National Helpline 333 ecosystem, ensuring data confidentiality, integrity, and accountability in line with government and international cybersecurity standards.

Role-Based Access Control (RBAC) and Least Privilege Principle:

- Access to all systems—including CRM, CMS, KMS, Dashboard, and Telephony Modules—shall be governed by Role-Based Access Control (RBAC).
- The system shall enforce the principle of least privilege, ensuring that each user (Agent, QA, Supervisor, Focal Person, Administrator) only has access to the minimum set of functions and data necessary to perform their assigned duties.
- Roles and permissions shall be centrally managed, auditable, and subject to periodic review.

Data Privacy and PII Protection:

- Personally Identifiable Information (PII) shall be handled with strict data minimization policies—only essential citizen data required for service delivery shall be collected and retained.
- All visible PII (such as phone numbers, NID, or addresses) shall be masked or truncated in agent and supervisor interfaces wherever full visibility is not operationally required.
- Sensitive data exposure shall be restricted through field-level encryption and contextual access validation mechanisms.

Data Encryption and Secure Communication:

- All data transmissions between system components, APIs, and third-party integrations shall be encrypted using TLS 1.2 or higher to ensure protection against interception and tampering.
- All stored data—including citizen records, call logs, complaint histories, and recordings—shall be encrypted at rest using AES-256-bit encryption.

Audit Logging and Accountability:

- The system shall maintain immutable audit logs for all critical events, including logins, data access, record modifications, recording playback, and data exports.
- Audit trails shall include timestamp, user ID, IP address, action type, and system outcome, ensuring full traceability for compliance and forensic analysis.
- Logs shall be tamper-proof, securely stored, and regularly backed up, with monitoring alerts for any anomalies or unauthorized access attempts.
- Audit data shall be retained for a minimum period as per the government's data retention policy and made available to authorized oversight bodies upon request.

This security framework shall ensure that all 333 systems and integrated platforms—such as Nagorik Seba, GD Portal, and other government services—operate under strict access control, end-to-end encryption, and auditable transparency, thereby protecting citizen data, preventing misuse, and reinforcing institutional accountability.

Integrity

The Service Provider shall ensure the implementation of a comprehensive data integrity, version control, and operational governance framework across all components of the National Helpline 333 system, maintaining transparency, traceability, and synchronization throughout all platforms and modules.

- **Versioning of Case/Status/Profile Edits:**
  All updates to case records, complaint statuses, and citizen profiles shall be version-controlled within the CRM and CMS systems. Each edit shall automatically generate a new version instance containing the editor's ID, timestamp, change description, and previous value, ensuring a complete and auditable history of modifications.

- **Tamper-Evident Logs and Recording File Checksums:**
  The system shall maintain tamper-evident activity logs for all critical events—including logins, data edits, record views, and exports—protected by cryptographic hashing (e.g., SHA-256). All

call recordings and interaction files shall be assigned a unique checksum hash at the time of creation, verified upon playback, download, or archival to ensure file integrity and authenticity.

- **Change Control for IVR Keys, Queue Targets, and Shift Schedules:**
  Any configuration changes to IVR menu structures, call routing keys, queue target allocations, or shift schedules shall be governed by a formal change control process.
  Each change request must include initiator details, approver credentials, timestamp, and version record, ensuring proper authorization, documentation, and rollback capability. No modification shall take effect in production without supervisor or administrator approval and corresponding entry in the change control log.

- **NTP Time Synchronization Across Systems:**
  All critical system components—including telephony servers, application servers, databases, and reporting engines—shall be synchronized using a centralized Network Time Protocol (NTP) source. This shall ensure uniform timestamps across all transactions, audit logs, and reports, maintaining chronological consistency for operational traceability and forensic validation. The NTP setup shall include redundant time sources and automatic drift correction mechanisms to prevent discrepancies in event sequencing and system reporting.

This framework shall ensure that all operational changes, data modifications, and recorded activities within the 333 ecosystem are fully verifiable, securely logged, and time-synchronized, supporting audit readiness, data integrity, and continuous accountability.

Availability

High-availability SIP/IVR/DB; queue failover; defined RPO/RTO with tested backups/DR drills; capacity planning & rate-limiting; WAF, IP allow-listing for admin; captcha on public forms; end-to-end monitoring with SLA breach alerts.

Integration with Government Systems

The Service Provider shall ensure comprehensive, secure, and interoperable integration of the National Helpline 333 platform with relevant government systems and digital service platforms to establish a unified, transparent, and efficient citizen service ecosystem. The integrations shall be governed by standardized API protocols, strict security controls, and real-time data exchange mechanisms to ensure continuity and accountability.

- Integration with National Emergency Service (999):
  The Service Provider shall enable seamless API-based integration between the 333 platform and National Emergency Service 999, allowing real-time call forwarding of emergency cases and redirection of non-emergency calls back to 333. This integration shall ensure efficient triaging of citizen requests and coordination between emergency and general assistance services.

- Integration with Nagorik Sheba Platform:
  A secure two-way integration shall be established between 333 and Nagorik Sheba, enabling citizens to access government services, submit applications, and lodge complaints through 333. Complaints and service requests shall be automatically routed and tracked via the Nagorik Sheba platform, ensuring transparency and real-time status updates.

- Integration with Ministry/Division/Directorate Systems:
  The 333 platform shall be progressively integrated with systems operated by various ministries, divisions, and directorates, enabling expansion of service coverage and ensuring citizens can access all relevant government services through a single channel.

- API-based Linkage with MyGov, National Portal, Online GD, and KMS:
  The Service Provider shall implement API-based linkages with MyGov, the National Portal, the Online GD platform, and the Knowledge Management System (KMS) to create a unified service ecosystem for information sharing, application tracking, and citizen support.

- Real-time Data Exchange with CMS, GRS, and Other Platforms:
  The 333 system shall maintain real-time synchronization and data exchange with the Complaint Management System (CMS), Grievance Redress System (GRS), and other connected government platforms to ensure transparency, accountability, and up-to-date service status across systems.

- Integration with CRM, Dashboard, and Analytics Tools:
  Secure API connections shall be established between 333's CRM, Dashboard, and Analytics tools to facilitate centralized data visualization, service reporting, and performance monitoring for management and oversight authorities.

- Standardized RESTful APIs and Secure Authentication:
  All integrations shall be implemented using standardized RESTful APIs with token-based authentication (e.g., OAuth 2.0 or JWT) to ensure secure, scalable, and interoperable data exchange between 333 and partner systems.

- Citizen Dashboards and Tracking Features:
  The integrated systems shall include citizen-facing dashboards that allow users to view real-time status updates for complaints, service applications, and requests routed through 333 and other linked government systems.

- Future-ready API Gateway:
  The Service Provider shall deploy a central API Gateway to manage, authenticate, and monitor all integrations. The gateway shall be future-ready, allowing for the onboarding of new e-services, mobile apps, and government platforms without disrupting existing operations.

This technical and operational framework ensures a secure, transparent, and citizen-centric grievance redressal ecosystem that strengthens government accountability, promotes interoperability, and upholds citizens' trust in the National Helpline 333.

Telecommunication and Internet Infrastructure Support (IPTSP, Outgoing Calls, and Bandwidth)

IPTSP, Outgoing Call, and Internet Bandwidth Support: The Service Provider shall ensure uninterrupted operation, connectivity, and communication capabilities for the National Helpline 333 platform. Certain essential telecommunication and infrastructure services shall be provided under the Service Provider's operational scope and reimbursed by the contracting agency on an actual usage basis.

The following provisions shall govern the scope and reimbursement mechanism for these essential services:

Internet Bandwidth Support: The Service Provider shall ensure adequate, stable, and high-speed internet bandwidth to support 24/7 call center operations, including voice communication, data exchange, and system integrations. Bandwidth costs shall be reimbursed by the contracting agency based on actual consumption, supported by verified usage reports and invoices from the service provider.

Channel Capacity (E1 / STM Connectivity): The Service Provider shall maintain sufficient channel capacity to handle peak call volumes efficiently. The E1 or STM rental and connectivity charges shall be borne by the contracting agency and reimbursed as per actual usage, validated through telecom operator billing statements.

Outgoing Call Support: The Service Provider shall ensure full outgoing call functionality to support citizen callbacks, follow-ups, and service notifications. The call charges for all outgoing communications shall be borne by the contracting agency on a per-usage billing basis, in line with authenticated call logs and telecom operator invoices.

Server Co-Location at National Data Center (NDC) Support: The Service Provider shall facilitate and maintain the server co-location environment of the National Helpline 333 at the National Data Center (NDC) or any other government-approved data center designated by the contracting agency. The Service Provider shall ensure continuous operational readiness, including server maintenance, system monitoring, network configuration, and technical coordination with the NDC authority to guarantee uninterrupted service delivery.

The co-location facilities, including rack space, power supply, cooling, and physical security, shall be provided under the existing agreement between the a2i Programme and the NDC Data Center.

Accordingly, all co-location-related bills and payments shall be made directly by a2i to the NDC authority, and no reimbursement shall be required to the Service Provider for this purpose.

However, the Service Provider shall remain responsible for:

- Regular monitoring and preventive maintenance of co-located servers.
- Timely coordination with NDC technical teams for any incidents, outages, or upgrades.
- Maintaining configuration backups, access logs, and uptime reports as per a2i guidelines.
- Ensuring security compliance, data protection, and adherence to operational SLAs.

Data Connectivity: The Service Provider shall ensure secure and reliable data connectivity among all operational sites, including primary and backup data centers, remote access locations, and monitoring nodes. The data connectivity expenses shall be covered by the contracting agency on an actual usage basis, subject to submission of supporting invoices and verified usage documentation.

Reimbursement and Documentation: All reimbursements related to the above services shall be made upon submission of verified bills, usage reports, and relevant supporting documents, ensuring transparency, accountability, and audit compliance while maintaining uninterrupted 333 platform operations.

Workstation Setup, Office Space, and Reimbursable Infrastructure Support

Workstation Setup and Office Space Arrangement:

The Service Provider shall be responsible for establishing and maintaining a fully functional workstation and operational infrastructure to support the 24/7 operation of the National Helpline 333.This includes providing, configuring, and maintaining all necessary workstations, telecommunication facilities, network devices, monitoring tools, and related infrastructure required for call center agents, supervisors, and operational staff to perform their duties effectively.

Workstation and Equipment Setup

- The Service Provider shall procure, install, and configure all necessary call-handling equipment and tools, including computers, headsets, telephony devices, routers, switches, and local networking setup, ensuring full compatibility with the 333 platform (CRM, CMS, KMS, Dashboard, and IVR modules).

- All equipment must be maintained in optimal working conditions with proper preventive maintenance, timely replacement, and security compliance.

- The rental or procurement cost of these equipment and accessories shall be borne by the Service Provider initially and shall be reimbursed by a2i on an actual cost basis, subject to submission of verified invoices and usage reports.

Office Space and Workstation Facility

- The Service Provider shall arrange adequate office space to accommodate the required number of call agents, supervisors, and administrative staff, ensuring an ergonomic, safe, and compliant working environment suitable for round-the-clock operation.

- The rental cost of the office space (including utilities, furniture, and other related facilities) shall be paid by a2i on a reimbursable basis upon submission of valid rental agreements, invoices, and supporting documentation.

- The space must meet government-approved standards for health, safety, and accessibility, ensuring uninterrupted service delivery and staff comfort.

Infrastructure and System Uptime

- The Service Provider shall ensure an uptime of at least 99.5%, maintaining secure connectivity, redundancy, and disaster recovery readiness for all operations.

