



**TECHNICAL SPECIFICATION AND SCOPE OF WORK FOR HIRING OF OMNI CHANNEL
CLOUD TELEPHONY CUSTOMER CONTACT CENTRE SOLUTION ON SAAS /
SUBSCRIPTION MODEL**

**Subject: SOW for hiring of Omni Channel Cloud Telephony customer contact
center solution**



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CHANNEL CLOUD TELEPHONY CUSTOMER CONTACT CENTRE SOLUTION ON
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1.0 INTRODUCTION:

Gujarat Energy Limited (erstwhile Gujarat Gas Limited) is an integrated energy company pursuant to Composite Scheme of Amalgamation & Arrangement involving GSPC Group of Companies which came to be finally approved by the Ministry of Corporate Affairs, Government of India in April 2026.

GEL continues to be India's Largest City Gas Distribution ("CGD") Company in terms of volume operating in 44 districts spread across 6 states in India i.e., Gujarat, Maharashtra, Rajasthan, Haryana, Punjab & Madhya Pradesh and 1 Union territory of Dadra & Nagar Haveli. GEL continues to hold the leadership position in CGD industry in terms of size and scale of operation. GEL has a successful track record of providing uninterrupted services for over 3 decades through a network of more than 45900+KMs. of Natural Gas pipeline. GEL operates over 844 CNG stations and has connected more than 24.77 lakh households, over 16,600 commercial customers and more than 4,496 industrial customers.

GEL operates has various Customer Contact Centre at centralized location as well as in different location at present.

2.0 OBJECTIVE:

Gujarat Energy Limited ((hereinafter referred as "Buyer") intends to establish a Centralized Customer Contact Centre using smart Omni Channel Solution for Customer Contact Centre Management to enhance customer service delivery of our 24+ lakhs PNG Customers. The solution shall integrate voice telephony, WhatsApp, email, and social media channels (Facebook, Instagram, Twitter) into a unified platform.

The system must be hosted at the vendor's secure infrastructure, accessible via web portal by GEL agents, supervisors, and administrators. The bidder shall be responsible for system availability, upgrades, compliance, and support throughout the contract duration.

The tender seeks to achieve the following outcomes:

- **Customer Contact Centre Management** : The primary objective of this tender is to hiring of robust, scalable, and compliant SaaS-based Omni Channel Customer Contact Centre solution that meets GEL's operational and regulatory requirements. Smart cloud solution shall have modern service facilities with ease of operation.
- **Customer Service Excellence**: Provide a seamless, unified experience across telephony, WhatsApp, email, and social media channels, ensuring faster resolution and higher satisfaction.
- **Operational Efficiency**: Enable GEL agents and supervisors to manage customer interactions through a single integrated platform, reducing duplication and improving productivity.
- **Regulatory Compliance**: Ensure adherence to PNGRB, TRAI, MeitY, and CERT-In guidelines, with data localization and secure handling of customer information.
- **Scalability & Future Readiness**: Deploy a solution that can scale from 35 agents to 45 agents, supporting GEL's growth in customer base and service demands.

- **Automation & Self-Service:** Implement IVRS flows and chatbots to automate routine queries such as bill outstanding, connection status, and complaint logging, reducing agent workload.
- **Business Intelligence:** Provide dashboards and reporting tools for supervisors and management to monitor performance, run campaigns, measure service quality, and calculate SLA penalties.
- **Cost Transparency:** Establish clear subscription-based pricing with AMC included, and provision for optional enhancements such as complex API integrations.
- **Long-Term Partnership:** Engage a vendor capable of supporting GEL for a minimum of 3 years, with extension up to 5 years, ensuring stability and continuity of services.

3.0 GLOSSARY:

Term	Meaning
GEL / Buyer	Gujarat Energy Limited or Buyer
Seller / Bidder	Vendor / Software Provider / Service Provider
GGL	Erstwhile Gujarat Gas Limited now Gujarat Energy Limited
HSE	Health Safety and Environment
NDA	Non-Disclosure Agreement
PM	Project Manager
TBC	To Be Communicated
UAT	User Acceptance Testing
PMM	Project Management Methodology
BCP	Business Continuity Planning
DR	Disaster Recovery
SLA	Service Level Agreement
SDLC	Software Development Life Cycle
CGD	City Gas Distribution
GA	Geographical Area
AMC	Annual Maintenance Contract
CNG	Compressed Natural Gas
PNG	Piped Natural Gas
VAPT	Vulnerability Assessment and Penetration Testing
SaaS	"Software as a Service," a cloud-based software delivery model
CCC	Customer Contact Centre
Application / Solution	Covers complete solution – Web Application/Portal, Database, Mobile APP (if Any), Middleware & API (if any).
IVRS	Interactive Voice Response System
SAP / CRM	SAP – ERP / Customer Relation Management system
SRS	System Requirement Study/Specification
SPOC	Single Point of Contact

4.0 BIDDER'S SCOPE OF WORK:

4.1 Brief Scope:

The scope of work for subscription/maintenance of Cloud telephony Solution for a period of 3 year shall be as follows:

- GEL is getting complaints / service requests on various channels and social media platforms such as Call center, Facebook, twitter, WhatsApp, on IVR, etc. and no urgent human voice /chat support so we require a platform (Customer Support system) and mechanism to redress grievances and track them till it get closed. GEL needs a single platform (Telephony with Basic CTI/CLI Information) to integrate all the customer touch points as said above and to view and monitor the grievance raised and plan to resolve.
- Such concerns raised on issues faced by end users can be shared/made available to 24*7 available customer support executive team of GEL and provide/route concerns to respective team to readdress the issues. If all the issues / concerns are visible on single platform to the GEL customer care team, then it's easy to monitor and track the redressal of the complaints or reply to consumers from the same window without screen toggling and also status of the complaint can be posted back as reply to the customers concerns
- Bidders to develop the platform with all functionalities and features requested in the bid document along with the integration with SAP ECC/CRM (present ERP system).
- Bidder shall supply, install & commission 'Omni Channel Cloud Telephony Customer Contact Centre Solution Software' for Gujarat Energy Limited's customer contact center on subscription / SaaS model. Scope includes cloud software / license supply, deployment, integration and implementation services (installation & commissioning) on SaaS /subscription model, provide Network connectivity (between cloud solution data centre and CCCC location), and also operation and maintenance of the solution and additional/on demand services which are covered under 'Schedule-of-Rate'.

