Terms of Reference for

Salaam Call Center

Table of Contents

Technical TOR for Salaam Call Center

Version	Date	Author	Reviewer	Signature
V1.0	02/11/2025	Core & VAS Department	Ajmal Afghan	

Preface

Afghan Telecom (AFTEL) is a telecom company offering fixed line, wireless voice and data services under a 25-years license in Afghanistan. The company is government owned and operated. In 2005, the Afghan Ministry of Communications spun it off into a private entity, while retaining oversight and control AFTEL, a country leading telecommunication service provider, has always been on the forefront of the evolution of telecom network. With the development of telecom technology and the growing demands of subscriber, AFTEL first demonstrates its pioneer position to underline its leadership in the future of mobile network, and willingness to continue delivering to subscribers new and more advanced services every day.

Incorporated in 2013, Salaam is the latest entrant in Afghanistan's telecommunication industry providing a top-quality, affordable, 100% Afghani solution. Envisioned by the Ministry of Telecommunications and Information Technology, Salaam is committed to revolutionizing the telecommunication sector in Afghanistan by complementing the nationwide fixed network with 3G GSM/UMTS 4G LTE voice and data services.

Setting ourselves apart from the competition through our customer-friendly packages without restrictions or tricky charges, Salaam gives its customers the freedom to enjoy lowest call rates, both domestic and international, and trouble-free internet at unbelievable rates without compromising on quality.

Project Background & Scope

Telecommunications companies constantly strive to enhance customer experience and operational efficiency. A vital element in achieving these objectives is the development of a robust and responsive call center. The primary goal of this project is to design, implement, and optimize a state-of-the-art call center capable of efficiently managing customer inquiries, delivering support services, and resolving technical issues.

Salaam Call Center currently operates with 100 agent license, working in three shifts to provide 24/7 service coverage. Each agent is expected to handle approximately 450 calls during an 8-hour shift. The average duration of each call is estimated to be between 31 to 35 seconds. At present, the call center receives an average of 120,000 inbound calls per day. However, due to system and capacity limitations, only 60% of these calls are successfully answered by agents. The remaining 40% of calls fail to be handled, resulting in a significant call drop rate caused by limited agent capacity.

Projections indicate that the number of daily calls at the Salaam Call Center is expected to rise significantly—from the current 120,000 to approximately 250,000 calls per day in the near future. To accommodate this anticipated growth and ensure long-term service reliability, the new call center system is being designed to support both present and future demand. Furthermore, the existing system has reached its end-of-life stage, and its vendor is no longer able to provide essential hardware or software support.

Bill of Quantities (BoQ)

No	Item	Technical Specification	Quantity	Unit	Origin country/Manufacturer name[1]	Unit Price (US$)	Total Price (US$)
Part 1. Hardware							
1	**Agent Workstations**	High-performance desktops with latest Intel Core processors, 32GB RAM, 500GB SSD.	100	PCS			
2	**Monitors for Work Station**	24 Inch Monitor, Full HD, HDMI, DisplayPort, VGA, USB-C, USB-A, USB-B.	100	PCS			
3	**Mouse for workstation**	Mouse High-performance wired Mouse	100	PCS			
4	**Keyboard for Workstation**	Keyboard – Full Hot-swappable, PBT keycaps, RGB lighting	100	PCS			
5	**Headsets**	Noise-cancelling headsets with microphones. (One side).	250	PCS			
6	**Softphone**	Softphones integrated with the contact centre software.	250	PCS			

[1] The bidder shall specify the country of origin and the name of the manufacturer in its bid.

7	**Application Servers**	High Performance Server with below specifications: 2.4GHz 12C, 256GB DDR5 memory, 16x512GB SSD Hard Drive: Intel Xeon Gold 4214 2.4GHz 32 Core Processor 256GB DDR5 Memory PERC H730P RAID Controller w/ 2GB NV Cache 18x512GB SSD Hard Disk Drive Port 2*10Gb 4*1GB NIC 2 Power Supplies	2	PCS			
8	**Database Servers**	Database servers with high availability and disaster recovery setup. 2.4GHz 12C, 180GB DDR5 memory, 8x512GB SSD Hard Drive: Intel Xeon Gold 4214 2.4GHz 32 Core Processor 180GB DDR5 Memory PERC H730P RAID Controller w/ 2GB NV Cache 8x512GB SSD Hard Disk Drive Port 2*10Gb 4*1GB NIC 2 Power Supplies	2	PCS			
9	Rack	Standard server Rack with Dual Power source	1	PCS			

