Dated: 22 January 2026

TENDER NOTICE

No. EA/02-08-2026

Voicebot AI

1. Bids are invited from potential Companies for Supply of AI-Powered Conversational Solution as per RFP Annexure. This bid Document is also available in Etisalat website (www.etisalat.af, Tenders).

2. RFP Deadline is **17 Feb 2026**. The bids shall be submitted though email (kshinwari@etisalat.af) and marked clearly with **RFP name, number.**

3. Bid received after the above deadline shall not be accepted.

4. Local and international firms can send their offer via email to kshinwari@etisalat.af and copy ashalizi@etisalat.af & Ihsanullah@etisalat.af.

5. Etisalat Afghanistan reserves the right to accept or reject any or all bids and to annul the bidding process at any time, without thereby incurring any liability to the affected bidder(s) or any obligations to inform the affected bidder(s) of the grounds for Etisalat Afghanistan action.

6. Bidder should be registered with Etisalat Afghanistan in Vendor Registration List. If any interested bidder **is not registered**, first they should fill the attached Vendor Registration Form and provide following documents before tender deadline and submission of bid. Bidder's offer will not be considered without registration process**.**

    1- Company Profile

    2- Business License

    3- President and Vice President ID Cards/Tazkira Copies

    4- Article of Association (نامه اساس)

    3. Past Performance:

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Firm must describe past performance on similar public and or private agency contracts, including past performance on similar works for any other telecom company.

8. All correspondence on the subject may address to Khayal Mohammad Shinwari, Sr. Analyst Procurement & Contracts, and Etisalat Afghanistan. Email kshinwari@etisalat.af and Phone No. +93781 204948.

Ihsanullah Zirak
Director Procurement and Contracts
Ihsan Plaza, Shar-e-Naw, Kabul, Etisalat
Afghanistan
E-mail**:** ihsanullah@etisalat.af

Request for Proposal

(RFP)

For

Supply of AI-Powered Conversational Solution

1. DEFINITIONS

In this document, the following terms and meanings shall be interpreted as indicated:

1.1 Terms.

"Acceptance Test(s) "means the test(s) specified in the Technical Specifications to be carried out to ascertain whether the Goods, Equipment, System, Material, Items or a specified part thereof is able to attain the Performance Level specified in the Technical Specifications in accordance with the provisions of the Contract.

"Acceptance Test Procedures" means test procedures specified in the technical specifications and/or by the supplier and approved by EA as it is or with modifications.

"Approved" or "approval" means approved in writing.

"BoQ " stands for Bill of Quantities of each job/work as mentioned in this contract and its annexes according to which the contractor shall supply equipment & services and subject to change by agreement of both parties.

"Bidding" means a formal procurement procedure under which sealed bids are invited, received, opened, examined and evaluated for the purpose of awarding a contract.

"Bid/Tender Document" means the Bid/Tender documents issued by EA for invitation of Bids/Offers along with subsequent amendments and clarifications.

"CIF" means "Cost Insurance Freight" as specified in INCOTERM 2010.

"Competent Authority" means the staff or functionary authorized by EA to deal finally with the matter in issue.

"Completion Date" means the date by which the Contractor is required to complete the Contract.

"Country of Origin" means the countries and territories eligible under the rules elaborated in the "Instruction to Bidders ".

"Contract" means the Contract between Etisalat Afghanistan (EA) and the Contractor and comprising documents.

"Contractor" means the individual or firm(s) ultimately responsible for supplying all the Goods/Equipment/Systems/Material/Items on time and to cost under this contract to EA.

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"Contractor's Representative" means the person nominated by the contractor and named as such in the contract and approved by EA in the manner provided in the contract.

"Contract Documents" means the documents listed in Article (Contract Documents) of the Form of Contract (including any amendments thereto) or in any other article in this contract.

"Contract Price" means the price payable to the Contractor under the Contract for the full and proper performance of its contractual obligations.

"Day" means calendar day of the Gregorian calendar.

"Delivery charges" means local transportation, handling, insurance and other charges incidental to the delivery of Goods to their final destination.

