

Request for Proposal (RFP)

For

Contact Center Services to Facilitate the IT Industry (MARKAZ)

A(01)/PSEB/2026-15

May, 2026

PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
GOVERNMENT OF PAKISTAN

**RFP for Contact Center Services for IT Industry
Stakeholders**

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1. PAKISTAN SOFTWARE EXPORT BOARD (G) LTD. INTRODUCTION

Pakistan Software Export Board (Guarantee) Limited (PSEB) is a State-Owned Enterprise under the Administrative control of Ministry of Information Technology & Telecommunication, Government of Pakistan. The main functions of the company are to act as a one stop on behalf of Government of Pakistan in matters relating to the development and export of IT/ITeS exports from Pakistan and to take all actions as may be required for the promotion and growth of IT Industry and increase in exports.

2. INTRODUCTION TO THE PROJECT

To facilitate the development of the local IT industry by providing all possible help to prospective foreign and domestic investors, prospective and existing members and practitioners of the IT ITeS industry (MARKAZ), PSEB performs various functions and runs a number of programs and initiatives. An IT Industry Portal, TECHDESTINATION.COM of PSEB is comprehensively interacting with the IT industry and relevant stakeholders and is facilitating for online registration of companies, Contact Centers and freelancers, participation in various capacity building programs and events, download marketing collateral and availing various incentives of the government offered from time to time.

To better facilitate our worthy members and visitors while interacting with us, either through the portal, phone calls, emails and/or messaging, Pakistan Software Export Board has established an Industry Facilitation Desk (MARKAZ). The Contact Center Service Providers are invited to submit their proposals offering a comprehensive plan to handle/respond to queries, complaints, and recommendations in a very professional, efficient, and swift manner.

In lieu of this, proposals are invited for the provision of round-the-clock Contact Center services (MARKAZ) under the mission statement of “Zero Tolerance to Complaints delay”. These resources will reside in the Contact Center and PSEB will pay the Contact Center for their resources and services as per seat.

3. Deliverables of the Project.

Management of a **Facilitation Helpdesk (PSEB Markaz)** providing 24/7/365 support to the IT, ITeS, BPO, Startup, and Freelancer ecosystems. This "Single Window" facilitation center will act as the primary interface between the industry and the government.

Detailed Scope of Deliverables

A. Omnichannel & Multilingual Support Excellence

- **Integration:** Provision of seamless support across Voice (calls), Email, SMS, WhatsApp, Web-portal, and Social Media, ensuring all interactions are synchronized within a centralized **Customer Management System (CMS)**.
- **Linguistic Scalability:** Immediate deployment of bilingual services (English & Urdu) with a modular architecture to integrate specialized foreign language support (e.g., Arabic, Mandarin, French) as industry demand evolves.

B. Lifecycle Facilitation & Onboarding

- **End-to-End Registration Support:** Proactive guidance for new entities and freelancers through the PSEB registration requirements, process & fee procedure, minimizing turnaround time (TAT) and error rates.
- **Membership Management:** Comprehensive assistance for membership renewals, ensuring the industry remains compliant and eligible for government incentives.

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C. Regulatory & Technical Advisory Services

- **Infrastructure & Compliance:** Specialist support for technical queries, including registration of call center, **IP Whitelisting**, Contact Center Inspection/verification protocols, and regulatory site visits.
- **Financial & Legal Liaison:** Dedicated desk for navigating complex regulatory requirements, including:
 - **SBP Compliance:** IT Export codes, PRC (Proceeds Realization Certificate) issues, and remittance NOCs.
 - **Taxation & Benefits:** Guidance on FBR filings, Tax exemptions for IT, and Visa facilitation for industry & foreign investors/talent.
 - **Labor & Social Security:** Support regarding EoBI, the Labor Department, and other federal & provincial regulatory bodies.

D. Industry Outreach & Knowledge Management

- **Incentive Awareness:** Serving as the definitive information hub for PSEB-led programs, grants, subsidies, and industry-specific incentives.
- **Event Facilitation:** Disseminating real-time information on international/local exhibitions, workshops, webinars, and conferences, including registration assistance for members.
- **Dynamic Knowledge Base:** Maintenance of an AI-ready Knowledge Base (KB) that is updated weekly based on recurring queries and policy changes.