Subtotal of Part 1. Hardware (US$)					
Part 2. Software					
Comprehensive suite includes the following features with its installation, configuration, integration and commissioning: ➢ 250 Agent Licenses ➢ Automatic Call Distribution (ACD) ➢ Interactive Voice Response (IVR) ➢ Call Recording and Quality Assurance ➢ Real-time Monitoring and Reporting Dashboards ➢ Multi-channel and CRM Integration ➢ API Integration and Customization Options ➢ Social Media Integration ➢ Workforce Management (WFM) ➢ Virtual Call Centre (VC) Support ➢ SMS & email integration	1				
Subtotal of Part 2. Software (US$)					
Grand Total (DDP) in US$					

In the hardware part, all necessary cabling and related accessories must be provided by the vendor. The bidder must include the cost of these items in the bid price, along with any additional hardware components that may not be explicitly mentioned in this Terms of Reference (TOR), but are required to fully meet the call center specifications.

Note: Any hardware or software that is not utilized in the completed system will not be paid for and its cost will be deducted from the invoices.

The selected vendor is fully responsible for delivering a complete and operational call centre software system. If any required feature or functionality is omitted or overlooked in the original requirement list, the vendor is obligated to:

- Identify the missing component during implementation or testing;
- Inform the Afghan Telecom project team promptly;
- Provide the missing feature(s) without additional cost or delay.
- Configuration File storage system (ET104ACD) FUJITSU and integration with the call centre server to store the data, the file storage system will have provided by Afghan telecom.
- Complete End to End installation, configuration and testing of the call centre system.
- The Softphone setup which will install on the agent work station should be delivered on a transfer able media to Afghan telecom and should have no limitation, we should be able use it as many times as we wan want, also it should be compatible with all kind of OS and browsers.

Onsite Training: All system-related tasks performed onsite (such as configuration and installation) must include training for the Operations & Maintenance (O&M) engineers. Additionally, Call Center agents and managers should receive onsite training appropriate to their respective system roles.

The call center system must fully support virtualization technologies to optimize resource utilization and ensure logical separation of services. The current plan is to deploy virtualization within the call center to segregate each service based on their access codes— , 744 for wireless and 333 for landline services. Each access code should have its own dedicated IVR system and reporting module. In the future, additional Virtual Call Centers (VCs) may be implemented based on evolving needs, and the selected vendor must provide support for this scalability.

Furthermore, the IVR flow should be designed and implemented graphically, allowing for easy customization as required.

Feature List

The proposed call centre solution must include a fully open, modular, and customizable feature set. All listed and future features should be activate-able/deactivate-able based on operational demand. The following core functionalities are mandatory at project start, while others must be available for activation on request. The system must support non-disruptive feature toggling and offer role-based access to management and configuration controls.

1- Real-time monitoring: Supervisors can listen to live calls to provide guidance or feedback.
2- Whispering: Supervisors can talk to agents without the caller hearing.
3- Interrupting calls: Allows supervisors to join ongoing calls to assist agents or customers.
4- Remote access: Agents can handle calls using softphone applications on their computers or mobile devices.
5- Customer data access: Integrates with Customer Relationship Management (CRM) systems to provide agents with customer information during calls.
6- Multi-channel support: Manages customer interactions across various channels such as phone, email, chat, and social media.
7- Efficient call handling: Automatically dials numbers and connects agents to live calls, reducing idle time.
8- Virtual queues: Keeps callers in a queue until an agent is available, providing estimated wait times and on-hold music.
9- Cold transfer: Transfers calls without informing the receiving agent.
10- Warm transfer: Informs the receiving agent about the call before transferring.
11- Call-back feature: Allows customers to request a call back instead of waiting on hold.
12- Group ringing: Rings multiple agents simultaneously until one answers.
13- On-hold experience: Provides callers with music or recorded messages while they wait.
14- High-quality audio: Ensures clear communication with customers.
15- Email notifications: Sends voicemails to agents as email attachments.
16- Call documentation: Allows agents to take notes during or after calls for future reference.
17- Call centre, CVBS, TTS complaints, call reason and Evaluation system should be in one portal/ one page.
18- Advance TTS: system in CC application when CCA take customer complains throw TTS portal by submitting the TT, one copy should be send to the customer and one copy to the related TTS team this affect customer satisfaction positively.
19- Call Centre: should have My info for agents in these My info there will be Updated Queue Leave of CCA total work duration of CCA and how many call agents taken how many minutes the system is in busy, this information is updated in system after 5-10 minutes.