Useful Information	
GEL's CCC Location	Gujarat Energy Limited, 9 th Floor, Avdhesh House, Oppo. Gurudwara, S.G. Highway, Bodakdev, Ahmedabad-380054
GEL's Main Data Centre	Co-located at GIFT City, Gandhinagar MPLS Connectivity between DC and GEL office locations
GEL's GA / Locations	44 districts spread across 6 states in India i.e., Gujarat, Maharashtra, Rajasthan, Haryana, Punjab & Madhya Pradesh and 1 Union territory of Dadra & Nagar Haveli
Retails Customer base	PNG Customers 24+ lacs (Domestic, Commercial, Non-Comm, Industrial)
GEL's Application System (own and third party)	SAP ECC 6.0 / SAP CRM 7.0 on premise (at present) SAP SEW – Customer Portal (at present)

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	Middleware Application (.net, SQL DB & API) Email Service – Zimbra cloud / API SMS – Cloud API services WhatsApp – Yes ESRI GIS SAP HANA - cloud and SAP/Salesforce CRM – planned upgrade in next 12-18 months
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- Detailed scope & schedule of work, requirements are described in subsequent section of this document.

4.2 Detailed scope of Cloud Telephony Solution:

a) Indicative Solution Sizing for GEL

Indicative Solution Sizing	Primary Site (DC)
Agents (Inbound & Outbound)	35 Concurrent users Both Inbound & Outbound Bifurcation: Call Center-Agents 30, O&M Supervisor/Admin – 5 Expandable to 45 users
IVR Ports/Channels	35 expandable up to 90 when there is increase in license (considering IVRS, waiting etc.)
Omni channel Agents (Email, Chat and social media, Missed call service, abandoned callback, WhatsApp as channel)	All 35 agents should be Omni-channel capable with options to use required channels. One agent shall operate at least 2 different channels / chats (1 voice and 1 media) concurrently.
Toll-free numbers	GEL shall provision two PRI/toll-free numbers at Primary Location. These lines must be integrated with the SaaS Omni Channel platform via PRI/SIP trunks to support IVRS routing, call recording, and monitoring. Additional PRI line at DR Cloud center
IVRS	Advance IVR with IVRS Designer and database integration. With capabilities to integrate ASR/TTS and other AI tools
Recording	100% Voice, Chat, E-mails, social media with minimum 6 months retention.
Call History Details	The call history record details shall be available since inception of the solution.
Secured dedicated Internet (1:1) connectivity from the Cloud and Call center premise	The bidder has to provide secured Dedicated Internet (1:1) connectivity between the Cloud Setup and Call Centre with committed SLA
Estimation of work load required to be handled	No. of customers: 24+ lakhs (Domestic, Comm, Industrial) No. of customers: 4+ lakhs (CNG) No of inbound calls expected : 70,000/ month No. of email/chats expected : 7,000/month

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	No of outbound calls expected : 7,000/ month normal (excluding special campaign)
Custom Reports (in addition to standard reports)	As per the business and operations requirement
Disaster Recover (DR) Setup for cloud telephony solution	Required to setup DR facility at alternate cloud site, with one PRI/SIP trunk line. Activate DR setup and resume contact center operation using DR cloud solution when decided for DR activation. Expected Recovery Time Objective (RTO) : 4 hours Expected Recovery Point Objective (RPO) : 24 hours For essential master data / configuration synchronization

Channel Facilities:

Channel	Functionalities - summary
TeleCall (Inbound)	IVRS-driven routing, skill-based distribution, call recording, missed call alerts
Outbound Calls	Predictive/progressive diallers, campaign scheduling, reminders, surveys
WhatsApp Chat and Web chatbots	Business API integration, automated responses, escalation to live agents
Email Support	Unified inbox, ticket creation, resolution time tracking
Social Media	Handling of Facebook, Instagram, Twitter queries within agent desktop
CRM Integration	Display of customer details, billing status, complaint history on agent screen
Campaign Management	Ability to run advertised campaigns, track responses, measure effectiveness

Voice Quality Parameters Guidelines:

Sr.	Parameter	Minimum	Desirable
1	Codec	G.711 (PCMU/PCMA) shall be supported and available for the primary voice path. G.729 shall also be supported for bandwidth optimization.	G.711 as default codec with minimum/no unnecessary transcoding
2	One-way latency	≤150 ms across network path	≤100 ms
3	Jitter	≤30 ms	≤20 ms
4	Packet Loss	≤1% maximum	≤0.5%
5	MOS – Voice Quality	Average MOS ≥4.0 on controlled test calls	Average MOS ≥4.2
6	Echo	No persistent audible echo during calls	No perceptible echo
7	Noise / Audio Distortion	No persistent excessive background noise, clipping, crackling or audio distortion attributable to Vendor network/platform	Clear speech with no perceptible network-induced distortion

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9	Peak-hour performance	Above SLA limits shall apply during agreed peak operating hours	Performance should remain within desirable targets during peak load
10	Voice service availability	≥99.8% monthly, excluding agreed maintenance and force-majeure events	≥99.9%, excluding agreed maintenance and force-majeure events

API Integration requirements

- We have asked various API integration requirements which shall be finalized during System Requirement Specification – study & finalization work.
- For all integration preferred method shall be through API methodology for integration with business applications like SAP ECC, SAP CRM, GIS. API integrations offers flexibility and can be modified/change with lesser effort when change of product/version. For few integrations native connector or platform specific methods can be used when API option is not feasible or not advised by respective OEM.
- Bidder shall be responsible for development of API for their solution and integrate GEL's provided API in their solution (data pull-push method, inbound-outbound type as required).
- GEL shall be responsible for development of API and configuration in GEL's system like SAP ECC, SAP CRM, GIS, other Apps.