"D.D.P" means Delivered Duty Paid as defined in the Incoterms 2010 including the unloading responsibility of bidder/seller.

"Effective Date" means the date the Contract shall take effect as mentioned in the Contract.

"Etisalat Afghanistan (EA)" means the company registered under the Laws of Islamic republic of Afghanistan and having office at Ihsan Plaza Charahi Shaheed Kabul in person or any person dully authorised by it for the specific purpose for the specific task within the Contract and notified to contractor in writing.

"Final Acceptance Certificate" means the certificate issued by EA after successful completion of warranty and removal of defects as intimated by EA.

"Force Majeure" means Acts of God, Government restrictions, financial hardships, war and hostilities, invasion, act of foreign enemies, rebellion, revolution, riot, industrial disputes, commotion, natural disasters and other similar risks that are outside of Contractor's and EA's control.

"Goods Receipt Certificate" means certificate issued by the consignee certifying receipt of Goods in good order and condition.

"Liquidated Damages" mean the monetary damages imposed upon the contractor and the money payable to EA by the contractor on account of late delivery of the whole or part of the Goods.

"L.o.A" means Letter of Award issued by EA to successful bidder with regard to the award of

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tender.

"Month" means calendar month of the Gregorian calendar.

"Offer" means the quotation/bid and all subsequent clarifications submitted by the Bidder and accepted by EA in response to and in relation with the Bid Documents.

"Origin" means the place where the Goods are mined, grown or produced from which the ancillary services are supplied. Goods are produced when, through manufacturing, processing or substantial and major assembling of components, a commercially recognized product results that is substantially different in basic characteristics or in purpose or utility from its components.

"EA's Representative" shall mean the representative to be appointed by EA to act for and on behalf of EA with respect to this Contract.

"Specifications" means the specifications, provided in the Contract and its annexure and in EA Tender Specifications and where the Contract is silent and in cases of conflicting specifications appearing in the documents, based on the latest version of ITU-T recommendations.

"Supplier/Vendor" (used interchangeably) means the individual or firm ultimately responsible for supplying all the Goods on time and to cost under this Contract acting individually alone or as a "prime contractor" for a consortium.

"Supplier's Representative" means the person nominated by the Contractor and named as such in the Contract and approved by EA in the manner provided in the Contract.

"Warranty Period" shall mean the period of 12 months or any extended period starting from the acceptance of the delivered Goods in good order and conditions at consignee's certified by EA authorized representative (s).

Dated: 22 January 2026

2. INTRODUCTION TO WORK.

2.1 Bids are invited for Supply AI Voicebot solution in accordance with Etisalat specifications as per Annexure A.

3. Bill of Quantity (BoQ)

As per Annexure –A

4. Validity of Offers

The Tenders must be valid for a minimum of 90 days from the Tender closing date, or as may be specified by Purchaser in the Tender documents.

5. Price

5.1 International Bidders can quote CIP Kabul and Local Bidders shall quote DDP Kabul prices accordingly.

5.2 DDP Prices shall be inclusive of Custom Duties and all Taxes as applicable in Afghanistan as per Islamic Republic of Afghanistan Tax Laws.

6. Payment Terms.

Payments against the entire contract will be made by EA based on the contractor's ability to meet payment milestones as defined in the Bid Documents in the following manner.

6.1.1 For Supply of Equipment (Hardware & Software);

6.1.2 EA will make payment equal to 50% of the amount of equipment & software's on arrival of Equipment at site of installation and certification by EA Project Director/Manager of their receipt in good condition.

6.1.3 Balance 25% of the amount of equipment and software will be paid on issuance of RFS for complete system area in individual city.

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6.1.4 Balance 25% of the amount of equipment and software will be paid on issuance of final PAC for complete system area in individual city.

6.1.5 For Installation, Testing, Commissioning and Professional Services;

6.1.6 EA will make payment equal to 75% of amount of Services cost when equipment is offered for Acceptance Testing in individual city.