20- An OTA: portal to send setting easily to customer, or code for setting like other company has a code, say to customer write in text message 3G or 4G and send to 9991 automatically setting will be received.
21- An option to save the greeting on each PC and play automatically to customers. It is a kind of help with the CC agent that they repeat again and again at the start of each call.
22- Real Time monitoring screen to be provided to Call Center mangers.
23- One click features for ex: - new package launched from market side or some awareness from management side we drop an email, by one click send it to all agents that they login in PC and email shown in each PC/NGCC and they easily inform.
24- VC support: The Call center system should VC (virtual call center) +20 we will create many VC for other sections the VC should be separate from each in reporting management and call routing.
25- Customization: Call centre system should be flexible and customizable based on customer wants.
26- Call centre system should support monitoring system protocol and can easily integrate with centralize mentoring system.
27- Automatic changeover of servers and interfaces, which guarantee non-stop system running.
28- The service processing module uses load sharing mode, when one node fails, the load is automatically transferred to other nodes.
29- The new call centre system should have power back-up battery to support the system for 10 hours.
30- The latest version of hardware and system platform should provide by the vendor
31- MTBF= <134 years
32- MTTR= <1-hour System, Availability Average Interruption Time= <0/5 minute

Responsibility Matrix			
R = Responsible S = Support			
No.	**Item**	**Contractor**	**AFTEL**
1	**Project Implementation**		
1.1	Project Implementation Planning and Progress Control	R	S
1.2	Project Communication Planning	R	S
1.3	Quality Control	R	S
1.4	Project Documentation and Reporting	R	S
1.5	Project Documentation	R	S
1.6	Reports Approval	R	S
1.7	Acceptance Procedure Proposal Submission	R	S
1.8	Acceptance Procedure Proposal Approval	S	R
1.9	Health, Safety, Environmental and Quality (HSEQ)	R	S
1.10	Equipment Availability & Readiness for Installation at the Sites (Delivery Duty Paid-DDP)	R	S
1.11	Equipment Installation & Engineering Services	R	S
1.12	Equipment Commissioning	R	S
2	**Delivery of Equipment**		
2.1	Deliver Equipment to Afghanistan, AFTEL Warehouses (DDP)	R	S
2.3	All related Documents for Custom Clearance	R	S
2.4	Customs Clearance	R	S
2.5	Delivery of Equipment to AFTEL Mahtab Qala Warehouse after GRN to the region.	R	S
2.6	Equipment Delivery from AFTEL Mahtab Qala Warehouse to the related sites and regions.	R	S

2.7	Provision of Secure Space in AFTEL Warehouse and on site for the storage of equipment	S	R
2.8	Signature on GRN (Goods Received Notes), specifying the number of boxes received in the presence of contractor representative after delivery on site	R	R
3	**Acceptance Responsibilities**		
3.1	PAT (Partial Acceptance Test) to be conducted on site within agreed time	R	R
3.2	Signature on PAT documents on the completion of PAT on site	R	R
3.3	Signature on list of PAT Completion on site	R	R
3.4	FAC (Final Acceptance certificates) to be conducted on site within agreed time	R	R

Software Installation and Commissioning

No.	Item	Provided by	
		Vendor	AFTEL
1	**Installation and Commissioning**		
1.1	Equipment Installation	R	
1.2	Equipment Commissioning	R	
No.	**Item**	**Provided by**	
		Vendor	**AFTEL**
2	**Software Installation and Commissioning**		
2.1	Software Installation	R	
2.2	Software Commissioning	R	
2.3	Responsibility of integration with any other vendor's product on signaling level (Mandatory)	R	

Equipment Life cycle

The equipment shall have a minimum life cycle of 10 years to ensure reliable operation, consistent performance, and ease of maintenance throughout its service life.

Payment Terms

- **20%** of the total contract value shall be paid to the contractor as an advance payment upon submission of a bank guarantee of equal amount.
- **40%** of the total contract value shall be paid to the contractor after the delivery of goods (HW/SW) to the customer's warehouse (AFTEL warehouse) on a DDP basis.
- **20%** of the total contract value shall be paid to the contractor following the issuance and signing of the Partial Acceptance Certificate (PAC).
- **20%** of the total contract value shall be paid to the contractor upon the signing of the Final Acceptance Certificate (FAC).

Acceptance

Upon completion of the project, the acceptance process will begin. AFTEL will ensure that all equipment provided under this contract complies with the specified technical and contractual requirements and specifications. AFTEL will verify that the equipment is functioning properly, installations are neatly executed, and services are operating correctly on the new system. Each item will be reviewed individually, and the corresponding manuals will be thoroughly checked.

Warranty

The seller shall deliver equipment that meets the quality standards and specifications outlined in this contract and is packaged in accordance with the requirements specified in this contract.