E. Proactive Engagement & Business Intelligence

- **Targeted Outreach (Outbound):** Conducting strategic outreach campaigns for industry surveys, registration drives, and program awareness.
- **Stakeholder Coordination:** Acting as the bridge between the industry and internal PSEB departments to resolve escalated grievances that fall outside the standard knowledge base.
- **Regulatory Coordination:** Engaging with regulatory bodies, i.e., FBR, EOBI, SECP, SBP, etc., to develop an enabling one-window infrastructure.
- **Performance Analytics:** Periodic reporting on query trends, complaint resolution rates (SLAs), and industry sentiment analysis to help PSEB improve future policy-making.

4. The current expected volume is as follows: -

1. **Inbound calls: 150-200 calls per day**
2. **Emails: 100-150 emails per day**
3. **Live chat Support: 50-100 interactions per day.**
4. **Resolution of Queries / Tickets on PSEB Markaz approximately 50.**

5. Service Level Agreement.

1. Expected service levels are 80/40 i.e. 80% of the calls to be answered within 40 seconds of the call. The detailed KPIs will be allocated while awarding the contract to the most advantageous bidder.
2. Detailed cold calling activities will be done based on the directions of PSEB. Metadata will be provided by PSEB.
3. PSEB will require access to call recording as and when needed but will not be older than 06 months. Customer satisfaction survey (CSAT) on a monthly basis.

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6. CRM Dash Board Requirement.

The project awardee will provide a comprehensive Dashboard for live monitoring of complaints/queries received through Calls/emails/WhatsApp and issue necessary instructions from time to time. The Dashboard should consist of elements like of following, which may be amended at the time of its implementation.

- Number of incoming and outgoing calls.
- Queue Status
- Average Handle Time
- First Call Resolution
- Service Level/Response Time
- Call Abandonment Rate
- Call Volume by Time
- Customer Satisfaction Score
- Net Promoter Score
- Quality Assurance Scores
- Adherence to Schedule
- Operational Efficiency
- Real-Time Monitoring
- Current number of calls waiting, average wait time, and longest wait time.
- Trend Analysis
- Historical Data Comparisons
- Predictive analytics for anticipating call volumes and staffing requirements.
- Customizable Views
- Alerts and Notifications

5.1 AI- Based Agent Assistance

The vendor shall implement AI-powered tools to assist call center agents.

Features should include:

- Real-time Assistance
 - Automated response suggestions.
 - Knowledge base search.
 - Call transcription.
 - Customer sentiment analysis / detection.
- AI-Based Call Summarization.
 - Automatic call summary.
 - Automatic complaint ticket creation.
- Performance Monitoring
 - Agent performance analytics.
 - AI-based quality monitoring

5.2 WhatsApp Channel Requirements (Optional).

Integration with the official WhatsApp Business API Ability to:

- Send/receive customer queries.
- Auto-response / chatbot support.
- Complaint / Query creation via WhatsApp.
- Message logging and tracking
- Integration with CRM dashboard

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5.3 Knowledge Based Management Platform.

The vendor shall develop and maintain a knowledge base repository containing:

- FAQs
- Service procedures
- Call Center support information / workflows.
- Policy guidelines as provided by PSEB.
- Mechanism for real time updates
- The knowledge base Platform should be accessible to:
 - Call Center agents
 - Chatbot systems / PSEB Administrators

5.4 Security and Data Protection

The system must ensure:

- Role-based access control.
- All data generated through the Contact Center including call recordings, complaint records, reports, and analytics shall remain the exclusive property of PSEB.
- The vendor shall not use, share, or disclose any information without written approval from PSEB.
- Compliance with government data protection policies.

5.5 Trainings.

The vendor shall provide training for:

- PSEB Management / Staff.
- PSEB IT staff

Training should cover:

- Related to system operations / workflows.
- Complaint handling process
- AI tools.
- Reporting tools etc.

5.6 Disaster Recovery/Business Continuity

- The Call Center service provider shall ensure uninterrupted Contact Center operations through a Disaster Recovery (DR) mechanism/site.
- The vendor must maintain a fully operational Disaster Recovery (DR) site separate from the primary Call Center facility.
- In the event that the primary Call Center becomes unavailable due to any technical failure, disaster, or operational disruption, the vendor shall immediately switch operations to the DR site to ensure continuity of services.
- The DR site must have the capability to handle the complete workload of the primary Call Center, including:
 - Call handling
 - Complaint management
 - Agent operations
 - System access and reporting
- The switchover to the DR site should be completed within a predefined Recovery Time Objective (RTO) agreed with PSEB.
- The vendor shall conduct periodic disaster recovery drills to ensure readiness of the DR environment.
- The vendor shall ensure data synchronization between primary and DR systems to prevent loss of complaint records, call logs, and customer interaction history.
- The vendor shall notify PSEB immediately in case of activation of the DR site and provide regular updates until services are fully restored at the primary site.