- The system shall be fully integrated with existing government platforms such as CRM, CMS, KMS, IVR, and Dashboard, ensuring seamless performance and data synchronization.

- The Service Provider shall deploy necessary monitoring tools, load balancers, and backup systems to ensure performance, scalability, and service continuity in compliance with government ICT standards.

Documentation and Reporting

- The Service Provider shall maintain detailed records of workstation setup, equipment inventories, and maintenance logs.

- Deployment reports, configuration documentation, and acceptance testing results shall be submitted to a2i as part of the deliverables.

- All records shall be maintained in a manner that ensures transparency, audit readiness, and maintainability of the system.

Change Management and Version Control

Some important change management and version Control services are listed below:

- Firm must ensure that all sources are maintained through market leading source repository solution.
- The source repository must be regularly used for controlling file and history changes.
- Solution must be upgraded to a new version by fixing bugs, optimizing algorithms and adding extra functions.

- Production instances should get updates should get source directly from repository instead of regular file copy source upload.
- Adjust and update system in compliance with any Security test, Load Test or IT Audit conducted by the client.
- Incorporating and streamlining the system in compliance with updated versions of development tools/language/DB and ensure availability of APIs as required for integration with other services.
- Ensure all levels of testing prior to execute changes in production environment.

Document/Data Archiving and Backward Compatibility

Some important document/data archiving and backward compatibility are listed below:

- Firm must ensure all type of data archiving support.
- Designing and Developing Data/document archiving system of the data/document retained in the system as per record retention process in compliance with technology architecture.
- Bug-fixing, maintain and manage the Archiving and integration system as part of this contract.

User and User Roles

The 333 platform adopts a Role-Based Access Control (RBAC) mechanism to ensure that users can only access functionalities and data appropriate to their responsibilities. Each user category has tailored roles, privileges, and visibility across the system modules such as CRM, CMS, KMS, IVR, Analytics Dashboard, and Admin Panel.

User Categories and Descriptions:

User Type	Description
Call Center Agents	Access CRM, CMS, and KMS to answer calls, register service requests or complaints, and update citizen interaction history.
Supervisors (Call Center)	Monitor agent performance, handle escalations, approve ticket resolutions, and view analytics dashboards.
System Administrators	Full control over platform configurations, user management, log analysis, and security settings.
Dashboard Analysts	Generate, visualize, and export analytics and performance reports based on call logs, CMS activity, service requests, and response time metrics.
Content Managers (KMS)	Upload, edit, approve, and retire knowledge base articles, IVR content, service descriptions, and FAQs.
Focal Points (Govt. Offices)	Includes Deputy Commissioners (DCs), Upazila Nirbahi Officers (UNOs), and nominated officials from various ministries/divisions/directorates. These users should have access rights to receive, view, and respond to complaints specifically routed to their respective ministries or departments based on the nature of the service requested. Role-specific dashboards and reporting features should be enabled to allow real-time tracking and status updates of complaints under their jurisdiction.
a2i Admin and QA Team	Access all modules with administrative privileges; responsible for service governance, audit readiness, version control, and integration monitoring.

Functional Access Design Principles:

- Service-Aligned Access: Focal points' access must be mapped to their assigned services (e.g., Ministry of Land officials can only see land-related tickets; Social Welfare officers can access only their domain's data).
- Single Sign-On (SSO): Should be integrated via OAuth2/SAML to allow secure and seamless login using official government credentials.
- Access Logging: Every user's action should be recorded (e.g., login, ticket response, content edit) and stored for at least 11 months for audit trail purposes.
- Granular Control: Permissions are set per feature (read/write/delete/reporting/export) and per module (CRM, CMS, IVR, Dashboard, etc.).

Security and Privacy Policy

The selected firm shall be responsible for ensuring that all existing modules and components of the National Helpline 333 platform are fully compliant with industry standards, government rules and regulations, and secure software engineering principles throughout the system's operation and maintenance lifecycle—from initiation to deployment.

Data Retention Matrix

Data Type	Retention Period	Access Control	Remarks (Job Responsibility)
Call Logs	11 months	Admin + QA Team	Required for service audit, quality control, and dispute resolution
Chat Transcripts	11 months	CRM Support Team	Used for reviewing agent-citizen communication and training improvements
CMS Tickets	11 Months	Complaint Admins	Required for long-term complaint resolution, legal reference, and service audit
Access Logs	11 months	System Admin Only	Maintained for system security, traceability, and compliance audits
Exported PII	72 hours	Dual Authorization Required	Used only for high-risk analysis; retention limited to reduce data breach risk

Capacity Management and Knowledge Transfer

The Service Provider shall ensure comprehensive capacity management and knowledge transfer mechanisms to strengthen institutional capability, operational sustainability, and technical self-reliance of the client organization throughout the implementation and operational phases of the National Helpline 333 platform. The following activities shall be conducted as part of the formal capacity-building and knowledge transfer framework:

- **Monthly Knowledge Transfer Meetings:**
  The Service Provider shall facilitate monthly coordination and knowledge transfer meetings with

the client's technical and operational teams, focusing on system configuration updates, issue resolution, process optimization, and documentation review. These sessions shall serve as structured opportunities for progress review, troubleshooting guidance, and hands-on learning for client personnel.

- **Technical Consultancy and Operational Guidance:**
  During the implementation and operational phases, the Service Provider shall provide technical consultancy and advisory support to the client team. This shall include best-practice recommendations for system administration, incident management, performance tuning, and service continuity planning, ensuring that the client can manage day-to-day operations effectively.

- **System Update and Mini-Training Sessions:**
  The Service Provider shall organize on-demand and quarterly mini-training sessions to brief the client's designated staff on system updates, configuration changes, feature maintenance, and security patches. In the case of major releases or architectural modifications, additional focused sessions shall be held to ensure complete understanding and smooth adaptation by the client team.

- **Source Code and Technical Document Access:**
  The Service Provider shall provide continuous, authenticated access for designated client technical experts to the source code repository, database structure, and all relevant technical and design documentation.
    - All source code, data schema, and design artifacts shall be formally handed over to the client (Aspire to Innovate – a2i) upon deployment or at mutually agreed milestones.
    - The Service Provider shall ensure that all documents and codebases are version-controlled, up to date, and shared in a format that enables future maintenance, scalability, and third-party audit.

This structured capacity management and knowledge transfer approach shall ensure that the client's technical team attains full operational autonomy, enabling sustainable management, in-house troubleshooting, and long-term scalability of the 333 system.

Hosting Requirements and Plans

The selected firm shall be fully responsible for the rehosting and migration of the entire National Helpline 333 platform ecosystem - including all core and supporting components—from its current hosting environment to a government-approved data center. This process shall ensure service continuity, data integrity, system security, and compliance with national ICT and data sovereignty regulations.

The scope of rehosting shall cover the following systems and components:

- Customer Relationship Management (CRM)
- Complaint Management System (CMS)
- Interactive Voice Response (IVR) System
- Knowledge Management System (KMS)
- Webchat and Omnichannel Communication Modules
- Analytics and Dashboard Systems

Key Requirements:

- The Service Provider shall prepare and execute a comprehensive migration plan, including environment assessment, backup strategy, downtime minimization measures, and validation checkpoints.
- The rehosting process shall include complete data transfer, configuration migration, dependency mapping, and environment optimization to ensure seamless operation post-migration.
- The new hosting environment shall comply with all government data center policies, ensuring high availability, redundancy, disaster recovery readiness, and security compliance.
- The Service Provider shall perform post-migration testing and validation, including application functionality, database connectivity, IVR routing, and API integrations.
- Detailed migration documentation, including architecture diagrams, configuration details, rollback procedures, and test reports, shall be submitted to the client upon completion.
- The Service Provider shall ensure that all data and system assets remain within the national boundary, maintaining strict compliance with data localization and information security policies.

Transfer of Knowledge (Training)

The Service Provider shall implement a structured training and knowledge transfer program designed to build operational competence, technical proficiency, and long-term self-sufficiency of the client's personnel involved in managing and operating the National Helpline 333 platform. The program shall follow role-based curricula, include standardized learning artefacts, ensure performance certification, and provide ongoing knowledge reinforcement throughout the transition period.

Role-Based Curricula

- **Call Center Agents:**
  Each agent shall undergo 8 hours of classroom training covering system overview, service procedures, citizen interaction protocols, and data privacy guidelines, followed by 8 hours of supervised floor practice to gain hands-on experience in real-time operations using CRM, CMS, IVR, and related modules.

- **Administrators / Network Operations Center (NOC) Personnel:**
  Administrative and NOC staff shall complete 16 hours of hands-on laboratory training, focusing on system monitoring, scaling procedures, disaster recovery (DR) drills, performance tuning, and troubleshooting within the production and test environments.

Training Artefacts

- The Service Provider shall develop and deliver comprehensive training materials and artefacts, including:
  - Slide decks and training manuals covering each functional and technical area.
  - Video recordings of key training sessions for future reference and onboarding.
  - Sandbox exercises for participants to practice operational scenarios safely.
  - A centralized FAQ and knowledge repository hosted in BookStack, integrated with the existing KMS for ongoing access by trained personnel.

Certification and Evaluation

- Post-training assessments shall be conducted to evaluate knowledge retention and operational readiness.

- Participants must achieve a minimum score of 80% in the assessment to be considered certified for independent system operation.
- Successful participants shall receive digital certificates or badges, officially recognizing their competency and completion of the training program.

Ongoing Knowledge Transfer and Mentorship

- The Service Provider shall conduct monthly brown-bag sessions to address system updates, process improvements, and newly introduced features.
- For the first six months post-deployment, the firm shall embed two senior engineers on-site (or virtually, as agreed) to provide mentorship, shadowing support, and live operational guidance to the client's technical and administrative teams.

This structured and continuous **capacity development framework** shall ensure that all relevant personnel—from call center agents to system administrators—acquire the necessary skills and confidence to operate, manage, and sustain the **333 ecosystem** effectively and independently.

Source Code Maintenance, Handover, and Knowledge Transfer Plan

Source Code Handover and Knowledge Transfer:

The Service Provider shall ensure full transparency, documentation, and knowledge transfer regarding the source code and all related system components of the National Helpline 333 platform. As the core source code, databases, and frameworks of the 333 system already exist and are owned by the a2i Programme, the Service Provider's role shall primarily involve maintenance, of modules or feature updates, if required, under a2i's approval.

For any newly developed or modified code, the Service Provider shall:

- Maintain it within a version-controlled repository (e.g., Git, Bitbucket, or equivalent), ensuring full traceability of all commits and changes.

- Prepare and submit technical documentation, including code structure, database schema updates, configuration details, and API references.
- Conduct knowledge transfer and walkthrough sessions with the a2i technical team to explain the functionality, logic, and deployment process of the new code.
- Provide a final, stable, and tested version of the new or updated source code before deployment or contract closure.

The final source code handover shall include:

- All newly written or modified code files, scripts, and configuration settings.
- Updated database schemas, API documentation, and version history logs.
- Access credentials to the secure Git repository (with read/write privileges for a2i).
- A signed handover certificate confirming successful transfer and functional understanding by the a2i 333 technical and Domain.

All intellectual property (IP) of newly developed components shall remain the exclusive property of the a2i Programme, ICT Division, Government of Bangladesh.

