Alfalah Insurance

Request For Proposal

(Digital Insurance Platform)

Digital Transformation of Alfalah Insurance

Date:25-04-2025

1. Introduction

Alfalah Insurance is embarking on a comprehensive digital transformation initiative to deliver a fully digital and customer-centric insurance experience. The transformation will include the development of web portals, mobile applications, and a robust, API-driven backend architecture to ensure agility, scalability, and innovation.

2. Objectives

The main objectives of this transformation are:

- Create frictionless digital journeys with modern, self-service web and mobile applications.
- Automate policy underwriting, claims handling, and policy management using an API-first architecture.
- Design a secure and scalable system for seamless integration with internal systems and external partners.
- Drive data-driven sales campaigns through digital channels and partner APIs.
- Enhance customer satisfaction by enabling real-time access to services and support across multiple channels.
- Implement AI and automation to improve fraud detection, operational efficiency, and sales performance.
- Streamline In-house processes to ensure seamless synchronization.

3. Scope of Work

The selected vendor will be responsible for:

A. API-Driven Architecture

- Design and implementation of a flexible, API-first architecture.
- Develop essential APIs to support:
    - Customer onboarding and management
    - Digital policy issuance and lifecycle management
    - Claims submission and tracking
    - Notifications and communication
    - Payments management
    - Endorsement Management

- Document Management System (DMS) for secure digital storage, versioning, retrieval of policy, KYC, and claim-related documents.

B. Customer-Facing Interfaces

- Design and development of a responsive web portal, including both user/customer and back-office portals.
- Development of native or cross-platform mobile applications (iOS and Android).
- UI/UX design that emphasizes simplicity, accessibility, and engagement.

C. Automation & AI

- Automate key insurance processes: underwriting, claims processing, endorsement, and quote generation.
- Integrate AI tools for:
  - Fraud detection
  - Intelligent customer support (voice support bots, call analysis)
  - Data analytics and lead scoring
  - Chatbots, document understanding
  - KYC and scanned form/document processing
  - Claims handling, document generation
  - General impairment analysis
  - Risk scoring, Quote Generation, & Pricing

D. Integration Overview

- Seamless integration with internal core insurance systems.
- External integration with partner ecosystems using open APIs.
- Support webhooks, OAuth, and secure token management for partner integrations.

Sr. No	Integration Partner / System	Protocols / Standards	Services / Notes
1.	NADRA (Pakistan ID Verification)	SOAP APIs	1. Biometric KYC 3. Contactless Verification
2.	SECP (Company & Agent Verification)	REST / Web Services	1. Corporate background check
3.	AML / CFT Screening Providers	REST APIs	1. Customer risk scoring 2. Real-time blacklist/PEP screening

4.	SMS / OTP Gateways	REST APIs	1. OTP for logins, KYC, claims 2. Reminders & status alerts
5.	Email Service Providers	SMTP / REST APIs	1. Policy issuance emails 2. Renewal notices 3. Claim & Endorsement correspondence
6.	Image / OCR APIs (AI)	REST APIs	1. Document scanning 2. ID recognition 3. Automated KYC
7.	Location APIs (Google Maps, etc.)	REST APIs	1. Address verification 2.Workshop/Branch locator
8.	Cloud Storage (AWS, Azure, etc.)	REST APIs / SDKs	1. Document storage 2. Assets Management 3. Digital archiving
9.	Credit/Debit Card Payment Gateway (Visa/Mastercard)	REST / Secure APIs	Credit and debit card transaction integration for premium collection and refunds
10.	Payment Gateways (Direct Debit,1LINK, RAAST)	ISO8583 / ISO20022 / REST / SWIFT MX	1. Premium payments 2.Auto/Direct Debit

E. Security and Compliance

- Design a secure architecture that complies with local and international data protection standards.
- Implement access control, encryption, and audit logging.

F. Omnichannel Enablement

- Enable users to switch between channels with consistent context and service availability.
- Real-time status updates and service tracking.

G. User Management

- Implement role-based access control (RBAC) for different user roles.
- Ensure compliance with data privacy regulations (e.g., GDPR).
- Maintain an audit trail to log all user actions.