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7. EVALUATION CRITERIA

The evaluation process will adhere to the following criteria

1. The weightage of Technical Proposal = 70%.
2. The weightage of Financial Proposal = 30%

7.1 Mandatory Criteria

S. No.	Requirement	Marks	Documents / Evidence Required
1	Valid and active Income & Sales Tax Registration of bidding company.	Mandatory	The firms shall provide copy of valid and active NTN & Sales Tax certificate
2	Bidder/company shall have core/core/principal business as IT/ITeS	Mandatory	Form 181 of tax return shall be required with details of business activity
3	A certificate that the bidder is not blacklisted by any Government Department, or public sector organization in Pakistan.	Mandatory	The bidder shall provide undertaking on Rs. 100 stamp papers.

7.2 Technical Evaluation Criteria

Technical evaluation criteria of company's proposal are as follows. Qualifying marks=70%

Sr. #	Description	Max. Score	Marks Allocation	
1.	Firm / Bidder Profile (copy of company registration)	05	Years of registered establishment (01 mark for each year)	05
2.	Financial Strength (to be verified from last audited financial statements)	10	Annual turnover PKR 45+ million	10
			Annual turnover PKR 21-45 million	06
			Annual turnover PKR 20 million	04
3.	Relevant Past Experience (call center) in Public Sector.	10	Details shall include details of customer (name, address, contact no, email & focal person) <ul style="list-style-type: none"> • Placement of 5 agents for one year with a client = 01 mark • Completion certificate from client (will be required for scoring) 	10
4.	Currently Running List of clients with similar Contact Center services shall be provided along with required details. (Public/Private Sector)	10	Details shall include details of customer (name, address, contact no, email & focal person) 01 mark for each client with the placement of at least 5 agents Contract/agreement, work order (will be required for scoring)	10

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5.	Comprehensiveness Dashboard for live monitoring of Contact Center Services	05	Dashboard for live monitoring of complaints/queries received through Calls/emails/WhatsApp and issue necessary instructions from time to time. Storyboard/format shall be provided in Technical Proposal.	05
6.	Presentation on the proposed solution		Bidder shall present its proposal covering the setup especially designed to respond queries, complaints and recommendations received at Industry Facilitation Desk	15
	Sub-Criteria	Marks		
	Process (Step-wise Approach)	5		
	Strategy techniques	5		
7.	ICT Infrastructure used to operate Contact Center	15	Customized IVR for PSEB Clients & Automatic Call Distribution (ACD).	05
			CRM Dash Board with Reporting and Analytic.	05
			AI- Based Agent Assistance	05
8.	Data Policy	10	Provide documented policies around data access, data location and jurisdiction, confidentiality, and usage /ownership rights.	10
9	Disaster Recovery Plan	5	Provide complete disaster recovery plan.	5
10	Vendor Lock in & Exit Terms	05	Policies on how to transfer data / record if a client decides to exit	05
11.	Number of Employees	10	75+ Employees in the Contact Center vertical of the organization	10
			45-75 Employees in the Contact Center vertical of the organization	7
			Up to 40 Employees in the Contact Center vertical of the organization	5
G. Total		100		

7.3 Financial Bid Evaluation Criteria

The financial bids of only technically qualified bidders will be opened. The pricing shall include all applicable taxes.

The evaluation of financial bids will be calculated as follows:

- The weightage of the financial proposal is 30% in total score.
- The financial weightage will be calculated by the formula as given below:
= (lowest bid / bid offered) * 30

The score achieved by a bidder will be aggregated as follows:

Total score obtained by a bidder = Technical weightage + Financial weightage

The contract shall be awarded to the bidder who achieved the maximum points from Total Score and shall be considered as **Most Advantageous Bidder**.