Support and Maintenance Plan:

The firm should provide support and maintenance of the system for the entire operational period after the deployment. The managed services should be governed by a comprehensive service level agreement (SLA) and should commence after the successful installation and commissioning of the entire system. The service must include the following:

- Provide support & maintenance service of the Call Center & Short Code from the date of contract signing. Support & Maintenance should cover fixing all bugs and system errors as and when identified by the system users.
- 24×7 monitoring of telephony (SIP/IVR), queues, APIs, CRM, recordings; on□call escalation per SLA.
- Preventive maintenance & patching plan; security updates; periodic capacity review and knowledge transfer sessions.
- Backup/restore drill schedule (quarterly) and incident post□mortem templates.
- Provide comprehensive support and maintenance for all call center systems, including but not limited to CRM, CMS, KMS, Dashboard, IVR Management System, Webchat, Web Portal, SMS Push, Virtual Agent, Mobile App, Omnichannel etc. Below is a list of the system:

Operational Framework and Service Level Agreement (SLA)

Operational Framework: The National Helpline 333 operates as a 24/7 multi-channel citizen service platform, offering information, grievance redressal, and emergency linkages nationwide. The operational framework ensures uninterrupted, high-quality service delivery through a combination of human agents interfaces, and integrated systems including CRM, CMS, KMS, and Dashboard modules.

1. Key Operational Components

Shift Management

- Three-tier rotational shifts shall be maintained to ensure 24/7 coverage.
- Supervisors shall manage daily rosters, attendance, and team performance.
- Real-time coordination shall be maintained to avoid service interruption during shift changes.

Agent Operations

- Agents shall handle voice, chat, and non-voice interactions following approved Standard Operating Procedures (SOPs).
- Unresolved or sensitive cases shall be escalated according to the defined Escalation Matrix.
- Agents must maintain empathy, accuracy, and confidentiality in every interaction.

Real-Time Monitoring

- A Central Monitoring Dashboard shall provide live visibility into queue lengths, call volumes, and agent occupancy.
- Automated alerts shall trigger for SLA breaches, excessive wait time, or system downtime.
- Supervisors shall oversee performance metrics continuously to ensure SLA compliance.

Quality Assurance and Control

- Daily QA audits shall review random call samples for accuracy, professionalism, and empathy.
- Calibration sessions shall be conducted with Team Leads and Supervisors to align quality standards and feedback.

2. Maintenance and Technical Support Plan
To maintain ≥99.5% system availability, the Service Provider shall execute preventive, corrective, and adaptive maintenance across all technological layers of the 333 ecosystem.

a. Infrastructure and Server Maintenance

- Regular server health checks, disk monitoring, and uptime validation.
- Daily database optimization and 24-hour log rotation.

b. Application and API Maintenance

- Timely version updates for CRM, CMS, KMS, IVR, and Chatbot modules.
- Weekly API validation and error log analysis.

c. Backup and Recovery

- Daily incremental and weekly full backups to secure cloud or NDC storage.
- Quarterly Disaster Recovery (DR) simulation and testing.

d. Security and Patch Management

- Security patches applied within 48 hours of release.
- Continuous vulnerability scanning and system hardening to ensure data protection.

3. Service Quality and Call Monitoring Deliverables
To sustain high citizen satisfaction, the Service Provider shall maintain a structured quality management approach.

Key Deliverables:

- Weekly QA Evaluation Reports (minimum 5% random call sampling).
- Monthly Citizen Satisfaction (CSAT) analytics.
- Real-time SLA deviation alerts via the monitoring dashboard.
- Supervisor-led calibration and improvement reports.

4. Service Level Agreement (SLA) and Performance Metrics
The SLA defines the measurable service standards to ensure consistent and reliable performance.

Metric	Target Standard	Monitoring Frequency
Average Handle Time (AHT)	≤ 150 seconds	Daily
First Call Resolution (FCR)	≥ 80%	Daily
Citizen Satisfaction (CSAT)	≥ 90%	Monthly
Abandonment Rate	≤ 15%	Daily
System Uptime	≥ 99.5%	Continuous

First Call Resolution (FCR):

- Information Calls and Environment Complaints Calls only. As agents cannot resolve other cases complaints immediately due to dependency on external government department coordination and feedback. And there are no specific timeline of escalated issue resolution.
- If the **same customer calls again for the same CQC within the same day**, it will be treated as **Non-FCR**.

Exclusion of Unusual Calls

- Certain call types should be **excluded from FCR calculation** as they do not represent genuine service interactions, including:
    - Prank or test calls
    - Silent or blank calls
    - Non-responsive or dropped callers before interaction

Abandonment Rate:

Based on staffing of **50 Headcount (HC)**, a **150-second AHT**, **85% Occupancy**, and a **30% Shrinkage**, effective daily capacity is approximately **6,500 calls**. Currently, the call flow averages around 8,600 calls per day, with 6,500 answered — resulting in a **76% answer rate**.

SLA Review:

- SLA metrics shall be reviewed during monthly performance meetings.
- Reports shared with a2i management and vendor team for joint evaluation.
- Non-compliance shall trigger corrective action and, if repeated, contractual penalties.

5. Reporting and Governance Framework

Reporting Schedule:

- Daily: Agent attendance, queue summary, system uptime.
- Weekly: SLA performance, quality audit results, escalation review.
- Monthly: Consolidated performance dashboard including CSAT and trend analysis.

Governance Structure:

- a2i acts as the central supervisory authority ensuring vendor compliance.
- A Joint Operations Committee (JOC) shall meet quarterly to review progress, risk, and performance.
- All reports shall be digitally archived for minimum 11 months.

6. Change Management and Version Control

- To ensure system reliability and audit readiness:
- All changes shall follow a Change Request Form (CRF) approval process.
- New versions shall be tested in a staging environment prior to deployment.
- Monthly security audits and rollback testing shall be conducted.
- All updates logged and version-controlled for traceability.

7. Agent and Call Monitoring Deliverables

Agent Monitoring:

- Daily activity logs (call count, login hours, occupancy).
- Weekly QA sheets (minimum 5% call sample per agent).
- Monthly performance dashboards (AHT, FCR, CSAT, Attendance).
- Coaching & corrective action trackers for underperforming agents.

Call Monitoring:

- 5–10% randomized call sampling across shifts and languages.

- Detailed assessment of call quality, accuracy, empathy, and resolution.
- Call abandonment and wait time analysis.
- SLA report (80/20 standard compliance).
- Call recording retention and redaction audit.

8. SLA Review and Improvement

- SLA performance shall be reviewed quarterly by the Joint Operations Committee (JOC).
- Adjustments may be made based on evolving service needs, call volume, or regulatory changes.
- Continuous improvement actions shall be documented in the SLA Compliance Tracker.

This Operational Framework and SLA ensures a unified approach to maintaining uninterrupted citizen service, proactive system management, and continuous quality enhancement for the National Helpline 333. It aligns technical performance, human empathy, and governance accountability to deliver trusted and responsive services under the a2i Programme, ICT Division.

Annexure-A: Sample Capacity & Staffing Model (Indicative Planning for 10,000 Calls/Day)

Annexure-A: Sample Capacity & Staffing Model (10,000 Calls/Day, AHT 2 min, 80% / 100% Answered)

Table A: Target 80% Answered (8,000 Calls/Day) **Historical data Given**

Year	Answered Target	Answered Calls/Day	Talk Minutes/Day	Peak-hour Calls	Peak-hour Agents (85% Occ)	Rostered Agents (with 30% Shrinkage)	Suggested Shift Staffing (Peak / Off-peak / Night)
Y1 2023	80%	6,469	52334	4,658	35	60	35 / 20 / 5
Y2 2024	80%	9,061	117532	6,524	35	60	35 /20/ 5
Y3 2025	80%	2,571	66091	1,852	11	26	15/8/ 3

Annual Totals (Reference)

Metric	80% Answered	100% Answered
Answered Calls/Year	2,920,000	3,650,000
Talk Minutes/Year	5,840,000	7,300,000
Talk Hours/Year	97,333	121,667

Accessibility

It must have a common, consistent database system such that the information shall be accessible from all locations of a2i according to authorization setup by Head Office administration.

SL	Items to Check	Details

1	For anything on a web page that is not text, is there any text equivalent for that item?	• Anything that does not text on a web page usually includes, but is not limited to, an image, graphic, audio clip, applets (small application running within a web browser, i.e. text chat window, etc.), tickers, or other feature that conveys meaning through a picture or sound. Examples include buttons, check boxes, pictures and embedded or streaming audio or video. • Providing a text equivalent means that words are being used to describe what an item (that does not physically consist of text) actually is, why it is there, and any information being communicated by the use of that item or the item itself. • Check that all images have accurate and meaningful text equivalents. Images mostly use an "alt-tag" or "longdesc" attribute as part of the object. To check, mouse users can roll their cursor over an image. If a text label or window pops up, then it has a text equivalent. Screen reader users can listen to see if an image is identified and described. It is also acceptable to simply include a text description above or below the image. For example, "The picture below shows…" • Ascertain that images of text, graphical text (pictures of text), or text that is part of an image have a text equivalent. Be sure that the text equivalent correctly describes the image or communicates any information as part of the image. For example, if the image itself contains words, be sure the exact wording from the image is used within the text equivalent. • Ensure any audio has a text equivalent, such as a text transcript.
2	Is captioning, audio descriptions, or other equivalent provided for presentations that utilize both audio and video at the same time? Is captioning, descriptions, or other alternatives	• Determine that all audios have been captioned for the deaf and hard of hearing, and all videos have audio descriptions for blind and visually impaired. • Ascertain that captions and audio descriptions are synchronized correctly with the audio and video. For example, synchronized captions allow someone to read captions and also watch the speaker's relevant body language. • Remember that this only applies to multimedia presentations, i.e., those presentations utilizing both

	synchronized with the presentation?	audio and video at the same time. For example, the audio and video web cast of a program would need to be synchronized. An audio web cast would require a text transcript. A silent (no audio) web slide show would require a text equivalent for any images.
3	If color was removed, would it inhibit use of the web site?	To check, view the page using a monochrome monitor (ex. black and white monitor, etc.) or by printing a page to a black and white printer.
4	Is color being used to emphasize text or indicate an action?	If so, an alternate method needs to be included so users can identify what is being emphasized by the use of the colored text or action. For example, if all links on a web page are blue, then underlining the links is an acceptable method for identifying blue colored links. Another example, if users are prompted to press a green start button, then a text label above the green button saying "press green start button" is an acceptable method.
5	Do web pages ignore user defined style sheets?	Style sheets are formatting instructions on how a page should be displayed (can also include how it is printed and presented). For example, a user specifies that they want their browser to view pages with extra-large font with white characters on a black background. These preferences are set up for all pages viewed.
6	Does a web page override or ignore user settings?	To check, disable style sheets within the browser (Check browser's help menu for instructions) or try changing the font size or background colors through the browser's settings.
7	If a link is embedded in an image, is there an equivalent text link?	• Frequently, a web designer will use an image map which contains a link or set of links. • Check to see if the image has any text links or labels. In some cases, you may have to move the mouse around the image to see if different text labels appear over different portions of the image. Screen readers will announce "image map link…" when a link is detected. These text labels alert users that by clicking or selecting the link in this particular region of the

		image, it will retrieve a specific web page. This is an example of a client-side image map which can be quite accommodating to people with disabilities and those using assistive technology. • On the other hand, there are image maps that do not indicate to the user which specific web page will be retrieved when a particular region of the image is selected. These are called server-side image maps, because the computer or server hosting the web page determines which page is sent based on portion of the image selected. These are not accessible image maps, requiring a redundant text link on the same page retrieving the same pages as those links used in the image map.
8	If information is displayed using a table(s), can columns and rows be identified by screen readers?	Using a screen reader, listen to how the table is read aloud.
9	If frames are used, are they accurately text labeled?	Frames are used to visually separate information on a web page.
10	Does anything on the page blink or flicker?	Ask if the web designers can prove whether any blinking or flashing elements have a frequency greater than 2 Hz and lower than 55 Hz. This requirement is necessary because some individuals with photosensitive epilepsy can have a seizure triggered by displays that flicker or flash, particularly if the flash has a high intensity and is within certain frequency ranges.
11	Do web sites not conforming to acceptable and approved accessibility standards offer a text only equivalent of their web site?	• The World Wide Web Consortium's (W3C) Web Accessibility Initiative Guidelines and Section 508 are the two widely accepted authorities on Web accessibility and design. • Web sites that cannot adhere to the accessibility guidelines set forth by W3C and Section 508 can offer a text only equivalent for all the information displayed and all functions available.

