

Response of Queries Regarding Bidding Document for Hiring the Services of Firm for implementing the WhatsApp-based communication and AI chatbot system

Sr.	Queries	PHIMC Response
1	Please confirm on the below mentioned snippet from the tender. It says deployment of the complete SaaS Platform, does it require on-prem deployment and development? Deliverables i. Deployment of Complete SaaS Platform A fully functional SaaS-based system with: a) Secure login & role-based access control b) Multi-agent dashboard c) Audit logs, reporting, and user management d) Integration of all required channels (WhatsApp, FB, Messenger, Instagram, Telegram, Web Chat Widget)	The Service Provider shall be fully responsible for the deployment of the SaaS platform on their own cloud infrastructure. This includes provisioning, configuration, and making the system fully operational as per the scope of work. Furthermore, the Service Provider shall also be responsible for the ongoing maintenance, support, performance, availability, and security of the deployed platform throughout the contract period.
2	20 million budget is for one year or three years	Yes, estimated cost of Rs, 20 million is for three years period.
3	Initial contract will be for one year or 3 years	Please refer to Section III of the RFP, Clause 7 of the Scope of Services: the contract shall be for a fixed period of thirty-six (36) months; however, performance shall be assessed on an annual basis by the Client.
4	Communication type and count required	☐ Text messages (standard WhatsApp chat) ☐ Voice messages (user sends audio, bot processes/transcribes) ☐ Media messages (images, documents, etc.) ☐ Interactive messages (buttons, menus, quick replies via WhatsApp Business API) ☐ Notifications (outbound alerts, reminders, OTPs or campaigns if applicable) The bidders are required to estimate the expected volume of communications based on the following data: All residents of Punjab are eligible under the programs offered by PHIMC; however, the number of unique beneficiaries are

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		approximately 400,000 – 450,000 per year across all health initiatives, while total annual admissions are around 2 million.
5	Understanding on tokens	An AI token is a unit of text processed by a language model. Both user inputs and system-generated outputs consume tokens.
6	Type of integrations required if any	As per the scope of services outlined in the RFP (Section 3.2, Point 1, Sub-point viii), integration is required for the following: - Complaint Handling: Direct integration with Google Docs for logging and tracking Citizen logging (citizens who used this service), direct integration with Google Docs. - Integration of all required channels (WhatsApp, FB Messenger, Instagram, Telegram, Web Chat Widget) Future integration with PHIMC's Health Initiatives Program Information Systems may be required based on evolving needs.
7	Request for Pre-Bid Meeting	April 06, 2026
8	Could you please confirm who will bear the cost of the WhatsApp Business API? Is this included within the allocated project budget?	PHIMC will bear the cost of the WhatsApp Business API; however, the service provider shall include these charges in their invoice on an actual usage basis
9	Kindly specify which payment gateway API you intend to integrate into the system.	At present, no specific payment gateway API has been finalized for integration. However, subject to Government approval and direction, a suitable payment gateway may be integrated into the system to collect payments from the general public, as and when required.
10	Clarification required regarding the User Journey. whether the chatbot interaction will start from the website or directly through the WhatsApp number.	The chatbot interaction shall be initiated through the website, registered WhatsApp number, and social media integrations..

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11	Whether any other multi-language capability like Pashto and Siraiki is also required in the chatbot.	As per the current scope of work, multi-language support (Urdu, English, and Roman Urdu) is required. However, the system must be capable of supporting additional languages, such as Punjabi, Saraiki, Pashto, etc., as and when required.
12	Whether the API cost will be included within the PKR 20 million limit or if it will be billed separately through an invoice.	Yes: The total estimated cost of the assignment is Rs. 20 million for three years. However, the cost of the WhatsApp Business API shall be paid on an actual usage basis.
13	WhatsApp Meta API pricing is dollar-based. So, how will payments be handled?	The payment shall be made in PKR and the source of exchange rate shall be the State Bank of Pakistan prevailing at the day of payment. The separate profit margins shall not be allowed in the WhatsApp Business API invoicing
	Will we be responsible for managing the WhatsApp Business account as well?	The WhatsApp Business account will be owned by PHIMC. However, the service provider shall be responsible for its technical setup, integration, and operational management (including configuration, messaging workflows, and support) during the contract period, in coordination with PHIMC
14	The RFP mentions 1, 2, and 3 billion tokens. What is the final quantity that should be quoted?	Three (03) billion AI tokens are required as mentioned in Price Schedule Financial Form-I
15	Whether Meta Messaging Certification is required. The bidder mentioned that they are a BSP (Business Solution Partner).	Yes, as mentioned in scope of work, Meta Messaging Platform Compliance Certification is required
16	For voice queries, will responses be provided in voice format or text format?	The voice queries will be converted to text and answered accordingly and as per the best industry practices.
17	In cases where human agent intervention is required, how will the queries be handled, and which party (PHIMC or the	In cases requiring human intervention, queries will be routed to PHIMC's existing call center, where trained human agents will

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	service provider) will be responsible for providing the human agent facility?	handle them. The human agent facility will be provided by PHIMC.
18	Clarification is required regarding data ownership—specifically, whether PHIMC will retain ownership of all chatbot-related data.	PHIMC will provide the knowledge base, and all related data workflows and menu structures etc. shall remain the property of PHIMC.
19	Whether Cloud AWS is acceptable, and whether LLMs should be open-source or if Chinese tech stacks are allowed.	The technology stack and LLM models may be selected as per the service provider's experience and project requirements.
20	Whether Joint Venture (JV) participation is allowed in the tender.	As PHIMC is required end-to-end solution therefore it is preferable that single firm may handle the whole assignment for better coordination.
21	Should the WhatsApp bot be menu-driven, free-form and what is meant by the following clause "Verified WABA Setup with Menu-Based Chatbot & Automations"?	As per scope of work the WhatsApp chatbot is expected to support a hybrid approach, incorporating both menu-driven interactions and AI-based free-form conversations. The clause "Verified WABA Setup with Menu-Based Chatbot & Automations" refers to: • Officially approved and verified WhatsApp Business account setup • Menu-Based Chatbot: Predefined interaction flows using menus, buttons, and structured options • Automations: Automated responses, workflows, notifications, and triggers based on user inputs or system events
22	Are we also expected to manage WhatsApp outbound campaigns	PHIMC may provide the approved message content and the list of recipient numbers for executing outbound campaigns. The service provider shall utilize this information to configure and run the campaigns in accordance with WhatsApp policies and applicable regulations.

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