Operation Windows:

- Inbound Customer Support - 12 x 7 from 08:00 hours to 20:00 hours Monday to Sunday. (Subject to change as per business need)
- Chat Support Services – 12 x 7 from 08:00 hours to 20:00 hours Monday to Sunday. (Subject to change as per business need)
- Email / Letter / SMS – 12 x 7 from 08:00 hours to 20:00 hours Monday to Sunday. (Subject to change as per business need)
- Outbound Call support – 12 x 7 from 08:00 hours to 20:00 hours Monday to Sunday. (Subject to change as per business need)
- Automated IVRS, Automated Chat-AI - 24 x 7 (all 365 days)
- Later on, window may get extended be 24 x 7 for one or multiple services mentioned above
- Operation window is subject to change based on GGL management decision

b) Cloud Telephony Solution Call Management Architecture

1. Cloud telephony system should be hosted on a Meity empaneled data center in India with Virtual Private Cloud (VPC) and provision of redundant back up and storages.

In case the bidder proposes to host the Cloud telephony system in their own infrastructure/data center, the facility must be located within India and certified for

Uptime Institute Tier III or higher, ISO 27001, SOC 2 Type. The bidder shall ensure redundant backup systems, disaster recovery capability, and data residency within India. GEL reserves the right to audit certifications and compliance documents at any stage of the contract.

2. Solution should be proposed with 35 Agents and Supervisors expandable up to 45 agents and 90 channels (peak + waiting) without change in any hardware.
3. DELETED
4. Offered SIP/PRI Line distributor and SIP/PRI Line hosting hardware on the cloud-based setup.
5. Any other channels like WhatsApp business will be over and above the solution cost and will be reimbursed as per the actuals.
6. Basic CTI/CLI Integration with GELs existing SAP-CRM(at present) through standard connectors or using API.
7. The Contact Center Solution should have the capability of handling PRI lines and SIP trunking lines so that no of channels can be increased in case of surge of customer calls
8. Telephony solution should be capable of providing real time and historical reporting.
9. Telephony should be capable of recording 100% calls and calls recording for 6 months should be maintained by telephony provider.

c) Feature Specifications and Deliverables – General

1. White listing/DNC Compliance of Outbound numbers shall be in Bidder scope.
2. Agent should be able to login on application without installation of any software at his machine (web-based agent login) except for specific need scenarios.
3. Auto announcements (Auto Attendant) in scenario where the call inflow is more than normal IVR channels.
4. Each user should have unique login id to identify user across functions and monitor individual interaction records as well as performance. This is independent of the license number issued.
5. IVR Tree Designing and Voice Recording shall be provided by Bidder.
6. Bidder should have experience in integrated with SAP CRM with cloud telephony solution.
7. Cloud telephony solution should integrate with SAP CRM/SAP ECC (present system) via API or a managed package or plug-in. API integration is preferable mode of integration.
8. Solution should have the capability to identify abandoned calls and provide reports.
9. Solution should have the capability to identify waiting calls and provide reports.
10. Cloud telephony solution should integrate with AI Voice bot.
11. Cloud telephony solution should have the capability to route calls to agents based on business requirements such as skills, call volume, source, and BP category.
12. Cloud telephony solution should be able to display all active Business Partners when multiple BPs exist for a single mobile number and allow agent selection.
13. Cloud telephony solution should support call disposition capture and automatic logging of inbound and outbound calls in SAP CRM, including call details and call recordings (where applicable).

14. Cloud telephony solution can be made available to GEL's to Control Room teams for call tracking and logging in SAP CRM
15. Cloud telephony solution should provide an embedded softphone with screen-pop functionality.
16. The application should support multi-party conference.
17. Auto dial out features including Predictive dialing feature and other dialing logics.
18. Functionality of changing the agent from one campaign to another in mass is required
Functionality of multiple campaign assignment to an agent.
19. Playing wait time/queue number announcement to the caller.
20. Whitelist / Blacklist functionality for certain calling numbers from inbound and outbound calls Auto Redial / Call-back facility Call transfer / forwarding / barging / Whisper / take-over / Analytics features Real-time View on supervisor login.
21. Suggested manpower planning based on call volume predictive analysis.
22. User Interface with functional of UI based IVRS designer with simple drag & drop for updating IVRS prompt and making the amendment in the IVRS flow.
23. Configure & schedule customized reports for analyzing IVRS call flow and point of disconnection or transfer along with other parameters.
24. System should provide Admin Panel for managing agent's ID.
25. Identify the Last Request registered against Registered Mobile Number (RMN) / Called Number details (as per IVRS queue selected) to be auto populated in front of executives.
26. Disposition reporting on call disconnection by Agent/Caller.
27. Auto Pickup functionality should be available. In case there is no response from agent side for defined period, the solution should mark the agent as un-available in the system and transfer the customer call automatically to next available agent. Further, system should mark the agent status as not ready.
28. Solution should offer single application for Omni Channel Interactions Management (Voice, Chat, E-mail, social media) for cloud telephony agents, supervisors etc. However, the Social Media management will not be the part of the scope, but, only the integration with the social media channels and enable users to perform the interactions with the customer.
29. Complete snapshot of past interactions of particular customer over omni channels should be available to the cloud telephony agents and supervisors at the runtime.
30. MIS reports for omnichannel effectiveness and utilization.
31. Contact Number wise report at omnichannel with date, time and status/purpose stamping
32. The bidder needs to provide the complete details of the Servers / Hardware required (apart from Cloud Setup) and GEL reserves the right to procure the hardware as per specifications provided by the Implementing agency.
33. Integration of cloud telephony system with GEL CRM system (CRM/ Middleware), website, customer portal and customer mobile app.
34. The solution should support integration with Quality Management Tools, if required.
35. Provide Basic Product technical training to minimum 10 GEL employees /CCC staff on deployed Cloud Telephony solution (all components).