The seller shall warrant that the quality and specifications of the equipment delivered under this contract fully conform to the contract requirements. The warranty period shall remain effective for **One Year** following the issuance of the Final Acceptance Certificate (FAC).

In the event that the equipment is found to be in breach of the warranty during the warranty period, and such breach is attributable to the seller, the seller shall promptly repair or replace the defective equipment upon notification

Inspection and Claim

Upon arrival of the equipment at the port of destination and delivery to the AFTEL warehouse, the Purchaser (AFTEL) shall conduct an inspection to verify the specifications, quantity, and weight of the equipment. If any damages are found, or if the specifications and/or quantity do not conform to the stipulations of this Contract—except where

responsibility lies with the Insurance Company or Shipping Company—the Purchaser (AFTEL) shall, within thirtieth (30) days of arrival, provide written notice to the Seller to claim against the Seller.

In the event that the goods are damaged due to design or manufacturing defects, or if their quality and performance do not conform to the contract, the Purchaser (AFTEL) shall, during the Warranty period, request a survey and submit a claim against the Seller (including for replacement of the goods). All expenses incurred in connection with such survey and claim shall be borne by the Seller.

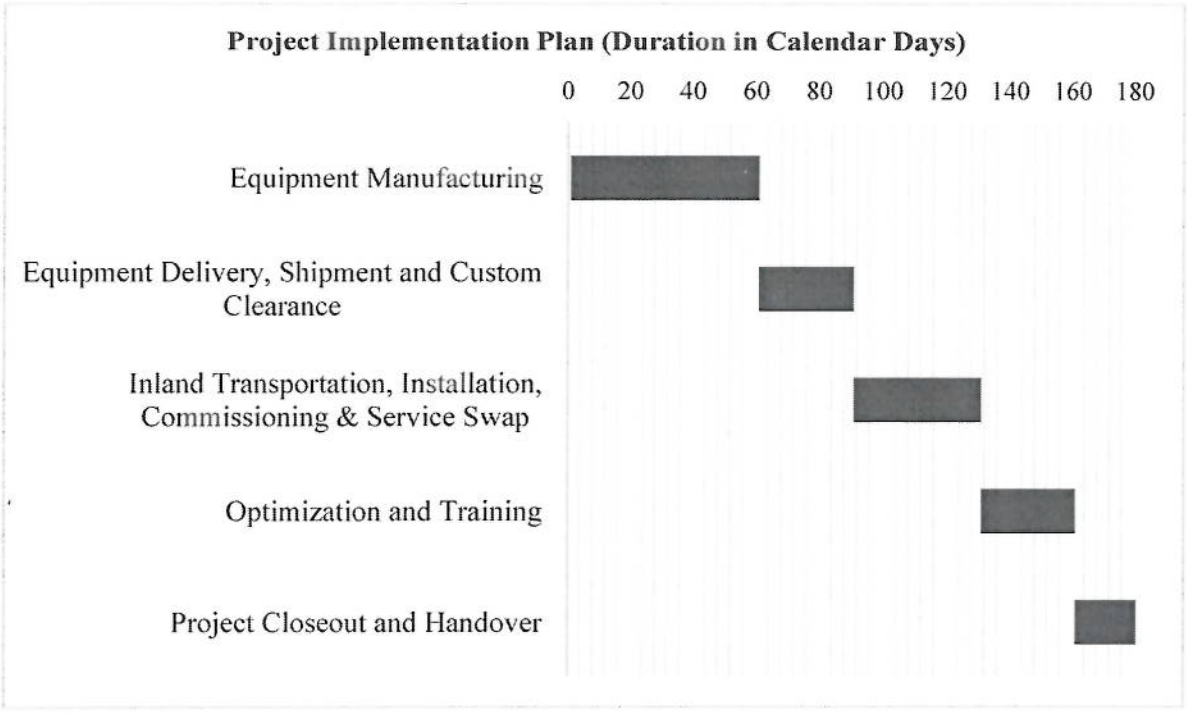
The Seller shall provide full technical support for the system throughout the entire one-year warranty period.

Project Duration

The project duration shall be (180) calendar days.

Project Implementation Plan

No.	Task Name	Duration (Calendar days)
1	Equipment Manufacturing	60
2	Equipment Delivery, Shipment and Custom Clearance	30
3	Inland Transportation, Installation, Commissioning & Service Swap	40
4	Optimization and Training	30
5	Project Closeout and Handover	20
Total Project Duration		**180 days equivalent to 6 months**



Note: The contractor may follow the above schedule or propose an alternative work plan upon contract signing. The proposed schedule will be applicable only after obtaining approval from AFTEL.