12	If scripting is used, such as JAVA, etc., is there a text equivalent so assistive technology, like screen readers, can read the information?	An example of scripting could be a stock ticker on a web page that is animated, refreshing, and displaying information. Another example is using an image, that when a mouse cursor rolls over the image, additional information pops open on the screen, and then disappears when the mouse cursor rolls off.
13	If online forms are used, can people using adaptive technology fill in and submit all the required information?	• Can a keyboard be used to access all the form fields? • Are text labels used either inside or near form fields to identify what information users should be entering? • Can a screen reader identify the form(s)? • Do the forms follow a logical order? For example, if a user hears "Last Name" is the corresponding form the area where they would enter their last name?
14	Is there a way for users, especially those using screen readers to skip repetitive navigational links?	Navigational links are a set of routine navigation links frequently used to move users to pages within a web site, usually located on the top or side of each web page. For example, "Help," "Contact Us," etc. links that all appear on the same page within a web site in exactly the same way and location.
15	If users are given a certain amount of time for an action or response, is there any indication how much time they have left or an option to request more time?	Some web pages may expire or time out after a certain amount of time, and refresh the entire page, for example those requesting personal information.
16	Unicode character set for Bangla	Use of Unicode character set for Bangla - Interspersing Bangla and English in the same page should be avoided until such time that there is a screen reader which can handle multiple languages.
17	Accessible documents on web pages	Where it is not possible to make a document accessible, then an alternative, accessible format should be downloadable along with the original image file.

18	Navigation mark-up	Use of heading level 1-6, in addition to navigation links like 'skip to main content'.
19	HTML validation	HTML is the simplest programming language used for website customization and is accessible on all browsers — desktop browser or a mobile browser. All web pages should have HTML validation.
20	CSS validation	Content presented with CSS errors may lead to serious problems such as overlapping of content, making it almost impossible to read. CSS errors may also prevent some users from successfully carrying out custom CSS processing to set the preference of color and size of text and object to suit their vision requirement.
21	Color adjustment option	High contrast and font customization options should be available
22	Labeling of Links	Labeling links correctly rather than just 'click here'- i.e., descriptions should be accurate. • The web page has a descriptive and informative page title. • A sign language video is provided for all media content that contains audio. • The page is readable and functional when the text size is doubled. • All page functionality is available using the keyboard
23	Accessibility plugin	Some accessibility features such as Monochrome, Invert Colors, Big Cursor, Highlight Link, Show Headings, Reading Guide, Reset Button, Keyboard Shortcut etc. Commonly these items are named Accessibility Plugin.
24	Accessibility Guideline	Have to follow the WCAG 2.1 Level A Guidelines at least. To know more and details about “Digital Service and Web Designing Guideline for Inclusive Accessibility 2022” follow this website link: https://a2i.gov.bd/disability-innovation-lab/

List of reports, Schedule of deliveries, period of performance

Expected Deliverables & Payment Schedule (11 months):

Month	Deliverables	% of Payment
1	Section: 1st Month Deliverables (Inception and Operational Readiness Phase) Upon completion of the first month of contract execution, the Service Provider shall submit an Inception & Operational Readiness Report, which will include all setup, operational, technical, and performance deliverables listed below: The report must demonstrate full operational readiness of the 333 platform under the Operation and Maintenance (O&M) scope. **A. Operational and Performance Deliverables** **1. Monthly Performance Report including:** • Total number of citizens served (inbound, outbound, chat, and non-voice interactions). • Summary of resolved and pending complaints. • Call category distribution (information, complaint, referral, emergency, etc.). • Daily and cumulative call statistics with SLA compliance metrics. **2. Integration and System Update Report** • Integration status of all systems and services (CRM, CMS, KMS, IVR, Dashboard, and Web Portal). • Confirmation of successful synchronization with citizen databases and government systems. • Log of APIs tested and functional during the first month. **3. Maintenance and Technical Support Report** • Routine maintenance activities (server uptime, API health, error logs, backups). • Security patches applied and system hardening report.	8%

	• NDC data center maintenance update (co-location status, uptime, environmental control report). **4. User Management Summary** • Total number of registered CMS/CRM user credentials. • Access control and user role matrix. • List of active agents, supervisors, and admin accounts. **5. Cost Breakdown Report** • Detailed breakdown of agent costs, refreshment costs, connectivity, and recurring operational expenses. • Supporting documents for all reimbursable items (infrastructure rent, bandwidth, connectivity, etc.). **6. Change Request (CR) and Configuration Report** • All Change Requests submitted and implemented during the first month. • Version control and configuration update log. **B. Functional and System maintenance Deliverables** **7. KPI Dashboard** • Implementation of refined performance indicators (AHT, FCR, CSAT, Uptime, Abandonment Rate). • Live visualization panel for management and monitoring team. **8. Real-time Monitoring Dashboard maintenance** • Real-time updates for queue monitoring, agent status, and system alerts. • Integration with QA and escalation dashboard for immediate insights. **9. SMS Gateway Integration** • Full enablement of two-way SMS within the CRM/CMS dashboard. • Successful testing of citizen notifications, complaint acknowledgment, and feedback messages. **10. Call Transfer and Routing Feature Activation** • Functional testing and documentation of call transfer between agents and departments. • Updated SOP for escalation and re-routing process. **11. Workstation, Infrastructure, and Data Center Setup Report** • Workstation setup verification and operational readiness report. • Space rent and infrastructure utilization summary. • Network topology and data flow diagram for monitoring and audit reference. **C. Agent and Call Monitoring Deliverables** **Agent Monitoring Deliverables** • Daily Agent Activity Log (Call Count, Login Hours, Occupancy, Break Time). • QA Evaluation Sheet for 5% Random Calls per Agent per Week.	

	• Monthly Agent Performance Dashboard (AHT, FCR, CSAT Score, Attendance %). • Citizen Feedback Correlation Report (Complaint vs. Resolution Satisfaction). • Coaching & Corrective Action Tracker for Low-performing Agents. • Supervisor Quality Review Notes & Escalation Summary. **Call Monitoring Deliverables** • 5–10% Randomized Call Sampling across all shifts and languages. • Call Quality Assessment Report (Greeting, Accuracy, Empathy, Resolution). • Call Abandonment & Wait Time Analysis. • Service Level Report (80/20 Response Standard Compliance). • Call Recording Retention & Redaction Audit. • Weekly Call Listening Session Summary with Corrective Actions Taken. **D. Governance and Reporting Deliverables** **12. Daily and Weekly Reporting Framework** • Daily attendance, queue summary, and system uptime report. • Weekly SLA performance and escalation summary. **13. Inception Review Meeting & Presentation** • Joint presentation to a2i management summarizing first month setup, performance, and improvement roadmap. • Inclusion of identified challenges, risk log, and mitigation plan for subsequent months. **14. Inception Deliverables Sign-off** • All deliverables to be verified by the a2i Monitoring Team. • Sign-off required for release of first-month invoice/payment milestone.	
2	2nd Month Deliverables (Stabilization and Performance Optimization Phase) After completion of the second month, the Service Provider shall submit a Stabilization & Performance Optimization Report, demonstrating full functional maturity of the National Helpline 333 platform under continuous 24/7 operation. The report must confirm that the system, infrastructure, and service delivery processes are operating efficiently in compliance with the Service Level Agreement (SLA) targets. **A. Operational and Performance Deliverables** **1. Operational Stability Report** • Evidence of uninterrupted 24/7 operation with ≥99.5% uptime. • Comparison of 1st month vs 2nd month call performance metrics. • SLA compliance summary (AHT, FCR, CSAT, Abandonment Rate). Queue performance, shift occupancy, and agent utilization analysis. **2. Maintenance of Dashboard and Analytics Implementation**	8%

	• Integration of real-time analytics for call center and CRM operations. • Maintain KPI visualization (e.g., Live AHT, Queue Health, Agent Availability). • Supervisor dashboard activation for live performance tracking. **3. Performance Optimization Activities** • Backend optimization of CRM/CMS/KMS/IVR systems for faster response. • Review of system logs, API latency, and database performance tuning. • Bug-fix summary and performance improvement measures taken. **4. Maintenance and Security Report** • Preventive maintenance schedule and monthly system health validation. • Vulnerability scan summary and patch implementation record. • Security event log report and firewall audit. **5. Integration Expansion Report** • New system integrations initiated or completed (e.g., 999, Nagorik Seba, SPS). • Testing and validation documentation for API endpoints. • Plan for upcoming integrations in next phase. **B. Functional and System Deliverables** **6. IVR Optimization Report** • Maintenance of call routing and IVR flow refinement based on call analysis. • Agent assisted response suggestion feature tested and optimized. • Integration of voice analytics for sentiment and intent detection. **7. Automation Maintenance** • Implementation of auto-escalation workflows in CMS for priority cases. • Cron-based background automation for complaint updates and follow-ups. • SMS & Email automation improvement report. **8. Backup Validation** • Report (Data recovery simulation). • Verification of full and incremental backup logs. • Updated backup policy and restoration success ratio. **C. Agent and Service Quality Deliverables** **9. Monthly Agent Performance Report** • Comparison of agent KPIs (AHT, FCR, CSAT) between 1st and 2nd month. • QA evaluation of 5% random calls per agent. • Corrective action and retraining report for low-performing agents. **10. Call Quality and Citizen Satisfaction Report**	

	• Random call sampling (minimum 10%) across all shifts. • Updated CSAT and service quality trend report. • List of recurring complaint patterns and corrective measures. **11. Training and Capacity Development** • Summary of refresher training sessions for agents and supervisors. • Updated SOP and guideline dissemination record. • Supervisor coaching feedback report. **D. Governance and Reporting Deliverables** **12. Monthly SLA Compliance Report** • Detailed SLA compliance matrix across all key metrics. • Non-compliance analysis with corrective actions taken. **13. Monthly Performance Review Presentation** • Presentation to a2i management and JOC summarizing system performance, challenges, and improvement roadmap. • Inclusion of citizen feedback insights and service impact summary. **14. Verified Reimbursement Statement** • Submission of verified bills, invoices, and usage documentation for bandwidth, connectivity, SMS, and other reimbursable items. **15. Change Request (CR) and Update Log** • All approved CRs and version updates implemented in 2nd month. • Updated configuration change log shared with a2i.	
3	3rd Month Deliverables (Expansion Phase) After completion of the third month, the Service Provider shall submit an Maintenance and Expansion Report that demonstrates tangible improvements in citizen engagement, technology integration, and service efficiency. The deliverables for Month-3 shall emphasize functional upgrades, extended integrations, automation, and advanced analytics capabilities to strengthen the National Helpline 333 ecosystem. **A. Operational and Functional Deliverables** **1. Operational Continuity Report** Validation of uninterrupted 24/7 operations with ≥99.5% uptime. SLA achievement summary and comparison of 2nd-to-3rd month trends. Reduction in call abandonment rate and improved average response time. **2. Maintenance Functional Implementation** Deployment of newly developed or improved features (e.g., call tagging, agent scorecards, custom dashboard filters). Optimization of complaint routing and prioritization algorithms. Update of IVR tree and language menu based on call data insights. **3. Automation & Workflow Maintenance** Implementation of workflow automation for CMS (auto-escalation, reminder triggers).	8%