36. Initial Training to be imparted to all GEL Call center agents, Supervisor and GEL staff at call center premise in person.
37. Provided software should integrate with GEL existing applications for information fetching - GIS, IVR, CRM, SAP ERP, GEL's existing customer mobile app and other in-house developed apps, if required.
38. Bidder shall provide call recording evidence on demand within 3 hours over email for specifics as communicated by GGL.
39. Bidder should support archiving of call records on removable media such as Pen drive, DVD, Blu-Ray, Tapes and archiving on external storage media such as SAN, NAS
40. Bidder should have provision to convert voice files into windows standard media format such as, WAV, WMA, MP3 and other supporting format as and when required.
41. Cloud solution shall provide API which shall be integrated by GEL in its dashboard to show Call Centre statistics – live (called by GEL every 1 to 5 minutes to refresh data)
42. The requirements in the RFP are high level and indicative, and detailed requirements shall be captured during Blue Printing / Requirement Specification Finalization time.

d) IVR system (Self-service system)

1. IVR system should be able to integrate with backend system and different database system as per call flow requirement of GEL for self-service, i.e., CRM Such as SAP
2. IVRS shall have multi lingual options
3. IVR applications support open and standards-based development environment – no proprietary development tool, for simpler integration with existing web and enterprise application environment.
4. IVR system with native Visual IVR support where end-user can navigate the IVR.
5. IVR should Support API for Web integration leverage external business rules and data in customer routing decisions.
6. IVR system should generate reports based on collected CDR (Call Detail Records), SDR (Session Detail Records), ADR (Application Detail Records) & performance so that GEL can analysis effectiveness of self-service and shape future self- service/automation.
7. Support Native integration with standard APIs for speech to text and ASR.
8. IVR should support interaction in English and Hindi languages including translation of IVR scripts/ voice prompts in Hindi language.

e) Call Sentiment and Quality Analysis Requirement

The proposed Dialer Solution must have an inbuilt AI based powered Call Sentiment and quality Analysis capability. The system should automatically analyze 100 percent of inbound and outbound call recordings using speech to text and natural language processing technologies. It should identify and classify customer sentiment as Positive, Neutral, or Negative and detect emotions such as anger, frustration, or dissatisfaction.

The solution must:

1. Provide real time and post call sentiment scoring at call level and agent level.
2. Generate sentiment trends and analytics dashboards for supervisory monitoring.

3. Trigger alerts for highly negative or escalated interactions.
4. Allow keyword-based tagging and emotion detection.
5. Support speaker separation dual channel analysis to ensure accurate classification of customer and agent sentiment.

f) Inbound System and reporting

1. Support Unified queue for both voice and multimedia channels including social media.
2. System should support callback from agent desktop
3. System should support ability to get data from a REST Web Service and enable the script to write data to a REST Web Service for better decision making from data.
4. Support reporting with standard or customized, tabular and graphical, historical and real time displays with dynamic filtering, easy-to-read information on Key Performance Indicators (KPIs), contact summaries and consolidated reports.

g) Outbound System

1. Outbound solution should support both Agent and Agent less outbound campaign.
2. Agent less outbound can be Voice, Email and SMS based on type of campaign designed as per business requirement for unified experience across channel instead of separate Email/SMS blaster system or utilize GEL's provided system.
3. Skills-based blending of inbound-outbound
4. Support Flexible callbacks including Agent Callback, Campaign Callback and Standard Callback
5. Support Call classification to ensure more live voice connects to agents vs. unproductive.

h) Omnichannel System

1. Support omnichannel skill-based routing of voice, email, chat & social media Interactions management.
2. Email interaction support Search, Read and Pull emails using the CRM.
3. Agent desktop support Auto Suggest email Templates Searchable
4. Email interaction support Supervisor Approval rules before sending to customer based on business requirement and type of mail.
5. Email interaction support web service integration for masking of any sensitive data.
6. Support web Chat and Web Callback
7. Web Chat support on hold and comfort messages, Agent transfer, observe, and barge in (conference).

i) E-Mail Management System

1. Automatic routing and allocation of e-mails to concerned person based on keywords
2. Related email should be allocated to same employees.
3. Functionality of auto forwarding of mail to specific E-mail ID in case the mail is marked to defined set of E-mail ID.
4. Text/Content based forwarding of mail to specific E-mail ID
5. Auto-response to the customer along with unique reference number who is sending e-

mail to GEL Customer care e-mail ID.

6. Easy to use e-mail management interface for the e-mail agents
7. Functionality of merging all external mail on the same subject/E-mail against specific ticket number.
8. Auto escalation mechanism for delay in response cases.
9. User Interface is required for monitoring the status of received, pending, responded and escalated cases
10. Functionality for sending Bulk E-Mail to the customers for proactive communication or use GEL's provided bulk e-mail facility.

j) Social Media Interactions Management (Using Integration with existing Facebook messenger, WhatsApp, Twitter, and Instagram, etc.) –

1. The Platform should be capable to send automated responses as per GEL business requirement through any channel.
2. Auto response on No supply complaints received on social media where customer details are available in System and ETR also available.
3. The bidder shall propose the integrated cloud telephony system in accordance with the functional requirements, operational concepts, technical details and specifications detailed in the brief
4. Unified desktop for agent and supervisor should support thin client (web-based application)
5. Supply of connectors or any license to integrate cloud telephony system with third party application will be in scope of bidder.

k) Missed call service

1. System should support “missed call service” especially for New Connection service.
2. System should be capable to send instant acknowledgement with reference number
3. System integration with backend system and different database system as per call flow requirement of GEL for missed call service.