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Following terms shall be taken care while drafting financial proposal:

- The vendor is to propose per agent/seat basis (on PSEB site and/or Vendor site) inclusive of service charges, sales tax and all other applicable taxes. (shall be the sole responsibility of the vendor).
- Financial Proposal should include all taxes cost (cost mentioned in proposal will be considered final cost inclusive of all taxes).

Vendor should provide both cost models separately

- i. **Option 1: (In this model, the vendor will manage all resources, IT infrastructure, hardware, and location.)**
 - ii. **Option 2: (In this model, the vendor will only supply trained resources, while PSEB will provide the remaining IT infrastructure, hardware, and location.)**
- Payment will be postpaid on monthly/mutually agreed basis.
 - Detailed breakdown of all the costs.
 - Financial Proposal shall be as per Annexure – I.

8. CORRUPT OR FRAUDULENT PRACTICES BY BIDDER.

Any instance of corrupt or fraudulent practices or provision of any false information by the bidder will result in disqualification of the bid and confiscation of the bid security regardless of the price and quality of the product.

9. SUBMISSION OF BIDS: -

- a) Single Stage Two Envelope Bidding Process Single stage two envelope bidding process will be followed.
- b) The earnest money in the shape of Demand Draft / Pay Order in the favor of Pakistan Software Export Board, amounting to Rs. 100,000/-.
- c) Bids shall be submitted electronically via the PPRA e-Procurement Portal (EPADS) at <https://eprocure.gov.pk>. Manual, email, or courier-based bid submissions shall not be accepted, except for the original bid security. In case of any disruption/failure in submitting the bid on E-Pad, PSEB shall not be held liable, since the E-PADS is owned and operated by PPRA. In case of any disruption observed on the day of bid opening due to any reason related to server/internet connectivity, the next working day shall be considered as the opening day for the same.
- d) Assistance with EPADS registration or technical support may be obtained from:
PPRA EPADS Support Team
Director MIS, Room No. 109, 1st Floor, FBC Building, Sector G-5/2, Islamabad
Phone: 051-111-137-237.
- e) The bids, prepared in accordance with the instructions in the bidding documents along with bid security instrument (Copy) & Proof of Eligibility documents as specified in bid documents in favor of the undersigned must be submitted through EPADS by 4th June, 2026 at 03:00 pm. Technical bids only will be opened on the same day at 03:30 pm at below mentioned address in the presence of vendors/bidders or their authorized representatives who desires to attend the bid opening session.
- f) The financial bids will be opened only of those bidders who qualifies in technical proposals evaluation. The opening of financial bids will be notified separately once technical evaluation has been completed. Please note that submission date and time shall be strictly adhered, and it will be bidders' responsibility to ensure the submission of bid before closing date and time.

Note: Original Bid Security instrument MUST BE submitted to the undersigned before closing hours of the bids submission time, otherwise the Bid will not be accepted. Only those bids will be entertained who applied through EPADS: <https://eprocure.gov.pk>

Only those bids will be entertained who applied through EPADS <https://eprocure.gov.pk>

10. Performance Bond: -

The bidder selected to award the contract shall have to submit 10% of total amount as Performance Bond. The performance bond must be submitted in the form of a Bank

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Guarantee, Bank Draft, or Pay Order in favor of "Pakistan Software Export Board." It will be the vendor's responsibility to ensure that the submitted instrument remains valid not only for the entire duration of the initial contract period but also for any extended period, in case the contract is renewed or extended. The vendor must arrange for timely renewal or extension of the instrument to avoid any lapse in coverage. Performance bond must be submitted after issuance of award letter / PO/ Signing of contract.

11. Withdrawal of Bid.

- a) A bidder may withdraw the bid prior to the deadline for submission of bid as prescribed in these tender documents.
- b) The bid security will be forfeited if a bidder withdraws the bid after the deadline of bid submission or during the period of bid validity or in the case of a successful bidder fails to sign/accept the Purchase Order/Contract.

12. Rejection of Bid

- 1- Bid security has not been submitted as per the relevant clause.
- 2- Incomplete, conditional, or optional bids will be rejected forthwith.
- 3- Bids received after due date & time will not be accepted.
- 4- Bids failing to meet the eligibility / evaluation criteria.
- 5- Any noncompliance to the terms and conditions of bidding documents.
- 6- Company shall be disqualified if financial figures are mentioned in the technical proposal.

13. Compliance to the Instructions.

- 1- Quoted rates shall include all applicable GoP taxes otherwise all the prices quoted will be considered all taxes included.
- 2- No cutting / overwriting of the offered prices will be accepted.