	Integration of automated SMS/email alerts for complaint updates. Deployment of auto-report scheduling for daily/weekly dashboards. **4. Reporting and Analytics Maintenance** Maintenance of KPI visualization dashboard with multi-dimensional analytics. Integration of Meta base/Superset for interactive analytical dashboards. **B. Integration and System Expansion Deliverables** **5. New Service Integrations** Integration with at least one new e-Government system (e.g., DSS, BRTA, or Women Affairs). API integration documentation and test validation reports. Updated integration map showing all connected systems. **6. Non-Voice Channel Integration (Expansion)** Integration of WhatsApp/Messenger chatbot or web-chat channel. Pilot implementation of unified citizen messaging inbox. Analytics report on non-voice interactions. **C. Quality Assurance and Capacity Building Deliverables** **7. Comprehensive QA Report** QA analysis of at least 10% of calls across all shifts and languages. Monthly Quality Audit Summary with deviation trends and recommendations. QA team calibration workshop report with a2i participation. **8. Training and Capacity Development Report** Refresher training sessions for new features and system Maintenance. Technical skill development for supervisors and technical team members. Training attendance and feedback evaluation report. **9. Service Innovation Workshop Report** Joint innovation session with a2i to identify citizen-centric service improvements. Documentation of improvement roadmap for next quarter. **D. Maintenance, Security, and Governance Deliverables** **10. System Maintenance Report** Preventive maintenance log for servers, network, and databases. API performance test report and latency reduction summary. Updated backup validation report. **11. Security and Compliance Report** Monthly vulnerability scan and patch status. Log of any detected incidents and resolutions. Data privacy and access control compliance summary. **12. Governance and Reporting Deliverables** Monthly SLA Compliance Dashboard. Monthly Joint Operations Committee (JOC) presentation on performance, challenges, and improvements. Verified documentation for reimbursable items (bandwidth, space rent, SMS, etc.). **E. Measurable Outcomes for Month-3** By the end of Month 3, the following measurable outcomes must be achieved: ≥ 99.5% uptime maintained for all core systems.	

	≥ 90% CSAT (Citizen Satisfaction) maintained. ≥ 85% FCR (First Call Resolution). Integration of at least one new government service completed. Automation workflows operational in CMS and CRM. Maintenance of live KPI dashboard deployed.	
4	4th Month Deliverables (Consolidation and Service Quality Reinforcement Phase) After completion of the fourth month, the Service Provider shall submit a Consolidation and Quality Reinforcement Report outlining the progress of sustained operations, continuous service quality improvement, and strengthened compliance and governance mechanisms across all components of the National Helpline 333 ecosystem. **A. Operational and Performance Deliverables** **1. Operational Continuity Report** Verified 24/7 operational stability with uptime ≥99.5%. SLA compliance analysis (AHT, FCR, CSAT, Abandonment Rate). Month-over-month performance trend chart (Month 1–4 comparison). Queue efficiency analysis and agent occupancy improvement summary. **2. System and Infrastructure Optimization** Validation of server, database, and IVR performance tuning. Resource utilization optimization (CPU, memory, bandwidth). Load balancing and auto-failover test report. Preventive maintenance checklist and activity log. **3. Complaint and Feedback Analysis Report** Comprehensive report on complaint categories, resolution rates, and average resolution time. Citizen feedback trend analysis based on CSAT and rating data. Insights on recurring service issues and proposed corrective measures. **4. Operational Improvement Actions** Action plan addressing low-performing areas from previous QA and SLA reviews. Updated SOPs based on practical insights and citizen feedback. Process automation improvements implemented in CMS/CRM modules. **B. Functional and System Maintenance Deliverables** **5. Advanced Reporting and Analytics Module** Implementation of multi-level dashboards (Citizen → Supervisor → Admin → a2i). Integration of advanced analytics (call duration heatmaps, satisfaction segmentation, agent workload correlation). Exportable report templates in PDF/CSV/XLS formats for a2i management. **5. Maintenance of Cross-Platform Synchronization** Validation of seamless data synchronization across CRM, CMS, and KMS modules. Integration test report with external systems (e.g., Nagorik Seba, GRS, MyGov). Real-time API monitoring log and incident resolution summary. **C. Service Quality, Training, and Capacity Development** **6. Comprehensive QA and Audit Report** QA review of at least 10% of all calls across shifts. Quality deviation analysis and corrective action summary.	8%

	Supervisor coaching and peer-review session reports. Verification of compliance with empathy, accuracy, and tone standards. **7. Agent Training and Certification Program** Completion of refresher training on system usage, escalation, and data privacy. Updated agent certification matrix. Training feedback summary and skill improvement report. **8. Supervisor and QA Team Development** Leadership skill training for supervisors. QA calibration meeting summary with action points. Updated QA monitoring checklist and standardization document. **D. Security, Maintenance, and Governance Deliverables** **9. Security & Compliance Report** Monthly vulnerability scan, patch implementation, and firewall rule review. Data protection compliance summary (PII encryption, access control validation). Audit trail verification report (login, modification, and playback logs). **10. Backup Validation** **Data Center drill and restoration test summary (data retrieval success rate).** Backup integrity verification log (daily incremental, weekly full). Updated disaster recovery plan documentation. **11. Governance and Reporting Framework** Monthly SLA Compliance Dashboard and Governance Presentation. Joint Operations Committee (JOC) meeting report and decisions summary. Verified reimbursement statement for all reimbursable services (bandwidth, space, connectivity, etc.). **E. Key Measurable Outcomes by End of Month 4** ≥ 99.5% system uptime maintained consistently. ≥ 90% SLA compliance across all metrics. ≥ 92% Citizen Satisfaction (CSAT). Complaint resolution time reduced by at least 10% from previous month. Fully operational advanced analytics dashboard. Verified backup test success rate ≥ 95%.	
5	5th Month Deliverables (Innovation, Integration Expansion & Predictive Intelligence Phase) After completion of the fifth month, the Service Provider shall submit a comprehensive Innovation and Integration Expansion Report, demonstrating measurable progress in new system integrations, and predictive analytics capabilities of the National Helpline 333 platform. This phase focuses on leveraging intelligence, automation, and cross-platform coordination to elevate citizen experience and optimize service performance. **A. Operational and Performance Deliverables** **1. Operational Continuity and SLA Report** Confirmation of uninterrupted 24/7 service operations. SLA summary report with KPI comparison (AHT, FCR, CSAT, Abandonment Rate). Month-over-month service performance improvement chart.	8%

	Queue management and agent productivity trend analysis. **2. Predictive Performance Analytics Implementation** Development and deployment of a predictive analytics module for call volume forecasting and citizen behavior trends. Integration of historical data for proactive resource allocation. Monthly insight report highlighting forecast accuracy and recommendation patterns. **3. Routing & Automation Maintenance** call routing Maintenance for category-based prioritization. Implementation of auto-assign and smart-queue balancing within the CRM/CMS. Integration of automated voice classification for IVR optimization. **B. Integration and System Expansion Deliverables** **4. Expansion of Inter-Government System Integration** Integration of at least two new government services or portals (e.g., DWA, DGHS, DSS). Updated integration log and functional testing documentation. Verification of API response time and data consistency between systems. **5. Cross-Platform Data Exchange Maintenance** Real-time synchronization between CRM, CMS, and KMS modules. API performance optimization with token-based authentication and error handling. Monthly audit of API logs for uptime, error rate, and response latency. **6. Non-Voice Channel Strengthening (WhatsApp, Messenger, Webchat)** Stability testing and bug fixes for chat-based platforms. Unified inbox improvement for agent-based responses. Monthly analytics report on non-voice citizen engagement trends. C. Innovation and Citizen Engagement Deliverables **7. Chatbot Maintenance** New intents and response flows added for frequently requested services. Integration of feedback loop for performance monitoring. **8. Citizen Experience (CX) Improvement Plan** Citizen journey mapping based on feedback data. Implementation of new features like call-back scheduling, IVR language optimization, or self-service options. Monthly CX improvement report including satisfaction index and recommendations. **9. Data Visualization and Insight Dashboards** Expansion of existing dashboards to include predictive trend visualization. Customizable visualization for a2i management (call trend, agent load, SLA breach predictor). Integration of data drill-down and export functionality. **D. Service Quality, Governance, and Training Deliverables** **10. Comprehensive QA & Service Audit Report** Quality audit of at least 10% of total calls for accuracy, empathy, and compliance. SLA deviation and corrective action report. Consolidated training impact analysis (before vs after).	

	11. Supervisor and Agent Skill Report Training session report on advanced tools, dashboard usage, and CRM automation. Supervisor performance improvement plan and mentorship summary. **12. Governance and Reimbursement Documentation** Monthly Joint Operations Committee (JOC) meeting report and action items. Verified documentation for all reimbursable items (bandwidth, SMS, IPTSP, workstation). Compliance certificate on SLA and QA target achievement. **E. Key Measurable Outcomes by End of Month 5** ≥ 99.5% system uptime. ≥ 92% CSAT (Citizen Satisfaction). ≥ 87% FCR (First Call Resolution). Integration of at least 2 new government platforms. Predictive analytics module live and generating insights. Chatbot accuracy improved by ≥10%.	
6	6th Month Deliverables (Midterm Evaluation, Optimization & Citizen Impact Assessment Phase) After completion of the sixth month, the Service Provider shall submit a Midterm Evaluation and Optimization Report, summarizing the overall progress, system efficiency, quality performance, and citizen satisfaction of the National Helpline 333 platform. This phase will focus on consolidating operational achievements, validating service impact, and identifying strategic improvements for the remaining project period. **A. Operational and Performance Deliverables** **1. Midterm Performance Evaluation Report** Comprehensive evaluation of operational KPIs (AHT, FCR, CSAT, Uptime, Abandonment Rate). Month 1–6 trend analysis showing overall growth, stability, and efficiency improvements. SLA compliance report comparing performance targets and actual delivery. **2. Service Impact Assessment Report** Citizen satisfaction (CSAT) analysis with demographic breakdown (district, gender, service type). Comparison between voice and non-voice service performance. Analysis of complaint resolution time and service recovery efficiency. Identification of high-impact government services integrated with 333. **3. Operational Optimization Plan** System load balancing, bandwidth tuning, and response time improvement plan. Optimization of call routing and IVR logic based on call patterns. **B. Technical and Integration Deliverables** **4. System & Application Performance Audit** Technical audit of CRM, CMS, KMS, and Dashboard modules. Review of database efficiency, API response times, and latency reduction activities.	8%