l) Toll-free usage and PRI/SIP channel (Inbound/Outbound)

1. Toll-free usage and PRI/SIP channel (Inbound/outbound)
2. The bidder will have to use existing toll-free numbers and associated PRI/SIP channels with the offered solution. As GEL may not change the existing toll-free number.
3. Bidder will provide Voice gateway/SBC to utilize existing Toll-free of GEL to the calls on SIP/PRI line number from the toll-free provider.
4. The support from toll-free provider side will be done by GEL for mapping of SIP/PRI line number.

m) Short-code & Toll-free Lines

In future, The Short code will be procured and provided by GEL and Bidder will integrate short code with toll free number.

n) Agreement with Cloud Data Center (for Meity approved third party hosting facility)

Bidder shall have a valid agreement with the Meity Approved data centers in India for hosting the cloud-based services and a Support agreement with the providers for support, maintenance, back-up, spares and escalation support.

Bidder shall also have a formal arrangement with OEM for any technical support that may be required. A copy of agreement between bidder & Data Center provider should be submitted along with the bid.

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4.3 Deployment, Integrations & Implementation of cloud telephony solution (one time)

- **Deployment Delivery Period** : Bidder shall ensure development, deployment and commissioning of the cloud telephony system to start contact center operation as per timeline mentioned in below table , after technically and commercially approved PO allocated to Bidder.

Deployment	Solution	Description	Timeline
DEP-01	Omni Channel Telephony solution deployment and commissioning	• Setup Telephony solution with Network connectivity and basic IVRS flow and Go-live to start Customer Contact Centre • SRS for initial IVRS flow & SAP integration • Basic integration with SAP to fetch and display customer details	3 weeks from PO issue date
DEP-02	Complete Integration with SAP ECC/CRM, other systems and also implements Omni Channels – Delivery of overall scope	• Study and sign-off Requirement Study Specification Document and implementation • Following is indicative list of deployment requirement • Email / SMS Integrate with GEL's Email and SMS services for notifications /communications. • More IVRS options and SAP integration to show Customer details, Bill Outstanding info., Send Invoice, Send Payment Option Links, etc. • Other integration to Create complaint/notification/customer contact record in SAP • Include more channels like WhatsApp, Email chats / Other social media account like Facebook, Instagram, LinkedIn etc. • DR / High Availability setup and testing • AI services such as conversational IVR, real-time agent assist, sentiment analysis, predictive dialing, and automated quality assurance • Analytics and dashboard	4 to 8 weeks from PO issue date

- Deployment plan shall include below (high level activities and not exhaustive list)
 1. Kick-off meeting, project planning
 2. Mobilization of team
 3. Site Survey
 4. Network connectivity between cloud data center and GEL's CCC location
 5. System Requirement Study & Specification for Cloud Telephony System setup, master data, IVRS solution and its flow, Integration with SAP, SAP CRM, Email, SMS, WhatsApp and other channels.
 6. Implementation
 7. Testing
 8. Training
 9. Go-live
 10. Post go-live active Support / free handholding
 11. Operation & Maintenance
 12. Change Process setup

- Bidder shall deploy following project team:

Role	Duration	Role
Project Manager - On-site** at GEL CCC	For complete deployment project duration	Project manager shall be responsible for overall project implementation, shall co-ordinate with GEL team and bidder's team. Develop and implement overall requirements.
Technical Person – On-site** at GEL CCC	For complete deployment project duration + 1 month	Must be solution expert. This person shall be part of implementation team, responsible for upkeep of the system, issue resolution, training and hand holding of our CCC staff and will ensure smooth operation of the solution.
Other resource	For complete deployment project duration	As required

** Key resources are asked for On-site basis to ensure smooth co-ordination with GEL team for requirement finalization, testing and training. However, they can work travel to their location to execute delivery through backend team which shall be mutually agreed with GEL's CCC In-charge.

- Bidder shall co-ordinate with different stake holder for SIP/PRI/Toll-free/network/P2P

installations.

- After completion of implementation, the successful bidder shall provide free handholding support for a period of 3 months to GEL.
- The Production environment must be up and running with above functionality after UAT signoff from GEL team. Any critical, important bug raised by GEL team must be fixed, verified before code deployment goes to Production environment.
- It is Bidder's responsibility to deploy the application on Production Environment after every GEL's approved version.
- Bidder shall define and communicate about Project Team and escalation matrix

4.4 Service Level Agreement (SLA) of Cloud Telephony Solution

- The Cloud Telephony platform, including PRI lines and Toll-Free services, shall have a **minimum uptime of 99.8% on a monthly basis**, excluding scheduled maintenance (with prior approval from GEL).
- The system must support **high availability, redundancy, and failover mechanisms** to ensure uninterrupted services during peak loads and emergency situations.
- The bidder shall ensure **scalability on demand** to handle sudden call volume surges without service degradation, call drops, or system latency.
- Uptime SLA / guarantee:**

The agreement stipulates that bidder shall maintain the system with uptime of 99.8%. The uptime will be calculated on monthly basis. Non adherence of uptime shall attract penalty.

Uptime & system availability	Penalty (Monthly)
99.8% or higher achieved on monthly basis	Not applicable
99.8% not achieved on monthly basis – working hours	3000 INR for every 60 minutes or part of that for downtime during business hours between 8 am to 8 pm
99.8% not achieved on monthly basis – non-working hours	1000 INR for every 60 minutes or part of that for downtime during non-working hours between 8 pm to 8 am

- Operation & Maintenance / Technical Support SLA**

The bidder should have experience in providing 24x7x365 Technical support service for cloud telephony system and should have in-house OEM certified L1/L2/ L3 technical expertise.

