



REQUEST FOR EXPRESSIONS OF INTEREST

Design and Implementation of Customer Experience Improvement Solutions

Deadline: 09 March 2020

The National Insurance Board (NIB) is seeking to work with a qualified company to provide the following services:

1. Design and implement a modern dynamic mobile friendly website.
2. Design and implement chatbots to integrate with the website, mobile apps, and NIB's contact centre.
3. Design and implement a 'C10 Easy' mobile and web app that is user friendly and geared toward submission and payment of C10s for self-employed persons and small businesses employing five persons or less.
4. Create intranet which facilitates and encourage participation and interaction among staff; and which provides integration points for various backend applications
5. Provide managed services to maintain and ensure the smooth functioning of the above implementations.

The overall objective of this project is to unify customer contact with NIB and implement a suite of online services that are cost effective, dynamic, and easy to use, thus reducing the need for customers to visit NIB and reducing the wait time when doing business with NIB.

These solutions are expected to give the Board new avenues for serving its customers, improve compliance, and make NIB a first in class social security administration organization.

The solutions will be deployed in NIB's on-premise primary data centre and configured for automatic failover to its disaster recovery site.

The successful vendor will be required to provide the necessary software, implement the solutions needed for items 1, 2, 3, and 4, and provide the services as stated in 5.

Below are the overall requirements for the integrated solution:

Website

1. A modern responsive website that can be easily navigated.
2. Mobile friendly design.
3. Content management mechanisms which supports easy posting of updated and new content items by NIB content editors; simple workflows for content item approval; and scheduled posting and expiration of content items.
4. A facility to conduct polls and surveys
5. Provision of analytical data for customer experience tracking.
6. Content restructured to improve website readability and usability.
7. A search feature that optimizes results.
8. Chatbot capabilities.

Chatbot

1. Independent of the underlying technology, the chatbot is expected to carry out the following work streams
 - Deciding what intents to answer
 - Gathering training data to recognize those intents
 - Designing the conversational experience to respond to those recognized intents
 - Integrating with back-end systems to execute
2. A defensive design that uses affirmative statements, solicits confirmation, and uses precise language that is understood by the user.

3. Support rich media and multiple modality input that is available from messaging platforms and chat interfaces.
4. The solution should challenge design heuristics and “established truths” that come from best practices of designing operator interfaces.
5. The solution should have analytics as part of its architecture, enabling it to learn and improve conversational implementations.
6. There should be an interface with NIB’s website.
7. Integration with NIB’s core application is required to provide data required to respond correctly to users.
8. The chatbot should be mobile friendly.

C10 Easy App

1. A streamline interface that allows efficient upload and payment of NIB contributions for a target group of self-employed persons and employers of five or less employees.
2. Provide the ability to pay online by connecting to existing online payment vendor’s API.
3. Use of existing NIB APIs to update production databases.
4. Integrate with the chatbot.
5. Integrate with NIB’s website.
6. Allow target group to manage their employee relationship.
7. Allow target group to view their NIB accounts, communicate with NIB, request letters of good standing, and where possible, produce such letters.
8. Allow target group to manage their address, and contact information.

Intranet

1. Design elements in line with a modern web 2.0 interface.
2. Mobile friendly.
3. A means to conduct polls and surveys.
4. A framework that allows easy updating of content.
5. Provision of analytical data for customer experience tracking.

6. Effective content design to improve usability.
7. A search feature which optimizes results.

The project includes both the supply of software and the services needed such as: parameterization and configuration, development of any custom features, training, and transfer and implementation of the solution. All software developed for this solution will be solely owned by the National Insurance Board.

The successful companies will be shortlisted and invited to provide proposals.

Participating companies may associate with other companies in the form of a joint venture to enhance their qualifications.

Interested companies should provide information indicating that they are qualified to perform the services. This should include the following information: country of origin, address, phone and fax number, email address, and legal representative of the company.

The standard for selecting the short list is based on the following, and a description for each must be submitted.

- a) A proven experience of the company in the implementation of similar solutions in the past 5 years;
- b) A proven experience of the company in development and implementations of public-sector websites;
- c) A proven experience of the company with implementation of corporate intranets;
- d) A proven experience of the company in the development and implementation of intelligent chatbots;
- e) A proven experience of the company in development and implementation of transactional mobile applications;

- f) A proven experience of the company in delivering projects according to standard methodologies such as PMBOK and PRINCE2.

Expressions of interest must be delivered in an electronic format to the email address customerexperiencesolutionseoi@nib-bahamas.com by 05:00pm ET on 09 March 2020.

For questions contact NIB via e-mail at the following address:

customerexperiencesolutionseoi@nib-bahamas.com

Questions will be received up to 5 working days before the date set for receipt of expressions of interest.

Responses to questions regarding the Request for Expressions of Interest will be shared via email with all participating companies.

The National Insurance Board reserves the right to reject any and all expressions of interest.