



Request for Proposal

Ver: 1.1  
Date: 12Dec25

**Customer Service Center Chatbot**

**RB/PM/01/26**

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**Royal Brunei Airlines Sdn Bhd**

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## 1. Introduction & Background

Royal Brunei Airlines (RB) Customer Service Centre seeks to implement a **standalone chatbot** to enhance customer experience, provide 24/7 automated assistance, and reduce routine load on call center agents.

Objectives:

- Deliver instant responses to FAQs and common inquiries.
- Reduce routine calls, emails, and WhatsApp traffic.
- Enable seamless escalation to live agents when required.

## 2. Functional Requirements

The chatbot must:

- Provide 24/7 automated support for common topics (fares, baggage, flight status, schedules, promotions, seat selection, etc.).
- Function uptime is 99.9%
- Understand natural language and provide accurate responses.
- Support multi-language: English, Malay, Chinese.
- Allow handovers to live agents with full conversation history.
- Ensure secure, compliant interactions.
- Be deployable across key channels: Website, WhatsApp, Facebook, Instagram.

## 3. Non-Functional Requirements

- High availability and fast response times.
- Secure data handling and privacy compliance.
- Scalable architecture to support future growth.
- Ease of maintenance (content updates without vendor dependency).
- Disaster Recovery & Business Continuity - RTP/RPO, availability zones, backup frequency, failover mechanisms.

## 4. Integrations

- All system integrations must be performed through RB's approved API gateway or middleware. Direct database access is not permitted. Vendor must provide specifications for all integration endpoints.
- The chatbot platform must support structured export of interaction logs (intents, resolutions, sentiment, escalation metrics, etc) into R's Microsoft Fabric environment for enterprise reporting and analytics.

### 4.1 Internal Systems

- Microsoft 365 (Outlook, Teams, SharePoint).

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- Website and social media channels.
- CRM and ticketing systems. (customer profile & history)

#### **4.2 Airline System (Mandatory)**

- Passenger Service System (Hitit / Sabre / Amadeus) for:
  - ✓ PNR retrieval
  - ✓ Booking status
  - ✓ Ticket information
- Plusgrade (upgrade information)
- Loyalty Program (Royal Skies queries)
- Real-time flight status (BI operations feed), including delay/cancellation notifications.

### **5. Operational Requirements**

- Supports high concurrent chat sessions.
- Supervisor dashboard for:
  - ✓ Conversation monitoring
  - ✓ Live traffic visibility
  - ✓ Manual intervention/agent takeover
- Editable conversation templates (no vendor dependency).
- Role-based access: Admin, Supervisor, Agent.
- Full conversation logs for audit and reporting.
- Conversation logs backup

### **6. Performance & Quality**

- Minimum intent accuracy of 85–90%.
- Response time under 1 second.
- Continuous AI learning from past interactions.
- Reliable fallback responses when unsure (no dead-end replies).

### **7 Reporting & Analytics**

- Automated analytics: Total conversations
- ✓ Deflection rate
- ✓ Peak hours
- ✓ Top inquiry topics
- ✓ Customer sentiment
- Exportable reports (Excel, PDF).
- KPI tracking aligned with CSC targets (FCR, handling time, volume by channel).
- System health check and up time statistic

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## 8 Security & Compliance

- Data residency options aligned with RB policy.
- Secure API integrations.
- Annual Security access review
- Annual Penetration testing for the platform
- Compliance with industry standards: **GDPR / PDPA / PDPO**.
- No unnecessary storage of sensitive personal data.

## 9 Customisation & Branding

- Use RB branding (logo, colors, tone of voice).
- Customizable responses aligned with RB SOP and guidelines.
- Ability to update or add new modules without redevelopment.

## 10 Optional (But Highly Recommended)

- Voicebot capability (IVR automation).
- AI summarisation for agent handover.
- Knowledge Base integration.
- WhatsApp Template Automation (reminders, payment links).
- Internal chatbot for staff support (IT, HR, leave info).
- AI capabilities model training

## 11 Vendor Qualifications

- Experience with chatbot projects.
- Understanding of airline systems and PSS integration.
- Ability to provide local and remote support.

## 12 Submission Instructions

Proposals must include:

- Technical approach and solution design.
- Implementation roadmap and timeline.
- Pricing (set-up, licensing, annual support).
- References from similar deployments.

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## 13 Implementation & Support Expectations

Vendor proposals should outline:

1. Deployment strategy (phased or full rollout).
2. Training plan for agents and administrators.
3. SLAs for technical and functional support.
4. Risk mitigation for downtime and outages.

## 14 RFP Timeline

- Issuance: **20 Dec 2025**
- Q&A Deadline: **15 Jan 2026**
- Submission Deadline: **31 Jan 2026**
- Online Presentation to Evaluation Committee: **Feb 2026**
- Selection of Top Bidders: **Feb 2026**
- Contract Negotiation and Execution: **Feb-Mar 2026**
- Presentation to IT Steering: **Mar 2026**
- Presentation to TC: **Apr 2026**
- Contract Commencement: **May-Jun 2026**

## 15 Submission Procedure

This RFP aims to identify and select a qualified vendor to deliver a standalone **Customer Service Center Chatbot solution** for Royal Brunei Airlines.

### Submission Requirements:

- Vendors must submit a **complete proposal** including:
  - Technical approach and solution overview.
  - Implementation timeline and milestones.
  - Pricing details (set-up, licensing, support).
  - References from similar projects.
- Proposals must be submitted by **31 January 2026**.
- **Submission Email:** [Tender@rba.com.bn](mailto:Tender@rba.com.bn)
- **Queries:** All questions must be sent via email to [Procurement@rba.com.bn](mailto:Procurement@rba.com.bn)

## 16 Confidentiality

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

**Customer Service Center Chatbot**

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 our 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 discussions/negotiations with more than one vendor at the same time should such actions be in the best interest of RB.