The support services shall include:

- Technical support (remote and onsite, as required).
- System monitoring and maintenance to ensure uptime and performance.
- Software updates, patches, and upgrades during the support period.
- Helpdesk services with defined Service Level Agreements (SLAs) for response and resolution times.
- Training and knowledge transfer sessions for GEL staff, as needed.
- Incident management and troubleshooting for any issues arising in the solution.
- The bidder shall ensure 24x7 availability of support for critical issues and business hours support for routine queries.
- **Minor Changes:** Any request for changes having effort of less than equal to 1 Man- days comes under Maintenance.

1. SLA Matrix for O&M - support services

Severity	Response Time	Resolution Time	Penalty (Monthly)
Critical	15 minutes	2 hours	3000 INR per issue per day
Medium	30 minutes	6 hours	2000 INR per issue per day
Low	2 hours	24 hours	1000 INR per issue per day

2. Problem Analysis and Resolution shall be jointly classified by the GEL and the bidder as follows:-

- i. Severity Critical: The problem affects mission critical systems such that the User is unable to perform its business functions.
- ii. Severity Medium: The problem affects a particular process or system for which there are existing alternatives for by-passing the problem.
- iii. Severity Low: The problem has minimal or no effect on the user's ability to perform its functions.

3. The Penalty will be applicable on providing main cloud solution services (which includes operation & maintenance support) if resolution time was not maintained and shall be calculated on monthly basis on the individual complaint on technical support services.

4. Bidder is required to share the call logging process with escalation matrix.

5. DELETED

6. Operation and maintenance Services

Bidder shall provide following maintenance services under this agreement:

- i. Any system failure will be attended at the user site by bidder's engineer and if necessary, by their specialists.
- ii. The maintenance services shall include the up gradation of Cloud/hardware/software or major activities involved in maintaining the uptime of the solution.

4.5 Network Connectivity

- Dedicated Internet(1:1) Connectivity along with edge device as part of manage service from vendor's cloud hosting to GEL's CCC location at Ahmedabad, with redundant last mile connectivity at CCC from two different ISP - 20 MBPS each. For Cloud DR setup also require separate one 10 MBPS connectivity.
- Bidder shall ensure site feasibility survey and installation of network connectivity.
- Bidder shall ensure that the application works properly and effectively on Cloud environment using the connectivity and co-ordinate with GEL's Network team as required.
- SLA of 99.8% uptime to be maintained at all times. Penalty is defined in section for main cloud service's above (overall outages due to any reason including network connectivity issue).
- Bidder shall provision cost of Internet (1:1) to GEL Call Centre and charges shall be paid on actuals basis at the agreed rate.
- The network connectivity from Cloud to GEL Customer care shall be managed service, vendor cloud hosting service provide shall be responsible for network configuration to integrate with GEL network to access Call Centre application along with SAP
- Bidder to provide support during network integration between the Internet connectivity provided by them and GEL Network devices
- Bidder shall be responsible for Dedicated Internet (1:1) connectivity provided from their cloud to GEL CCC.

4.6 Enhancement/Change Requests/Development work in cloud telephony Solution

Provision for future enhancements requirements like additional API integrations with GEL's SAP HANA, SAP/ Salesforce CRM, billing, GIS or other system and also for new scope/ changes after the initial deployment (Applicable only for approved change requests by GEL).

The outline of Scope of work includes as above-mentioned, it also covers the any changes in the business process like bug fixing or deployment of new changes and bug fixes which required to meet the business optional.

Any request for bug fix having effort of greater than 1 Man-day will be considered as "Major Change" under the change management process. Bidder must publish the Man-day effort required to affect the requested changes/enhancements and will take up development on the same upon approval of the Published effort by GEL. After the

development of required changes, Bidder must carry out rigorous testing and handover to user for UAT. Once the UAT is done, Bidder must publish the changes on Production Environment. Bidder must document all the changes in the system required to be performed for resolving any issues. These changes shall be covered under these main categories:

- a) **Functional design Document:** This document shall cover the design specific information of the proposed solution. The document to be prepared in advance before actual work starts in co-ordination with the user member raising the issue or requirement.
- b) **Technical document:** The document to be prepared by the developer containing all the technical details of the related change request, reports. UIs, functionality.
- c) **Unit Testing Document:** Any new development work needs to be properly tested and Unit testing document to be shared with user along with test script and scenarios.
- d) **Training document:** The Bidder shall prepare relevant user manual or training document for ready reference or any development brought about in the system later.
- e) **Hand Holding Period:** The Bidder shall include a hand holding support for a period of 05 months days after Initial Go-Live with Onsite Resource.

4.7 Onsite Technical Support Person (Optional)

Deployment of one dedicated technical support person for hands-on technical support onsite, improving service quality, reducing downtime, and strengthening coordination between GEL and the vendor's SaaS team

This is optional service item which GEL can demand if needed in addition to normal SLA based maintenance support included in SaaS model (Applicable on actual utilization basis). It shall have minimum duration of 3 months or other period, mutually agreed by both parties. GEL will notify the bidder at least one month in advance regarding the requirement.

Onsite support person will be responsible for below work during "Chargeable Optional Support Demand Period" as well as during onsite technical person requirement period specified for deployment/post go-live support.

Daily Monitoring : Monitor agent desktops, IVRS flows, CRM integration, and SaaS application usage. Identify and escalate local issues (network, desktop configuration, agent login problems).

Immediate Troubleshooting : Provide first-level resolution for desktop, telephony, and connectivity issues. Coordinate with vendor's central SaaS support team for higher-level incidents.

Training & Refresher Sessions : Conduct refresher training for agents and supervisors on call handling, chat support, and reporting tools. Support onboarding of new agents with practical demonstrations.



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Coordination with GEL CCC In-Charge : Act as liaison between GEL operations team and vendor's central support team. Ensure smooth communication for escalations, SLA compliance, and service improvement.

Reporting & Feedback : Submit weekly reports on issues handled, training conducted, and service gaps identified. Provide recommendations for workflow improvement and system optimization.