6.1.7 Balance 25% of the amount of Services cost will be made at the time of issuance of final PAC for complete system in individual city.

6.1.8 For System Support and Maintenance Services;

6.1.9 EA will make payment on quarterly basis at end of each quarter, after support/service delivered.

6.2 Payment shall be made by bank transfer after receipt of original Hardcopy of invoice.

6.3 Advance payment will not be made to contractor.

6.4 EA shall make prompt payment, within thirty days of submission of an invoice/claim by the contractor subject to availability of pre requisite documents specified under the contract and adjustment of penalty (if any) on account of late delivery and/or defective Goods replacement after confirmation from Project Director.

6.5 Payments are subject to deduction of income tax at prevalent rate from the relevant invoices of the contractor and paid to the Tax Authorities, except those especially exempted by the authorities. EA will issue certificate of deductions to the contractor to enable him to settle tax returns with the concerned authorities.

6.6 "Etisalat Afghanistan has full right to issue the PO/Contract payments via mHawala (mobile financial services) system to your mHawala account". (**IF REQUIRED**)

7. Penalty:

7.1 If the contractor fails to complete the said job on or before the Completion Date, the Contractor shall pay to the Purchaser as and by way of Penalty resulting from the delay, the aggregate sum of one percent (1%) of Total Contract price of the delayed services for each week and pro-rata for parts of week, for delay beyond the specified

date, subject to a maximum of ten percent (10%) of the Total Contract Price of the service(s). In the event that delay is only in respect of small items which do not affect the effective utilization of the system, penalty shall be chargeable only on the value of such delayed items.

7.2 Any penalty chargeable to the Contractor shall be deducted from the invoice amounts submitted by the Contractor for payment, without prejudice to the Purchaser's rights

8. Construction of Contract:

The Contract shall he deemed to have been concluded in the Islamic Republic of Afghanistan and shall be governed by and construed in accordance with Islamic Republic Afghanistan Law.

9. Termination of the Contract

9.1 If during the course of the Contract, the Contractor shall be in breach of the Contract and the Purchaser shall so inform the Contractor by notice in writing, and should the breach continue for more than seven days (or such longer period as may be specified by the Purchaser) after such notice then the Purchaser may immediately terminate the Contract by notice in writing to the Contractor.

9.2 Upon termination of the Contract the Purchaser may at his option continue work either by himself or by sub-contracting to a third party. The Contractor shall if so required by the Purchaser within 14 days of the date of termination assign to the Purchaser without payment the benefit to any agreement for services and/or the execution of any work for the purposes of this Contract. In the event of the services/jobs being completed and ready for utilization by the Purchaser or a third party and the total cost incurred by the Purchaser in so completing the required services/jobs being greater than which would have been incurred had the Contract not been terminated then the Contractor shall pay such excess to the Purchaser.

9.3 The Contractor shall not have the right to terminate or abandon the Contract

except for reasons of force majeure.

10. Local Taxes, Dues and Levies:

10.1 The Contractor shall be responsible for all government related taxes, dues and levies, including personal income tax, which may be payable in the Afghanistan or elsewhere.

10.2 Withholding tax (if applicable) shall be deducted on local portion only as per prevailing rates as notified Islamic republic of Afghanistan. The amount of withholding Tax(s) is 2% of all project cost for local/registered companies who have Afghanistan Government Official Work License and 7% for International/ nonregistered companies.

Annexure-A

Scope of Work

For

AI- Voicebot

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Annexure-A

Scope of Work

For

AI- Voicebot

Annexure-A

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AI-Voicebot Solution

Introduction:

This Request for Proposal (RFP) invites vendors to submit solutions for an AI-powered Voicebot designed to enhance customer interactions through automated voice responses. The primary objectives are to reduce DIVR average handling time, decrease call centre traffic, and improve overall customer satisfaction. To achieve these goals, we plan to implement an AI Voicebot that will seamlessly serve customers by:

- Capturing queries and accurately recognizing customers' intent
- Routing calls to the appropriate node within the 888 DIVR system
- Enabling customers to access our products information, activate, deactivate, migrate between packages and so on.