Strict Compliance of bidding documents, given Specifications and eligibility / qualification criteria.

Performance of Bidder.

- a. In case of any poor performance by the selected bidder, PSEB reserves the right to issue Poor Performance Certificate to bidder. PSEB reserves the right to confiscate the bid security/performance bond of the bidder in case of three poor performance certificates, and bar the bidder from participation in future procurements of PSEB.

14. GENERAL TERMS AND CONDITIONS.

- a. Should the selected bidders decline to accept the Purchase Order/Contract, their bid security will be confiscated, and a poor performance certificate will be issued to vendor.
- b. In the event of a discrepancy between the unit price and total price for any items quoted in the bid, the unit price of that/those items shall prevail and decision of PSEB in this regard shall be final.
- c. Total Prices must align with the individual prices of all the items quoted and delivered.
- d. Participating vendors are requested to abstain from all overt & covert activities that may arise any doubt or ambiguity in the tendering process and tender opening session.
- e. **Execution Schedule:** The contractor / service provider is required to start the delivery of services after signing of contract.
- f. **Contract Duration:** Initial contract duration shall be for the period of two (2) years and further extendable for next one (01) year, subject to provision of satisfactory services and mutual agreement.

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- g. **Termination of Contract:** Either party can terminate contract for its convenience by giving a two months' notice period.
- h. No consortium/Joint venture will be entertained.
- i. Bid security must remain valid for at least one eighty days (180) days from the date of bid submission
- j. PSEB may reject all the bids and cancel the invitation at any stage of bidding process as per PPRA rule 33.

15. Payment Terms.

1. PSEB reserves the right to increase or decrease the number of agents/seats change premises location from vendor to PSEB site depending upon its requirements at the time of issuance of requisition and the duration of the contract, based on business needs.
2. A comprehensive SLA will be signed to ensure the quality of services. In case calls are not being answered efficiently and professionally, a penalty will also be levied as quality is the first priority of this Industry Facilitation Desk.
3. Payments will be made on monthly or quarterly basis (as mutually agreed) within 30 days of the issuance of invoice and subject to meeting the quality parameters (like number of calls managed by each agent, responded, missed, callbacks, resolved and pending issue ratio, etc., as per agreed upon SLAs) mutually agreed under the contact.

16. BIDDER'S QUERIES.

Any queries by the Bidders must be received at least three (3) working days before the bid submission deadline, otherwise PSEB will not be liable to respond.

Pre Bid Meeting will held on 20th May, 2026_at 03:00PM at the following Zoom Link:
<https://zoom.us/j/95714764344?pwd=ob4GpxbRzwxQJZr3XabtbdVwfGJFWe.1>

17. POINT OF CONTACT. (e-mails)

For Technical query:

aalam@pseb.org.pk

For General queries:

rarif@pseb.org.pk

18. BID SUBMISSION AND OPENING ADDRESS.

Manager Procurement

Pakistan Software Export Board
6th Floor, State life Building, Blue
Area, Islamabad.

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Annexure-I (Price Schedule)

Option 1: (In this model, the vendor will manage all resources, IT infrastructure, hardware, and location.)

Sr. No.	Description	Proposed No. of Agents
1.	Proposed number of agents based on estimated call volume shared above	

Costing Break Down

Sr. No.	Description	Amount (PKR)
1	Per agent/seat basis cost	
2	Proposed service charges per agent	
3	Service sales tax	
4	Total cost Per agent inclusive of service charges and all applicable taxes	

Option 2: (In this model, the vendor will only supply trained resources, while PSEB will provide the remaining IT infrastructure, hardware, and location.)

Sr. No.	Description	Proposed No. of Agents
1.	Proposed number of agents based on estimated call volume shared above	

Costing Break Down

Sr. No.	Description	Amount (PKR)
1	Per agent/seat basis cost	
2	Proposed service charges per agent	
3	Service sales tax	
4	Total cost Per agent inclusive of service charges and all applicable taxes	

Note:

- i. It is the sole discretion of PSEB management to decide the final no. of agents required.
- ii. PSEB may increase or decrease the number of required agents as per the operational requirements of the organization and estimated call volume.
- iii. Agent means complete operation flow as described below:
Head → Manager → Team Leaders → Agents
 (with support functions assisting across all levels)