	Vulnerability scan, penetration testing, and patch management report. **5. Integration Optimization and API Maintenance** Midterm review of all existing integrations with government systems (e.g., Nagorik Seba, GRS, MyGov). Optimization of API calls, error handling, and timeout settings. Documentation of new integration pipelines for the next quarter. **6. Predictive Module Refinement** Accuracy improvement for predictive analytics and forecasting models. Incorporation of citizen behavioral data into trend models. Updated Chatbot training datasets and performance matrix. **C. Service Quality and Governance Deliverables** **7. Comprehensive QA and Service Audit** 10–15% call sample review for QA benchmarking. Quality consistency report comparing team and shift-level performance. Citizen empathy and resolution score analysis. **8. Governance and Joint Operations Review (JOC)** 6-month consolidated governance meeting report with decisions and recommendations. Policy improvement recommendations based on analytics insights. Documentation of action items for months 7–11. **9. Training and Skill Gap Analysis Report** Assessment of agent and supervisor skill levels. Identification of performance gaps and refresher training roadmap. Technical training session report on advanced dashboard, data analysis, and system tools. **D. Citizen-Centric Deliverables** **10. Citizen Feedback and Rating Analytics** Aggregated feedback from last 6 months with sentiment analysis. Correlation between CSAT, FCR, and service category. Recommendations for citizen communication improvement. **11. Outreach & Awareness Plan** Awareness campaign report on citizen engagement through SMS, social media, and IVR prompts. Plan for improved accessibility for marginalized or rural citizens. Innovation and Policy Recommendation Brief Documentation of innovative ideas or new modules for the next phase Policy note for a2i and relevant ministries for long-term sustainability. **E. Measurable Outcomes by End of Month 6** ≥ 99.7% System Uptime achieved. ≥ 93% CSAT (Citizen Satisfaction). ≥ 88% FCR (First Call Resolution). Complaint resolution time reduced by another 10% from month 4 baseline. At least 3 new service integration pipelines ready for next phase. Predictive analytics accuracy ≥ 85%.	
7	7th Month Deliverables (Advanced Optimization, & Citizen-Centric Innovation Phase) After completion of the seventh month, the Service Provider shall submit an Advanced Optimization Report, focusing on automation maintenance, data intelligence, and citizen-centric innovation.	8%

	This phase emphasizes continuous improvement through analytics-driven decision-making, and proactive citizen engagement strategies. **A. Operational and Technical Deliverables** **1. Operational Stability and SLA Review** Continuous 24/7 operation report with ≥99.7% uptime. Comparative SLA dashboard (Month 4–7 performance tracking). Updated Call Efficiency report: AHT, FCR, and CSAT improvement summary. **2. Advanced System Optimization** Load testing and stress analysis report under simulated peak conditions. Backend optimization for faster query response and reduced API latency. Preventive maintenance checklist and log validation for servers, IVR, and database. **3. Automation & Predictive Workflow Maintenance** Deployment of automated case routing and predictive ticket prioritization within CMS. Integration of Chatbot workflow recommendations for supervisors. Monthly insight report highlighting automation-driven time savings and accuracy gain. **B. Innovation Deliverables** **4. Model Performance Improvement Report** Retraining of Chatbot models using cumulative 6-month citizen query data. Benchmark comparison (accuracy, fallback rate, resolution time). Inclusion of multilingual datasets for better regional language support. **5. Intelligent Knowledge Management (KMS 2.0)** Integration of content suggestion engine within KMS. Auto-tagging and semantic search feature deployment. KMS utilization analytics report (most viewed, updated, and recommended content). **6. Sentiment & Emotion Analytics Integration** Introduction of sentiment tracking within CRM for live citizen feedback monitoring. Emotion analysis module for transcripts and chat logs. Monthly report showing positive/negative sentiment trends across service categories. **C. Citizen-Centric and Governance Deliverables** **7. Citizen Experience Maintenance Plan (Phase-II)** Data-driven recommendations for improving call flow and IVR UX. Implementation of optional callback feature for missed or abandoned calls. User interface refinement for the citizen feedback portal. **8. Midterm Governance and Strategy Review** 7-month strategic meeting with a2i to review KPI achievements. Update of operational risk register and issue tracker. Next-phase roadmap for months 8–11, focusing on sustainability. **9. Monthly Awareness & Inclusion Campaign** Awareness campaign performance summary (SMS, IVR prompts, and social channels). Inclusion initiative progress for rural and marginalized citizens.	

	Campaign impact report based on citizen participation data. **D. Service Quality & Training Deliverables** **10. Comprehensive QA and Training Report** QA assessment on 10% of calls per agent. Supervisor training on dashboards and new sentiment analysis tools. QA feedback-based refresher training schedule and attendance summary. **11. Performance Reward & Motivation Framework** Development of an agent performance recognition and incentive model. Report on motivation-driven productivity improvements and retention rates. E. Measurable Outcomes by End of Month 7 System uptime ≥ 99.7% maintained. ≥ 94% Citizen Satisfaction (CSAT). ≥ 90% FCR (First Call Resolution). 20% increase in auto-response accuracy. 15% improvement in average resolution time via predictive routing. KMS auto-suggestion live and functional.	
8	8th Month Deliverables (System Expansion, Security Audit & Strategic Sustainability Phase) After completion of the eighth month, the Service Provider shall submit a System Expansion, Security Audit, and Sustainability Report, demonstrating measurable progress in service scalability, data protection, and long-term operational sustainability of the National Helpline 333 platform. **A. Operational and Technical Deliverables** **1. Operational Continuity & SLA Compliance Report** Continuous service availability ≥ 99.7%. SLA matrix validation (AHT, FCR, CSAT, Uptime). Monthly comparative report highlighting trend improvement since Month 6. **2. System Scalability & Load Management Plan** Server performance testing under increased call load (≥ 20% traffic growth). Stress and failover test documentation for IVR, CRM, and CMS. Recommendations for hardware and cloud resource scaling. **3. API Expansion and New Platform Integrations** Integration of at least 2 new government systems (e.g., DSS, BRTA, DGHS). Updated API documentation and endpoint validation logs. Security tokenization and authentication flow verification. B. Data Security & Compliance Deliverables **4. Comprehensive Security Audit Report** Vulnerability assessment and penetration testing summary. Review of RBAC implementation, data-access logs, and encryption standards. Incident-response drill and recovery documentation. **5. Data Protection & Backup Verification** Validation of daily incremental and weekly full backups.	8%

	Verification of DR (Disaster Recovery) replication and restoration process. Updated backup retention policy in alignment with a2i guidelines. **6. Compliance & Audit Readiness Checklist** Alignment with national ICT and Digital Security regulations. Documentation of PII handling and consent-log records. Preparedness for third-party audit (with signed internal verification report). **C. Governance, Reporting & Sustainability Deliverables** **7. Governance Review & Stakeholder Coordination** Quarterly Joint Operations Committee (JOC) meeting minutes and action tracker. Consolidated risk-register update and mitigation progress summary. Stakeholder engagement report (a2i, NDC, vendor teams). **8. Sustainability & Handover Roadmap (Phase I)** Draft framework for post-contract transition and continuity planning. Identification of long-term resource, licensing, and maintenance needs. Knowledge-transfer session plan with a2i's technical team. **9. Operational Cost Optimization Report** Review of reimbursable expenditures (bandwidth, SMS, IPTSP, workstation). Cost-to-performance analysis with savings recommendations. Budget alignment report for next quarter. **D. Citizen Service & Innovation Deliverables** **11. Citizen Experience Maintenance (Phase III)** Implementation of feedback-driven interface tweaks (portal/chatbot). Accessibility Maintenance for visually or physically challenged users. Monthly CSAT & sentiment trend report with improvement insights. **12. Knowledge Model Refinement** Chatbot retraining using feedback-based learning datasets. Accuracy uplift ≥ 25% compared to initial baseline. Automated fallback detection and response optimization. **13. Service Impact Visualization Dashboard** Integration of real-time citizen feedback metrics in dashboard view. Multi-dimensional data visualization (district, service type, time period). Exportable executive summary for decision-makers. E. Measurable Outcomes by End of Month 8 System uptime ≥ 99.7% ≥ 94% CSAT and ≥ 91% FCR At least 2 new e-Government integrations completed Full system security audit and compliance certificate achieved 25% chatbot response accuracy improvement Sustainability framework (draft) submitted	
9	9th Month Deliverables (Sustainability, Capacity Building & Transition Readiness Phase) After completion of the ninth month, the Service Provider shall submit a Sustainability and Transition Readiness Report, focusing on long-term operational stability, institutional capacity building, and gradual handover readiness to ensure continuity beyond the contract period.	8%

	A. Operational and Continuity Deliverables **1. Sustainability Assessment Report** Evaluation of infrastructure resilience, server load management, and uptime (≥99.7%). Assessment of existing support dependencies and sustainability risks. Documentation of cost-effective hosting, maintenance, and operation strategies. **2. Continuity & Redundancy Verification** Validation of Disaster Recovery (DR) and auto-failover systems. Verification of secondary call routing and backup data center functionality. Redundancy checklist for IVR, CRM, CMS, and communication channels. **3. Operational Continuity Simulation Drill** Execution of a mock downtime recovery and escalation test. Documentation of results, response time, and lessons learned. Updated Standard Operating Procedure (SOP) for emergencies. B. Capacity Building & Knowledge Transfer Deliverables **4. Capacity Development Plan for a2i & Govt Stakeholders** Training roadmap for technical and operational staff on CRM, CMS, KMS, and Dashboard modules. Skill transfer sessions for NDC hosting and maintenance operations. Development of quick reference guides and video tutorials for internal use. **5. Knowledge Transfer Workshop Series** Two-day intensive workshop for a2i, DC/UNO focal points, and 333 supervisors. Session reports covering operational best practices, analytics interpretation, and complaint follow-up mechanisms. Participant evaluation and certification list. **6. Technical Handover Documentation (Phase I)** Preparation of detailed technical documentation (architecture, APIs, database schema, user roles). Handover of configuration files, deployment scripts, and admin credentials (read-only access initially). Repository structure validation and Git access verification. **C. Security & Governance Deliverables** **7. Security & Access Review** Re-validation of RBAC (Role-Based Access Control) matrix. Access revocation for inactive users and credentials rotation logs. Penetration testing and vulnerability mitigation report. **8. Governance & Risk Review** Updated Risk Register with mitigation actions for each risk category. Minutes of the Joint Operations Committee (JOC) meeting focused on sustainability and exit plan. Compliance checklist for government ICT policies and data governance standards. **D. Integration & Performance Deliverables** **9. Integration Stability and Performance Testing** API reliability testing for existing integrations (Nagorik Seba, GRS, MyGov, Online GD, etc.).	