The selected vendor will be responsible for providing both the AI Voicebot and the DIVR platforms, ensuring full integration and deployment on top of the 888 DIVR system. The Voicebot will function as a dispatcher, intelligently directing customers to the correct DIVR node/flow, from which they can complete their journey independently and avail the services.

Note: The 888 DIVR currently manages approximately 400K calls per day, with an average of 81K calls route to the call centre. The remainder is handled directly by the DIVR system.

Objectives:

1- **Increase Self-Service Rates:**
   Aim for a specific percentage of inquiries and requests to be resolved without human intervention (DIVR success rate to be improved remarkably), thereby reducing operational costs.

2- **Reduce Call Volume on UCC:**

   Decrease the number of calls directed to human agents by automating routine inquiries and requests, allowing agents to focus on more complex issues.

3- **Enhance Customer Engagement:**
   Foster deeper customer relationships by providing 24/7 self-service support, reducing searching/waiting times for customers, and offering personalized interactions based on user history and preferences.

4- **Improve First Contact Resolution Rate:**

Target a higher percentage of inquiries and requests resolved during the first interaction, enhancing customer satisfaction.

5- **Facilitate Lead Generation:**

Use the VoiceBot to qualify leads by asking targeted questions and gathering necessary information before passing them on to sales.

6- **Enhance Brand Image:**

Position the organization as a tech-savvy leader in customer service by leveraging innovative AI technology.

7- **Implement Feedback Mechanisms:**

Include features for users to provide feedback on their experience, allowing for continuous improvement of the Voicebot.

8- **Promote Products and Services:**

Use the VoiceBot to inform users about new products, services, and promotions

9- **Reduce Response Times for High-Volume Queries:**

Focus on automating responses to frequently asked questions to ensure quicker resolutions.

10- **Enhance Training and Knowledge Base:**

Continuously improve Voicebot's knowledge base by incorporating new information and updating scripts based on user interactions. (The bot should have the capability to be effectively trained to interact with customers without human intervention to meet their expectations properly)

Technical/Commercial Requirements for AI Voicebot:

1. Natural Language Processing (NLP)
- **Language Understanding:** Capability to understand and process multiple languages and dialects of Dari , Pashto & English.
- **Intent Recognition:** Ability to accurately identify user intents from spoken commands.
- **Entity Recognition:** Extract relevant entities (e.g., dates, locations, product names) from user input.
- **Sentiment Analysis**: Capability to assess user sentiment to adjust responses accordingly (e.g., empathetic replies for frustrated users).
- **Topic Detection**: Identify and categorize different topics within a conversation to improve handling of user queries.

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2. Voice Recognition

- **Speech Recognition Accuracy:** Achieve at least 95% accuracy in transcribing spoken language to text and text to voice.
  It should be able to recognize customer's voice queries and intention in the three languages and have the capability to guide the customer based on the intent (speech to text and text-to-speech capability are required) to interact with customers who ask their queries through voice. Conversational Bot is required.
- **Text to Speech:** The AI Voicebot must provide full Text-to-Speech (TTS) support in three languages (Dari, Pashto and English). Since product information will be delivered in text format, the system must be capable of converting text into high-quality, natural-sounding audio output with no errors or distortions.
- **Accent and Dialect Support:** Support diverse accents and dialects to improve comprehension.
- **Noise filtration**: Implement technology to filter the background noise in order to accurately recognize the customers' intent in various environments.
- **Voice Activity Detection**: Efficiently detect when a user is speaking to initiate recognition processes.
- **Adaptive Dialogue**: Ability to adjust dialogue flow based on user responses (e.g., providing more information if a user shows interest).
- **Self-service Support:** Ability to answer frequently asked and unlimited simultaneous questions (FAQs), and resolve customer inquiries & requests for our products' activation, deactivation, SIM migration etc. without human intervention (Automatic response is required to be seen as virtual agent is communicating with customer).
- **Billing and Payments:** Customers should be able to check their balance (Available credit, data, talktime and remaining loan benefits with their expiry dates) through the conversational AI.
- **Technical Support:** Customers should be able to post their complaints transmitted to our Back Office team, and receive a ticket number with an SLA.
- **Voice Chat with the Live Agents**: If there is any query out of the scope of the Bot/DIVR to answer, it should take the customer to the main menus of DIVR/Live Agent,it should be configurable and supported.
- **Retention Capability:** Voice Bot should have the ability of getting specific segment of customers based on the ARPU or specific list of numbers to circulate in the bot without offering them to connect with our live agents.
- **Routing to other Channels:** The system should be able to automatically route specific whitelisted customers (MSISDNs) to designated support channels, such as 334, 777, etc.

