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|  | Request for Proposal   | Version: <b>1.0</b><br>Date: December 2025 |
|  | <b>Provision of a Digital Customer Experience (CX)<br/>&amp; Insights Platform</b> |  |

# Request for Proposal

## Provision of a Digital Customer Experience (CX) & Insights Platform

Royal Brunei Airlines Sdn. Bhd.

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## Introduction

Royal Brunei Airlines is the national flag carrier of Brunei Darussalam, serving a network of destinations across Asia, Australia, the Middle East, and Europe. We are committed to delivering a signature service that reflects the warmth and hospitality of our nation.

As part of our strategic five-year plan, RB is focused on creating a frictionless and world-class customer experience to build loyalty and improve commercial performance. Our primary digital channel, [www.flyRB.com](http://www.flyRB.com) and the RB Mobile App are critical touchpoints in achieving this goal.


To accelerate this ambition, RB seeks to elevate its understanding of the digital customer experience. The goal is to move from traditional analytics to a more advanced, real-time diagnostic and experience management capability. This will enable us to proactively identify opportunities to optimize the customer journey, enhance platform performance, improve digital conversion rates, and foster data-driven collaboration with all internal and external stakeholders.

This RFP invites qualified vendors to propose a best-in-class **Digital Customer Experience (CX) & Insights Platform** for our website and Mobile App.

## Scope of Work

The selected platform must deliver a comprehensive solution to:


- **Optimize the Customer Journey:** Proactively identify and prioritize opportunities for optimization, including diagnosing areas of user struggle or technical friction within the flight search and booking flow.
- **Capture In-the-Moment Insights:** Collect direct, contextual feedback from customers at critical moments to understand the "why" behind their behavior
- **Provide Deep Diagnostics:** Deliver deep diagnostic insights, including visual playback of user journeys, to accelerate understanding and resolution with all stakeholders.
- **Enable Proactive Engagement:** Provide automated workflows and alerting capabilities to empower our teams to engage with customers for service recovery or to improve their experience.
- **Analysis & Report:** Offer powerful analytics and intuitive dashboards to quantify the business impact of experience improvements and track performance against key KPIs.

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## Functional & Technical Requirements

Vendors must indicate their level of compliance with the following requirements. Please use the response column to indicate **Yes**, **No**, or **Partial**. For "Partial" responses, please provide a brief explanation.

| ID   | Category                   | Requirement Description   | Vendor to Confirm (Y/N/P) |
|--|----------------------------|---|---------------------------|
| <b>A. Digital Experience &amp; Data Collection</b> |                            |   |                           |
| DC-01  | Visual Session Playback    | Ability to <b>visually record and play back individual user sessions</b> on the internet booking engine and mobile application to understand their complete journey, including all interactions, clicks, and navigation. Data masking for sensitive PII is mandatory. |                           |
| DC-02  | Struggle & Error ID        | Automatically detect user struggle signals (e.g., rage clicks, error messages, dead clicks, slow page loads) and technical errors (e.g., JavaScript errors).  |                           |
| DC-03  | Targeted Feedback          | Deploy targeted feedback invitations on the website based on user behaviour, page URL, time on page, or detected struggle signals.  |                           |
| <b>B. Analytics, AI, &amp; Insights</b>            |                            |   |                           |
| AI-01  | Text & Sentiment Analytics | Automatically analyze open-text feedback to identify topics, themes, and sentiment without manual effort, using advanced Natural Language Understanding (NLU).  |                           |
| AI-02  | Key Driver Analysis        | Provide statistical analysis to automatically identify the key drivers of business outcomes (e.g., which experience factors have the biggest impact on conversion or customer satisfaction).  |                           |
| AI-03  | Predictive Analytics       | Utilize predictive intelligence to identify customers at risk of churn or booking abandonment based on their experience and behaviour signals.  |                           |
| AI-04  | GenAI Capabilities         | Utilize Generative AI to summarize feedback, identify emerging issues, and enable conversational data analysis (e.g., asking plain-language questions of the data).   |                           |
| <b>C. Actioning &amp; Workflow</b>                 |                            |   |                           |
| AW-01  | Closed-Loop Feedback       | Create automated workflows and tickets based on specific feedback (e.g., low score, specific keywords, booking abandonment) and route them to the appropriate teams for follow-up.  |                           |
| AW-02  | Real-time Alerts           | Ability to send real-time alerts to designated teams via email or other channels when critical issues are detected.   |                           |