4.8 Additional Agents services (Optional)

Provide SaaS solution service for additional agents, as per GEL's demand in future. with Scope of work are same as defined for Sr.no.1 of SOR (Applicable only on demand, utilization basis). GEL shall communicate 1 month in advance for the requirement.

5.0 CYBER SECURITIES COMPLIANCE AND OTHER IT REQUIREMENTS:

1. Cloud telephony system should be hosted on a Meity empaneled data center in India with Virtual Private Cloud (VPC) and provision of redundant back up and storages.
2. In case the bidder proposes to host the Cloud telephony system in their own infrastructure/data center, the facility must be located within India and certified for Uptime Institute Tier III or higher.
3. GEL data should reside in INDIA only.
4. Bidder should be ISO 27001 certified / Product should be CertIn certified.
5. Bidder has to follow ISO 27001 guidelines for data protection, access control, testing, error handling, maintaining of audit logs & audit trail of transactions, managing change requests, etc.
6. Call recording should be encrypted using cryptographic standard both in transit and at rest.
7. The proposed solution should be assessed through VAPT and provide VAPT assessment report as required.
8. The proposed solution must maintain complete audit trail log and shall be available for auditing purpose as required by bidder.
9. The proposed solution should have capability of log retention system.
10. The recorded files should have privilege access system so that only authorized person can access the same along with MFA.
11. The solution should be SOC-2 complied.
12. Non –Disclosure Agreement (NDA) has to be signed by successful bidder.
13. Compliance as per DPDP Act
14. Cyber Security Incident Reporting: The Vendor shall notify GEL of any actual or suspected cybersecurity incident, data breach, unauthorized access, malware infection, ransomware attack, or security compromise affecting GEL data or services within 6 hours of detection and shall provide periodic updates until complete resolution.
15. Background check of human resources / manpower, who will be handling GEL information System more specifically for persons to be deployed on production site. The background check activity shall be carried out by respective Bidder and reports shall be shared with GEL before deployment of resources. The background check activity shall cover - criminal background checks, credit checks, verification of dates worked for previous employers, education, and degree verification etc.
16. Exit management: Upon expiry or termination of contract, Vendor shall provide complete data export and migration support without withholding GEL data. Permanently delete GEL data from Vendor-controlled systems after obtaining written confirmation from GEL.

6.0 DOCUMENTATION:

Bidder is required to maintain proper documentation in the project and operational phase. The same is required to be submitted to GEL. A brief list is provided below, detailed list will be defined in the commissioning phase. Requirement for additional document may arise during the contract period, bidder will be required to deliver those documents.

- 1) Project team profile / bio-data
 - 2) Training cum Induction manual
 - 3) Operational manual
 - 4) Implementation plan
 - 5) System Requirement Specification
 - 6) IVR Script, Omni Channel workflow
 - 7) Statutory documents
 - 8) Attendance roaster for onsite resource
 - 8) OC and escalation matrix
 - 10) Operation-Maintenance Monitoring and Performance Report
- Any other document required from time to time will be decided in during the project implementation and commissioning phase

7.0 GEL – BUYER’S SCOPE:

- Buyer/Owner shall setup Office Infrastructure for CCC, Network connectivity between CCC and GEL’s data center along with Network device, access of GEL’s SAP-ERP and other systems, Agent’s computing devices with headphone/peripherals and Agents (Man power).
- Buyer shall provide required infrastructure support to utilize network connectivity provided by bidder to access the cloud telephony solution at GEL’s CCC.
- Following infrastructure / facilities will be provided Buyer to the Seller team for on-site work.
 - a) Sitting facility (open work station area, not closed rooms). The Vendor PM will need to specify the number of work-station locations required in the proposal. This will help GEL in better planning, coordination and thereby ensure a timely delivery through a team effort.
 - b) Computing facility (desktops as required).
 - c) Printing facility
 - d) Presentation and meeting room facility in case required
- GEL shall provide authorized access to various applications to be used in delivering the services like SAP, mailing system, Video Conference System, GEL Domain IDs, VPN access, Third Party SMS services etc.
- SMS / Email services as per the project need.
- WhatsApp / Social Media accounts as per the project need.
- PRI/SIP trunks lines
- Providing inputs, feedbacks & approvals(sign-off) as per the project time-line
- Participating in Requirement Gathering & Testing, Master Data Preparation, Document Reviews and providing approvals.
- Provide all master and other data required for system setup.
- We have asked various API integration. Bidder shall be responsible for development of API for their solution and integrate GEL’s provided API in their solution (data pull-push method, inbound-outbound type as required). GEL shall be responsible for development of API and configuration in GEL’s system like SAP ECC, SAP CRM, GIS, other Apps.

8.0 QHSE REQUIREMENT

QHSE GUIDELINE (AS APPLICABLE)

1 Contractor/Service provider...

- a) shall ensure that all staff/work force comply with the requirements of the GEL HSE Management System, QHSE policy, standard, procedures, guideline, plan & Life Savers rules at offices / work sites
- b) shall ensure issuance of Identity Card to their team members
- c) shall arrange work related Personal Protective Equipment (PPEs) for their staff/work force and ensure proper use during the execution of job
- d) shall carry out the work within the duty hours/office hours.
- e) shall ensure that all Hazards, Near miss, accident, incident, injuries are reported promptly to GEL.