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3. Integration Capabilities
- **API Integration**: Ability to integrate with existing systems like CvBS, CRM, ERP, VAS Aggregator, DIVR and databases for real-time data access.
- **Third-Party Services:** Compatibility with external services (e.g., payment gateways, CVM, e.t.c).
- **Web hook Support**: Allow third-party services to push data to the Voicebot in real-time.

4. User Experience Features
- **Promote special Services:** Use the Voicebot to inform users about their special services (My Best Offers) relevant to customer inquiries along with call for action.

- **Proactive Suggestions**: Offer suggestions based on user behavior and past interactions (e.g., recommending products).
- **User Profiles**: Maintain profiles that store user preferences, interaction history, and personalization settings.
- **Voice Customization:** Offer multiple voice options (e.g., gender, tone, background sounds) for user selection, also add the voice/sound at background so customer will think its real agent.

5. Performance Metrics
- **Response Time**: Ensure responses are delivered within 2 seconds of user input.
- **Scalability**: Handle up to [X] simultaneous users without degradation in performance.
- **Load Testing**: Conduct load testing to ensure the Voicebot can handle peak usage without performance degradation.
- **Latency Management**: Aim for low latency to improve user experience, with specific targets based on use cases.

6. Security and Compliance
- **Data Encryption**: Implement end-to-end encryption for data in transit and at rest.
- **Compliance**: Adhere Etisalat regulations for data privacy and user consent.

7. Analytics and Reporting
- **Real-Time Analytics**: Provide dashboards for monitoring interactions, user behavior, and performance metrics.
  Provide comprehensive reporting and analytics capabilities to track Voicebot's performance over different periods (For example Which MSISDNs contacted Voicebot, they queried which products, how many of them activated/deactivated specific products on daily, weekly or monthly basis) and

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how many of them called for information if so regarding which products). Identifying the Bot unique customers, duplicate customers and how many customers routed to human agents over different period of time. Measuring customer satisfaction and identify areas for improvement.

- **Feedback Collection**: Mechanisms to gather user feedback on interactions for continuous improvement.

8. Machine Learning Capabilities

- **Training Ability:** The Bot should have the capability to be effectively trained to interact with customers in order to recognize their intention and route them accordingly to the right node/flow of DIVR.
- **Self-learning capability:** The AI Voicebot must possess self-learning capability, enabling it to continuously improve its performance by analyzing user interactions, adapting to new speech patterns, and refining its responses over time without manual intervention.

- **Model Updates**: Support for periodic updates to the underlying models based on new data and feedback.

9. User Interface (UI)

- **Voice Interface**: Design and support intuitive voice commands and responses.

10. Testing and Quality Assurance

- **Automated Testing**: Implement automated testing for various scenarios to ensure reliability and performance.
- **User Testing**: Conduct user testing to gather feedback and refine conversational flows.

11. Disaster Recovery

- **Redundancy**: Design a redundant architecture to provide failover capabilities in case of primary system failures.
- **Incident Response Plan**: Develop a detailed plan for responding to outages or data breaches, including communication strategies.

12. Deployment and Maintenance

- **Continuous Integration/Continuous Deployment (CI/CD)**: Implement CI/CD pipelines for seamless updates and feature rollouts.
- **Version Control**: Maintain version control for all components of the Voicebot to track changes and manage deployments.
- **User-friendliness:** It should be user-friendly for both the customers to raise their questions and the admin who is operating the bot by adding, editing, deleting, copying, pasting, uploading, downloading, etc.