4. Functional Requirements

The system must be integrated with the core system in a real-time manner. It should support two-way synchronization, allowing data to be fetched from and pushed to the core system seamlessly.
Refer to the functional modules already covered, ensuring coverage of policy issuance, claims, user dashboards, endorsements, admin tools, and partner APIs.

5. Non-Functional Requirements

- High availability and performance for large-scale concurrent usage.
- Secure and compliant with ISO27001, PCI-DSS, and local regulations.
- Modular and scalable microservice design.
- Role-based access control, audit trail, and session management.
- API-first architecture with versioning and throttling capabilities.

7. Proposal Submission Guidelines

- The partner must submit a detailed proposal that covers all items outlined in the Evaluation Criteria, including Annexure A and Annexure B.
- The partner must provide a proposed team structure for implementation, support, and maintenance.
- The partner must include a high-level implementation plan.
- The partner must submit a Total Cost of Ownership (TCO) model. Further details about the project may be sought by contacting the team.
  - All prices must be quoted in Pakistani Rupees (PKR).

For proposal submissions and project-related inquiries, vendors may contact the team via email at asad.siddique@alfalahinsurance.com.

8. RFP Timeline

- **Date of RFP Issuance:** 25th April 2025
- **RFP Questions & Response Window:** 25th April 2025– 16th May 2025
- **Final Proposal Submission Deadline:** 19th May 2025

9. Evaluation Criteria

Partners will be evaluated based on the criteria below.

Sr. No	Evaluation Criteria
1	Functional Capabilities
2	Technical Capabilities
3	Data Security and Compliance
4	Deployment Architecture
5	Customization and Flexibility
6	Support and Maintenance Proposition
7	Partner Insurance & Local Banking Knowledge
8	Product Industry Standing
9	Partner Reputation and Experience
10	Contract Terms and Flexibility
11	Product Roadmap and Innovation
12	Product/CSP lock in
13	TCO • Implementation Cost • Yearly Subscription • Support and Maintenance • Bandwidth and Usage Charges • Trainings • Upgrades and Scaling • Add-ons and Third-Party Tools for implementation and operations • Future rate for CRs development • Upgrades

10. Service Level Agreement (SLA) & Change Requests (CRs)

To ensure continued service quality and alignment with business goals, the selected vendor must commit to a comprehensive Service Level Agreement (SLA) for ongoing support and service maintenance.
The SLA should define guaranteed response times, resolution times, and uptime commitments for each severity level:

- 24/7 availability for critical support incidents (P1).
- Maximum 1-hour response time and resolution within 4 hours for P1 issues.
- 24 hours resolution for medium severity issues (P2).
- 72 hours turnaround for non-critical support (P3/P4).
- Monthly service review reports covering uptime, incident response metrics, and improvement recommendations.
- Dedicated support manager and escalation matrix.

11. Additional Modules (TBD)

- Audit & Compliance Dashboard: Real-time compliance tracking against internal policies, regulatory requirements (SECP, SBP), and audit trails.
- Risk Management & Scoring Engine: Customizable rules engine to compute customer and policy-level risk profiles using AI and actuarial inputs.
- Commission Management: Automated tracking and disbursement of commissions for agents and bancassurance partners.
- Product Configuration Engine: Enable business teams to launch/edit insurance products dynamically without code changes.
- Customer 360° View: Unified view of customer interactions, policies, claims, communications, and KYC data.
- Alerts and Escalation Framework: Rule-based engine to raise alerts for SLA breaches, suspicious transactions, or fraud indicators.
- Consent Management: Track and manage user consent for data sharing, profiling, and marketing (compliant with GDPR/local regulations).
- Analytics & BI Layer: Dashboards and reports on business KPIs, claims ratios, fraud rates, lead conversion, etc.

Annexure A - Vendor Details

Please fill in the following information accurately and attach relevant documents as supporting evidence where applicable.

Detail	Information
Name of the Vendor	
Address of the Vendor	
Status of the Company (Public Ltd / Pvt. Ltd)	
Incorporation Details (Ref, Date, etc.)	
Name & Designation of the Contact Person	
Telephone No. of Contact Person	
Email of the Contact Person	

Annexure B-Financial Details (As per Audited Balance Sheets):

Details	2021	2022	2023	2024
Net Worth				
Turn Over				
PBT				
PAT				