	End-to-end testing of cross-platform data synchronization. Latency reduction and API timeout optimization report. **10. Dashboard & Reporting Optimization** Final version of the analytics dashboard with executive summaries. Automated performance and citizen satisfaction reports delivered to a2i weekly. Integration of reporting APIs with the government data warehouse (if applicable). **E. Citizen Engagement & Communication Deliverables** **11. Citizen Satisfaction Impact Review (Phase IV)** Six-month cumulative CSAT and FCR trend analysis. Comparative report of pre- and post-maintenance citizen experience. Sentiment analysis summary by region and service category. **12. Public Awareness & Communication Report** Summary of outreach campaigns through IVR, SMS, and media. Recommendations for next-phase citizen communication improvements. Performance summary of chat, WhatsApp, and Messenger support channels. **F. Measurable Outcomes by End of Month 9** System uptime ≥ 99.7%. ≥ 95% Citizen Satisfaction (CSAT). ≥ 92% FCR (First Call Resolution). All security & access audits completed. Handover documentation (Phase I) submitted. At least 80% of a2i/NDC team trained on system operation.	
10	10th Month Deliverables (Final Operational Consolidation & Transition Implementation Phase) After completion of the tenth month, the Service Provider shall submit a Final Consolidation and Transition Implementation Report, ensuring that the National Helpline 333 platform, its systems, data, and operations are fully optimized, compliant, and ready for handover to the a2i and relevant government custodians. **A. Operational and Continuity Deliverables** **1. Final Operational Consolidation Report** • Comprehensive review of all operational KPIs (AHT, FCR, CSAT, Uptime). • Validation of 10-month SLA achievement trends and compliance rate (≥95%). • Operational maturity summary—system efficiency, downtime history, and recovery performance. **2. Call Center Infrastructure Optimization** • Workstation and server infrastructure fine-tuning to ensure optimal performance. • Updated configuration and maintenance logs of CRM, CMS, KMS, Dashboard, and IVR. • Verification of all agent licenses, accounts, and access credentials. **3. Redundancy and Failover Validation**	8%

	• Full simulation of failover and DR (Disaster Recovery) process with documented results. • Rehearsal of alternate call-routing and API fallback systems. • Updated continuity SOP for future operations. **B. System and Data Handover Deliverables** **4. Technical Handover (Phase II)** • Submission of the Final Source Code Repository with commit history. • Delivery of configuration files, environment variables, and database dumps. • Documentation of microservices, cron jobs, and API dependencies. 5. Database & Data Integrity Validation • Verification of database health, data integrity, and replication accuracy. • Final backup (Full Dump) submission to a2i/NDC secure repository. • Validation report of checksum and encryption integrity. 6. Infrastructure & Hosting Handover • Co-location verification report from NDC. • Asset checklist for all active and backup servers. • Handover of monitoring dashboards and admin credentials. C. Training and Capacity Reinforcement Deliverables 7. Advanced Capacity Building Workshops (Phase II) • Final hands-on sessions for a2i and technical staff on incident response, DR operations, and advanced analytics. • Onsite coaching of DC/UNO focal points for CMS reporting. • Training completion report and attendance records. 8. Knowledge Transfer Completion Report • Full transfer of all technical and operational documents to a2i and designated NDC team. • Knowledge continuity checklist ensuring no critical dependency on the vendor. • Sign-off by a2i technical team on successful transition readiness. D. Quality Assurance and Governance Deliverables 9. Final Quality Audit Report • Comprehensive QA audit of 10% of total calls from all shifts and categories. • CSAT trend validation with citizen feedback summary. • Documentation of all resolved and pending QA observations. 10. Final Governance Review & JOC Meeting • Joint Operations Committee (JOC) session to review final quarter results.	

	• Consolidated governance summary report with actionable recommendations. • Final compliance and governance checklist for project closure. E. Communication and Citizen Experience Deliverables 11. Citizen Experience & Communication Maintenance Report (Phase V) • Summary of citizen feedback improvements achieved across 10 months. • Integration of accessibility Maintenance (voice bot upgrades, multilingual support). • Comparative analytics: pre-project vs post- Maintenance service quality. 12. Public Awareness & Exit Communication Plan • Report on citizen outreach and awareness initiatives under 333. • Recommendations for post-contract communication and awareness strategy. • Final message campaign summary (IVR/SMS/WhatsApp channels). F. Measurable Outcomes by End of Month 10 • System uptime ≥ 99.8% maintained. • ≥ 96% Citizen Satisfaction (CSAT) achieved. • ≥ 93% FCR (First Call Resolution) achieved. • 100% of 333 systems and services verified for handover. • All handover documentation and repository submitted. • a2i and NDC teams fully trained for post-contract operation.	
11	11th Month Deliverables (Final Handover, Audit & Project Closure Phase) After completion of the eleventh month, the Service Provider shall submit a Final Handover and Project Closure Report, ensuring all operational, financial, and technical responsibilities are fully handed over to a2i and NDC. This phase marks the official transition from vendor-managed operations to government-led sustainability and oversight. **A. Final Handover Deliverables** **1. Comprehensive Handover Package (Final Version)** • Delivery of all source codes, documentation, credentials, and configurations (signed-off by a2i). • Final copies of system architecture diagrams, workflow charts, and SOPs. • Git repository access verified and archived in a2i's secure repository. **2. Database & Infrastructure Handover Certification** • Final validation of all databases, replication, and backup schedules.	20%

	• Confirmation of NDC co-location readiness and server ownership transfer. • Submission of asset register including all virtual/physical resources used during contract period. **3. Access Control & Credential Handover** • Transfer of all admin, super-admin, and system credentials to a2i. • Revocation of vendor-level access and signing of "Access Closure Certificate." • Multi-factor authentication (MFA) validation for a2i system owners. **B. Final Technical & Security Audits** **4. Final System Audit Report** • Comprehensive audit of infrastructure, APIs, and integrations. • Log review for last quarter (security, usage, API access). • Final uptime and SLA compliance verification report. **5. Independent Security Audit (Third-Party/Joint)** • Full vulnerability and penetration test (final version). • Patch management verification and audit clearance. • Cyber hygiene compliance certification as per national standards. **6. Backup & DR Validation Report** • Final proof of complete and restorable backups (cloud + local). • Submission of DR test result logs and response timeline summary. • Validation that future backup schedules are automated under NDC monitoring. **C. Operational Closure Deliverables** **7. Final Performance Evaluation & SLA Closure Report** • Consolidated report of all SLA indicators for the full 11-month period. • Trend analysis (uptime, AHT, FCR, CSAT) with performance graph. • Signed SLA closure summary from a2i and vendor. **8. Citizen Satisfaction and Impact Evaluation Report** • Comprehensive 11-month CSAT, complaint resolution, and service quality review. • Comparative assessment: Pre-project baseline vs. Post-implementation outcome. • Key impact highlights (improved accessibility, reduced wait time, efficiency gains). **9. Financial Reconciliation & Billing Summary** • Submission of all invoices, reimbursable claims, and utilization statements.	

	• Final budget reconciliation report certified by a2i's finance section. • Payment completion acknowledgment form. **D. Governance & Documentation Deliverables** **10. Project Closure Report** • Executive summary of total project outcomes, lessons learned, and improvement areas. • Documentation of risk mitigation measures and sustainability roadmap. • Sign-off by Project Director (a2i) and authorized vendor representative. **11. Governance & Transition Summary Meeting (Final JOC)** • Joint Operations Committee (JOC) meeting to officially close the project. • Review of all deliverables, outstanding issues, and sustainability assurances. • Handover of monitoring dashboard access and reporting APIs. **E. Communication & Knowledge Transfer Deliverables** **12. Final Knowledge Transfer & Training Completion Report** • Closure of all capacity-building activities. • Submission of attendance records, feedback analysis, and certificate logs. • Knowledge retention assurance checklist signed by a2i focal points. **13. Exit Communication Plan** • Final citizen awareness and communication summary report. • Public disclosure of service continuity message (IVR/SMS/Web update). • Future contact points and escalation mechanisms for post-project continuity. **F. Measurable Outcomes by End of Month 11** • 100% system, data, and infrastructure handover completed. • 100% credentials transferred with audit verification. • ≥ 99.9% uptime and ≥ 96% CSAT maintained. • All training and knowledge transfer sessions completed. • Final project audit & financial reconciliation certified by a2i. • Project officially closed with JOC sign-off and handover completion certificate. • Outcome of Month 11 • By the end of the eleventh month, the National Helpline 333 Operation & Maintenance Project will reach full closure. All systems will be transferred, verified, and secured under a2i/NDC authority, marking a successful transition from	

	implementation to sustainability. This milestone ensures 333 continues to operate seamlessly with institutional ownership, citizen trust, and national-level scalability.	

Reimbursable Operational Support Parameters:

The following operational support parameters shall be implemented, operated, and maintained by the Service Provider during the contract period. All associated costs shall initially be borne by the Service Provider and later reimbursed by a2i on an actual usage basis, upon submission of verified invoices, usage reports, and supporting documentation.

SL	Operational Component/ Support Parameter	Requirement	Description & Scope of Work	Unit	Quantity	Contract Duration / Period
1	Server Co-location (NDC) Infrastructure Maintenance service for the 11 months		Preventive and corrective maintenance of all hardware, servers, routers, storage, and monitoring tools. Co-location of 333 servers at the National Data Center (NDC); a2i shall directly bear NDC charges; Service Provider responsible for backup, monitoring and maintenance.	Month	11	Contract Period
2	Internet Bandwidth for Main Site	30 Mbps Redundant Link for 11 months for main Site	24/7 high-speed bandwidth support for all operational sites, with redundancy and monitoring.	Mbps	330	Contract Period
3	Internet Bandwidth per Site	5 Mbps Redundant Link for 11 months per Site	24/7 high-speed bandwidth support for all operational sites, with redundancy and monitoring.	Mbps	550	Contract Period
4	Data Connectivity for Main Site	40 Mbps Redundant Link for 11 months for main Site	Secure data communication between primary, DR, and remote sites (including VPN links).	Mbps	440	Contract Period
5	Data Connectivity per Site	7 Mbps Redundant Link for 11 months per Site	Secure data communication between primary, DR, and remote	Mbps	770	Contract Period

			sites (including VPN links).			
6	SIP Connectivity	Data Connectivity	SIP trunk management, call routing, and QoS monitoring for incoming/outgoing calls.	Month	11	Contract Period
7	E1 Connectivity	18 E1 × 30 channels = 540 channels, Each E1 line = 2.048 Mbps, 18 E1 × 2.048 Mbps = 36.864 Mbps (≈ 37 Mbps) per month	E1/STM channels for peak-hour voice handling and load balancing.	Month	11	Contract Period
8	VPN Connectivity for Virtual Agents	Per User (50 Agents)	Encrypted VPN connections enabling remote/virtual agent operations.	Nos	50	Contract Period
9	SMS Services	SMS	Outbound citizen notifications, alerts, and feedback survey delivery through SMS gateway.	Nos	1100000	Contract Period
10	VMS (Voice Messaging System)	Voice Message	Automated voice notifications and call-back messages to citizens.	Nos	55000	Contract Period
11	Social media & Messaging Platform API	API Cost & Communication Cost: The required API and communication expenses for allowing up to 10,000 WhatsApp message transactions per month.	Integration and maintenance of WhatsApp, Facebook Messenger, IMO, and Webchat APIs.	Month	11	Contract Period
12	IPTSP Connectivity	Main Connectivity (1)	Internet Protocol Telephony Service Provider integration and call routing management.	Nos	1	Contract Period
13	National IPTSP Interconnect Platform (NIIP)	The estimated monthly cost will depend on connectivity other 10 IPTSP operators and associated bandwidth,	A centralized hub for inter-operator call routing, forwarding, and conferencing between multiple IPTSP networks to ensure seamless voice connectivity and scalability.	Month	11	Contract Period

		licensing, and maintenance expenses.				
14	Integration with Other Contact Centers	Currently integrated with 104, 109, 16263, and 16122. The target is to connect an additional 5 contact centers .	API-based interoperability between 333 and 999/106/ hotlines and other call centers.	Nos	5	Contract Period
15	API Development for Gov/Non-Gov Services	The target is to integrate APIs with five (5) government offices, enabling seamless connectivity with CRM, CMS, and IVR systems.	Secure REST API development and maintenance for ministries, divisions, and private partners.	Nos	5	Contract Period
16	Workstation Equipment, Accessories & Space Rent	All necessary workstation equipment and accessories (e.g., desktop computers, headsets, chairs, desks, and network peripherals) are available. The cost will be defined based on current market rates and procurement guidelines.	Office space rent, workstation setup, furniture, and environmental utilities for call agents and supervisors.	Month	11	Contract Period
17	5 Software License & Subscriptions for 11 months	Licensing and subscription costs for WhatsApp and omnichannel communication platforms.	Renewal and maintenance of required software tools (OS, antivirus, DB, monitoring)	Month	11	Contract Period

18	Outbound Call (Follow-Up & Feedback)	to reach those 90000 abandoned callers	Callback and follow-up operations for complaint resolution and citizen satisfaction surveys.	Nos	990000	Contract Period
19	5 Monitoring & Reporting Tools for 11 months	Deployment of network and performance monitoring systems (e.g., Zabbix, Grafana, Prometheus SSL or similar type of tools) to ensure real-time visibility, uptime tracking, and proactive issue detection.Includes monthly performance reporting, dashboard maintenance, and system optimization.	Deployment of network and performance monitoring systems (Zabbix, Grafana, SSL or similar type of tools)) with monthly reporting.	Month	11	Contract Period
20	Training and Quarterly Evaluation	Training and Quarterly Evaluation: Training and quarterly performance evaluation for 50 agents and 2 supervisors, including 5 resource persons (with honorarium), content updates, and food support for all.	Monthly	Nos	4	Contract Period

Reimbursement Terms

- All reimbursable items must be approved by a2i in advance and supported by documented usage logs, Firm's invoices, and payment receipts.
- The Service Provider shall maintain a cost ledger for all reimbursable components, to be submitted monthly for verification.