- f) shall deploy staff & work force trained, qualified and competent for the work and well aware of risks and mitigation action/s for the activities undertaken
 - g) shall initiate immediate actions to hospitalize injured person(s) in case of any incident / injury case
 - h) shall ensure use of seatbelts while driving four-wheeler / travelling in four-wheeler and use of crash helmet for Two-wheeler riders during job execution
 - i) staff/work force shall not smoke or resort to misuse of drugs, medicines or alcohol while on duty
- 2** Any breach of the QHSE requirements shall be deemed by the company to be a material breach of the terms & condition of the contract. GEL shall be entitled to take appropriate actions including instructing the contractor / service provider to (a) remedy the breach; (b) suspend the work or (c) terminate the contract.
- 3** All activities shall be carried out as per GEL's documented procedures and QHSE requirements, deviation from it shall be dealt with very strictly

9.0 CONFIDENTIALITY:

The Bidder, it's Sub-Bidder and their personnel shall not, either during the term or after the expiration of this Contract, disclose any proprietary or confidential information related to Service/project, this Contract, or Employer's business or operations without the prior written consent of the Employer. The Bidder /his employees/agents/representatives shall not communicate or use in advertising, publicity, sales releases or in any other medium, photographs, or other reproduction of the work under this contract or descriptions of the site dimensions, quantity, quality or other information concerning the work unless prior written permission has been obtained from the Owner. Separate NDA needs to be signed by service provider.

10.0 SPECIAL TERMS:

10.1 PENALTY:

1. **Deployment & Implementation of cloud telephony solution:** For any delay in work beyond the project schedule timeline, GEL will charge penalty of INR 10,000/- per week or part thereof for deployment 'DEP-01' and penalty of INR 5,000/- per week or part thereof for deployment 'DEP-02' timelines. Project Schedule /Delivery period are mentioned in the section "Deployment, Integrations & Implementation of cloud telephony solution" of this document. The penalty should not exceed to maximum 10% of order value. It shall be deducted from "Deployment Service Invoice".
2. **Uptime:** Penalty as mentioned in section "Service Level Agreement (SLA) of Cloud Telephony Solution" Clause (d) "Uptime SLA/guarantee". The penalty should not exceed to maximum 10% of monthly invoice value. It shall be deducted from "Cloud Telephony Solution" invoice.
3. **Operation & Maintenance / Technical Support:** Penalty as mentioned in section "Service Level Agreement (SLA) of Cloud Telephony Solution" Clause (e) "Operation & Maintenance / Technical Support SLA". The penalty should not exceed to maximum 10% of monthly invoice value. It shall be deducted from "Cloud Telephony Solution" invoice.

4. **Network Connectivity** : Penalty covered in 'Uptime SLA' above and it shall be deducted from "Cloud Telephony Solution" invoice.
5. **Enhancement/Change Request Charges**: For any delay in work beyond the period of approved efforts given for said work, GEL will charge penalty @ 0.5% of the individual Invoice Value of CR, per week or part thereof. The penalty should not exceed to maximum 10% of SOR line item value of Enhancement/Change Request. It shall be deducted from "Enhancement/Change Request" invoice.

Overall maximum penalty shall be 10% of order value.

In case of any complaint regarding non-fulfilment of any obligation under the contract, the GEL reserves the right to withhold payment of the contractor, and out of such amount and including the security deposit held, make such payment to another agency at their risk & cost as it may consider necessary for smooth and unhindered working of the system.

10.2 PAYMENT FREQUENCY

(FURTHER TO CORRESPONDING CLAUSE OF PAYMENT TERMS OF GCC)

1. **Payment of subscription charges of 'Omni Channel Cloud Telephony Customer Contact Centre Solution – on SaaS / Subscription model'**

Payment of these charges will be paid after go-live of the application/solution on monthly basis. After the completion of each month bidder can raise invoice of previous month, along with submission of 'Performance Reports' duly reviewed/approved by GEL's In-charge of Customer Contact Centre.

2. **Payment of one time One time 'Deployment, Integrations & Implementation cost'. Deployment 'DEP-01' Payment**

- i. 40% of implementation cost invoice can be raised after 30 days Production release of deployment 'DEP-01'. Also submit supporting documents along with invoice

Deployment 'DEP-02' Payment

- ii. 50% of implementation cost invoice can be raised 'after the 30 days of UAT release' or 'after the Go-live of 'DEP-02' requirements, whichever is earlier. Also submit supporting documents along with invoice
- iii. Remaining 10% of implementation cost invoice can be raised after the 3 months of complete deployment.

Above deliveries/milestones shall be approved by either Engineer-In-charge or In-Charge of Customer Contact Centre of GEL.

3. **Payment of "Network Connectivity"**

Payment of these charges will be paid after go-live of the application/solution on monthly basis. After the completion of each month bidder can raise invoice of previous month, along with submission of 'Performance Reports' duly reviewed/approved by GEL's In-charge of Customer Contact Centre.

4. **Payment of Enhancement/Change Requests:** Engineer-In-charge shall release the payment of enhancement/change request charges of cloud telephony solution on quarterly basis after the said enhancement/change request 'successfully deployed on Production environment' or 'after 30 days of UAT release' whichever is earlier.

5. **Payment of 'Onsite Technical Support Person (Optional):** In case GEL has demanded service any increase or in the number of users, subscription charges will be payable on actual utilization / approved quantity basis. After the completion of month bidder can raise invoice of previous month, along with submission of 'Performance Reports' duly reviewed/approved by GEL's In-charge of Customer Contact Centre.

6. **Payment of 'Additional Agents services (Optional):** In case any increase or in the number of users, subscription charges will be payable on monthly basis for actual utilization / approved quantity. After the completion of month bidder can raise invoice of previous month, along with submission of 'Performance Reports' duly reviewed/approved by GEL's In-charge of Customer Contact Centre.



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Other Terms and conditions:

- (a) CONTRACT PERIOD / RATE VALIDITY: The RATES specified in the CONTRACT shall remain firm & fixed for the contract period
- (b) SERVICE LEVEL AGREEMENT & PENALTIES: As mentioned in SOW above
- (c) PAYMENT TERMS : Standard payment term
- (d) PAYMENT FREQUENCY: As mentioned in SOW above
- (e) DEFECT LIABILITY: Applicable – Standard term
- (f) CONTRACT cum PERFORMANCE BANK GUARANTEE (CPBG): Applicable – Standard term