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| D. Platform Architecture & Governance |                               |  |  |
|---------------------------------------|-------------------------------|--|--|
| PA-01                                 | Single Platform Architecture  | Platform must support the management of experience programs across multiple channels (e.g., digital, post-flight surveys, contact centre) on a <b>single, unified architecture</b> to create a single source of truth for CX data. |  |
| PA-02                                 | Centralized Customer Profiles | Provide a <b>centralized customer profile database</b> that unifies experience feedback and operational data from multiple touchpoints into a single, historical view for each customer.   |  |
| PA-03                                 | Program Scalability           | The proposed solution must be able to seamlessly scale from the initial digital pilot to other programs <b>without requiring the purchase of a separate platform or complex data integration projects.</b>                         |  |
| PA-04                                 | Org Hierarchy & Permissions   | Support for complex organizational hierarchies, providing granular role-based permissions, and ensuring the right data gets to the right people in the right format.   |  |
| PA-05                                 | Enterprise Security           | Platform must be fully compliant with global data privacy and security standards, including GDPR, and hold relevant certifications (e.g., ISO 27001, FedRAMP).   |  |

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## Proposal Format

You are requested to submit a proposal that spans either selected functions or all the requested functions as outlined in the subsequent paragraphs. Your proposal is not limited to the scope of requirements stated in this proposal.

**Proposal Cover:** the proposal should include the name, address, and contact of the company signed by the person in charge.

**Administration Proposal:** company profile, organization structure, company business license, Financial Statement (Audited) for 2 years latest, office information, employees, experience, list of clients and list of awards (if any), and other documents related to the company administration.

**Solution Proposal:** A clear description of the possible solution and how you can meet RB's desired requirements. All requirements are mandatory unless specified as optional. Solution providers should respond to mandatory requirements either with an existing solution or by building a solution to bridge the requirement gap. In either case, the existing solutions, or the proposed plans towards achieving the requirements, must be clearly described.

**Commercial Proposal:** A detailed and transparent pricing structure including a clear breakdown of:

- Annual software/platform licensing cost
- One-time implementation and setup fees (if any).
- Costs for any recommended professional services or a third-party implementation partner

## Contract


The proposed contract is for an initial term of one (1) year, with a further one (1) year extension option.

Please append the following:

- a. Draft Master Services Agreement
- b. Draft Service Level Agreement (SLA)

## Decision Criteria

A key element in RB's evaluation will be the overall value proposition of the tool, including pricing, best fit and other elements. The duration of implementation will also be an important consideration in the decision-making process.

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## Timing of Response

Solution provider is required to submit the commercial proposal **by 23<sup>rd</sup> January 2025 at 17:00 hours Brunei Time**. The response shall be submitted in soft copy in Microsoft Word or pdf format.

Submission to be emailed to:

**RB Tender Committee - [Tender@rba.com.bn](mailto:Tender@rba.com.bn) and label the subject of the email “RFP – Provision of a Digital Customer Experience (CX) & Insights Platform”.**

All queries should be made in writing via email to:

**RB Tender Enquiry – [procurement@rba.com.bn](mailto:procurement@rba.com.bn)**

### RFP & Project Timeline

|  |                  |
|--|------------------|
| Request for Proposal Issuance                | 01 December 2025 |
| Q&A Submission Deadline                      | 15 December 2025 |
| Tender Submission                            | 23 January 2026  |
| Virtual Presentation to Evaluation Committee | February 2026    |
| Selection of Top Bidder                      | March 2026       |
| Contract Negotiation and Execution           | April 2026       |
| Contract Commences                           | May 2026         |

## Confidentiality

This RFP contains information that is proprietary and strictly confidential to RB and must be treated as such.

No part of this RFP may be reproduced, in whole or in part, unless specifically required for internal use in responding to this RFP. Any other disclosure or distribution without the consent of RB is strictly prohibited.

This RFP is not an offer to contract but represents a definition of our minimum requirements. Your preparation and submission of a response do not commit RB to award the business to you, even if all requirements are met.

RB reserves the right to modify its requirements as necessary to seek additional information. RB reserves the right to accept or reject any responses to this RFP and to enter into discussions/negotiations with more than one vendor at the same time should such actions be in the best interest of RB.

Any contact with RB staff other than through the tender committee is prohibited during and after the tender proposal submission except with written approval of RB. All requests should be made in writing only (emails accepted).