The selected firm shall be responsible for ensuring uninterrupted, high-quality, and secure delivery of all operational, maintenance, and technical support services associated with the National Helpline 333 platform. The firm shall ensure continuous system availability, proactive issue resolution, and adherence to all operational, technical, and compliance requirements as prescribed by Aspire to Innovate (a2i).

- **Issue Recording, Management, and Resolution:**
  The firm shall establish a structured mechanism for recording, managing, and reporting all issues and user-level technical problems through methods and tools prescribed by a2i. All issues—functional or technical—shall be analyzed, tracked, and resolved promptly. Necessary fixes, patches, or configuration updates shall be developed, tested, and deployed to production environments without service interruption.
- **Regular Maintenance and System Updates:**
  The firm shall conduct routine preventive maintenance, including:
  - Application updates, software patching, and system maintenance.
  - Bug and system error resolution to ensure stable and smooth performance of all call center components.
  - Periodic optimization of servers, application code, and databases to maintain peak efficiency.
- **User Credential and Role Management:**
  The firm shall support and maintain the role-wise credential management system, ensuring robust user authentication, access control, and permission hierarchies aligned with defined operational policies.
- **Data Backup, Archiving, and Recovery:**
  The firm shall design and implement an automated backup and database archiving system to ensure full recovery capability in the event of a disaster, system failure, or data corruption. Timely database backups shall be performed at scheduled intervals. All backup and restore procedures shall be tested and documented, ensuring rapid system restoration with minimal downtime.
- **Work Location and Availability:**
  The firm's technical team shall primarily operate from its own office premises, with the flexibility to work onsite at a2i or any a2i-designated location when required for specialized support or project interventions.
- **Personnel Requirements:**
  All IT personnel assigned for support and maintenance must be regular, full-time employees of the firm to ensure accountability, stability, and consistent service quality.
- **Post-Development Support and Change Management:**
  The firm shall provide comprehensive post-development support under a structured Service Level Agreement (SLA) and a formal Change Management Architecture. The SLA shall define response times, escalation procedures, and performance metrics. All system changes, maintenance, and bug fixes shall follow a documented change control process, ensuring version traceability and approval workflows.
- **Bug and Issue Resolution:**
  The firm shall be responsible for fixing all software bugs and operational issues, regardless of their nature, complexity, or impact, ensuring uninterrupted system functionality.
- **24/7 Network Operations Center (NOC) Support:**
  The firm shall maintain a round-the-clock NOC to continuously monitor, detect, and address system incidents, ensuring maximum uptime and service reliability.

- **Database Health Monitoring and Optimization:**
  The firm shall perform continuous database health checks, including query optimization, performance tuning, and issue mitigation to maintain system responsiveness and integrity.
- **Training Material and Documentation Updates:**
  The firm shall regularly update all training manuals and user guides to reflect any system modifications or newly introduced features.
- **Data Authenticity and Authorization:**
  The firm shall enforce a structured data authorization system to ensure only verified and authentic data is entered, updated, or approved in the platform.
- **Data Exchange Support:**
  The firm shall provide continuous technical assistance to facilitate data exchange between user groups and interconnected systems, ensuring synchronization, consistency, and integrity across all interfaces.
- **Documentation and Handover Obligations:**
  The firm shall develop, maintain, and share with a2i the following key technical and operational documents throughout the contract period:
  - Technical Training Manual
  - User Training Manual
  - Hosting Specification Document
  - Implementation Plan
  - System Requirement Specification (SRS)
  - Data Dictionary
  - Class Diagram
  - Process Flow Diagram
  - All other relevant design and configuration documents

Agent Shift, Attendance, and Monitoring Report (Continuous Deliverable):

Period: Month 1 – 11 (Continuous)

Description:
The Service Provider shall submit a comprehensive Agent Shift, Attendance, and Monitoring Report to ensure transparency, efficiency, and accountability in call center operations.

Deliverable Components:

1. **Daily Shift Report:**
   - Number of agents deployed per shift (Morning, Evening, Night).
   - Actual vs. Planned attendance and absenteeism summary.
   - Replacement roster for unplanned absences.
2. **Attendance and Performance Summary:**
   - Login/logout timing per agent (auto-captured via ACD).
   - Occupancy rate, active call duration, and break utilization.
   - Monthly attendance compliance percentage (≥95%).
3. **Agent Monitoring Dashboard:**
   - Performance metrics: AHT, FCR, QA Score, CSAT.
   - Alert summary for SLA deviations (missed calls, long wait times).

- Corrective actions implemented by Supervisors and QA Team.

4. **QA Evaluation Summary:**
   - Minimum 5% random call review per agent per week.
   - Supervisor remarks and improvement tracking.
5. **Monthly Consolidated Report:**
   - Comparative performance analysis across shifts.
   - List of top-performing and low-performing agents.
   - Recommendations for skill improvement or reallocation.

Frequency:

- **Daily Summary:** Auto-generated (via dashboard).
- **Weekly Summary:** QA & Performance Analysis.

Monthly Report: Submitted to a2i with the operational report.

Qualifications of Team Members

SL	Required Position	No. of Positions	Required Qualification Criteria	Detailed Responsibilities
Key-1	Project Manager	01	Minimum graduation degree in CSE or relevant degree from a reputed university. Minimum 10 years of experience in Voice Solution managing enterprise systems, System Process Management, System Analysis with a total of 08 years of experience in the ICT industry. PMP certification is must.	• Project Planning & Management • Plan, implement, and monitor projects related to voice solutions and enterprise systems. • Ensure timely delivery, budget compliance, and quality standards. • System Process Management • Analyze and optimize ICT system processes to improve efficiency and automation. • Ensure smooth operations and continuous process improvements. • System Analysis & Design • Conduct requirement analysis for new and existing systems and design appropriate technical solutions. • Coordinate with developers, engineers, and operations teams to implement solutions. • Team Leadership & Coordination • Lead and manage project teams, delegate tasks, and monitor performance. • Maintain effective communication with stakeholders and senior management.

				• Risk & Quality Management • Identify potential project risks and take preventive measures. • Ensure quality assurance and maintain the standard of all deliverables. • Client & Stakeholder Engagement • Provide regular updates to clients and stakeholders. • Ensure service-level agreement (SLA) compliance and customer satisfaction. • Innovation & Continuous Improvement • Introduce new technologies and tools in line with voice solution and ICT industry trends. • Promote continuous learning and professional development within the project team.
Key 2	Software Developer	02	Minimum Bachelor's in any CSE/CS from any reputed university. Minimum 05 years professional experience in related field. Professional certification will be given preference.	• Carry out minor development, customization, and upgradation of the 333 helpline software, including bug fixes, feature maintenance, performance optimization, and integration of required updates, ensuring minimal downtime and compliance with security and quality standards.
Key 3	Service Operations Supervisor	02	Minimum Bachelor's in any discipline from any reputed university. Minimum 05 years' professional experience in related field.	• Will monitor day-to-day call center operations, supervise agent performance, and ensure service delivery are met as per the SOP. Will act as liaison between tech team and operational staff.
Non-Key 50	Call Center Agents	50	▪ Minimum HSC/ equivalent from formal educational institute ▪ 1 year of experience in relevant field	• Handle inbound and outbound citizen calls professionally and courteously. • Provide accurate information on government services, schemes, and grievance redressal processes via the 333 helpline. • Log service requests, complaints, and feedback into the CMS system with precision. • Escalate complex issues as per defined SOP/escalation matrix.

				• Maintain call quality, average handling time (AHT), and customer satisfaction scores (CSAT) as per performance KPIs. • Participate in daily/weekly team briefings, refresher training, and knowledge base updates. • Ensure confidentiality and data protection as per government communication protocols. • Collaborate with supervisors and QA teams for continuous service improvement. • Adapt to multilingual and inclusive communication needs (e.g., regional dialects, sign language support routing).

*NB: must submit NID and Education certificate.

List of Key Personnel:

SL no	Position	Number Of Persons	Months
1	Project Manager	1	6
2	Software Developer	2	16
3	Service Operations Supervisor	2	22

Total 44 Man Months

List of Non-Key Personnel:

SL no	Position	Number Of Agents	Months
1	Call Center Agents	50	11

50 agent inputs will be needed each month over 11 months. Payment will be made on a monthly basis.

Institutional Arrangement

The selected firm should work under the direct supervision of the Senior Consultant (Head of Digital Product Management) at Aspire to Innovate (a2i). All activities and deliverables should be aligned with the strategic direction and operational priorities defined by the Digital Product Management Unit.

Project Governance should include clearly defined roles such as client focal(s), vendor project manager, operations lead, QA lead, and WFM coordinator, along with established approval paths for security-sensitive actions such as call playback and data export.

Duration of the Assignment

The total duration of the assignment is Eleven (11) months from the date of contract signing.
Project milestones should be aligned with key phases such as User Acceptance Testing (UAT), go-live, and security/disaster recovery (DR) readiness reviews, with any renewals contingent upon the achievement of defined KPIs and SLAs.

Supervision and Performance Evaluation

The firm should operate under the close guidance and supervision of Aspire to Innovate (a2i)'s leadership, specifically in coordination with:

- **Team Lead, Digital Product Management–1**, and
- **Technology Team Lead**, Aspire to Innovate (a2i)

Additionally, **both the Team Leader (Digital Product Management)** and the **Senior Consultant (Chief Technical Advisor)** should be **jointly responsible** for:

- Reviewing all submitted deliverables for completeness, accuracy, and alignment with project objectives
- Monitoring implementation progress against timelines and technical specifications
- Approving milestone-based performance and associated payments

Performance evaluations should be conducted **periodically** based on the following:

- Achievement of predefined **Key Performance Indicators (KPIs)**
- Adherence to **quality assurance standards**
- Compliance with the **agreed timeline and scope**
- Responsiveness to change requests and issue resolution
- Evaluation based on answered %, abandon %, AHT, service level, CSAT, queue time, SMS delivery; quality via QA scorecards and targeted call reviews (supervisor-only playback).

- **Status-wise Performance Summary**

a2i reserves the right to conduct spot checks, audits, and stakeholder interviews as part of performance monitoring. Continuous improvement feedback should be shared with the firm to ensure adaptive project execution and alignment with national digital transformation goals.

Location of Work

The primary location of work should be Bangladesh, with expected coordination with multiple government stakeholders and data centers across the country.

The setup should include call center and data center with secure remote access for authorized personnel, while administrative portals should be protected through Web Application Firewall (WAF), IP allow-listing, and Multi-Factor Authentication (MFA).