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- **Technological Development:** It should have the full capability to improve/evolve as per the business requirements over upcoming times to support new available features of AI.

13. Interoperability
- **Cross-Platform Compatibility**: Ensure the Voicebot works across multiple platforms (e.g., mobile, web, smart devices).
- **Standard Protocols**: Use standard protocols (e.g., REST, SOAP) for communication with other systems to ensure compatibility.

14. Documentation and Support
- **Comprehensive Documentation**: Provide detailed technical documentation, including API references, user guides, and troubleshooting manuals.
- **Training and Onboarding**: Offer training sessions for internal teams on managing and utilizing the Voicebot effectively.

Deployment and Implementation

The vendor should provide a detailed plan for the deployment and implementation of the Voicebot solution, including:

- Timeline and milestones for project completion.
- Data migration and integration with our existing CRM system.
- Sample Reports & Analytics.
- Testing and quality assurance procedures.

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Qualification Criteria

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1. Legal Eligibility

bidder shall:

- Be a legally registered firm in its country of incorporation.
- Possess valid business registration and tax compliance certificates.
- Not be under suspension, debarment, or blacklisting by any government, donor, or international organization

2. Technical Capability

The bidder must demonstrate:

- Proven expertise in developing and deploying AI-powered conversational platforms, including NLP (Natural Language Processing.), machine learning, and chatbot technologies.
- Ability to provide:
  - Multilingual support (including English and relevant local languages).
  - Integration with Etisalat existing systems.
- Compliance with recognized information security standards.

3. Experience Requirements

The bidder shall have:

- A minimum of three (3) years of experience in providing AI-based conversational or similar digital solutions.
- Successfully completed at least one (1) similar project within the last two (2) years, each of comparable scope and complexity.
- Experience with public sector, donor-funded, or large enterprise clients shall be considered an advantage.
- Provide client references or completion certificates.

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4. Key Personnel and Organizational Capacity

The bidder shall demonstrate availability of qualified staff, including at minimum:

- Project Manager
- AI/ML Engineer (Artificial Intelligence (AI) and Machine Learning (ML))
- Software Developer / Systems Architect
- Support & Training Specialist

CVs of proposed key personnel must be submitted.

5. Implementation and Support Capability

The bidder shall confirm:

- Capacity to configure, customize, test, deploy, and commission the solution.
- Ability to provide user training, documentation, and knowledge transfer.

Dated: 22 January 2026

Price Schedule

S/N	Description	Price	Remarks
1	Equipment/Hardware		
2	Software/License (Prepetual)		
3	Software/License (Annual) (if available)		
4	Installation Services/ Professional Services		
5	Annual Support (first year)		
6	Annual Support (next 4 years)		
7	Subscription fee (if available)		
8	Training Cost (if available)		
	Total Cost		

RFP General Terms Compliance to be filled by Bidder

S/N	Clause No. and General Terms	Comply (Yes/No)	Remarks
1	**4. VALIDITY OF OFFERS:**		
2	**6. ACCEPTANCE OF OFFERS:**		
3	**7. REGISTRATION/LEGAL DOCUMENTS OF THE BIDDER**		
4	**8. PAYMENTS**		
5	**9. PENALTY:**		
6	**10. CONSTRUCTION OF CONTRACT:**		
7	**11. TERMINATION OF THE CONTRACT BY THE PURCHASER**		
8	**12. LOCAL TAXES, DUES AND LEVIES:**		

Dated: 22 January 2026

The following Information must be submitted with offer.

Bidder Contact Details	
Bidder Name	
Bidder Address	
Bidder Email Address	
Bidder Phone Number	
Bidder Contact Person Name	
Bidder Contact Person Phone No	
Bidder Contact Person Email Address	
Bidder Registration License Number	
License Validity	
TIN Number /Tax Number	

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