



Request for Proposal (RFP)

Mobile App & Website Revamp

1. Company Overview:

TPL Insurance is a leading insurance company with a strong presence in the market. We offer a wide range of insurance products including life, health, property, and automobile insurance. Our commitment to customer satisfaction and technological innovation sets us apart in the industry.

TPL Insurance, an established insurance provider, is seeking proposals from qualified vendors to undertake a comprehensive revamp of our existing mobile application and website. We aim to enhance user experience, streamline processes, and incorporate cutting-edge features to better serve our customers. The selected vendor will work closely with our internal team to deliver a modern, user-friendly, and secure digital platform.

2. Project Scope:

The scope of this project includes:

- Complete redesign and development of our mobile application for iOS and Android (Native) platforms.
- Overhaul of our website to ensure responsiveness, accessibility, and seamless integration with the mobile application.
- Integration of additional features such as Digital Customer Onboarding, Online claim submissions, Policy management, live chat support, CRM, Customer Contact Center, and interactive tools - (Apps Flyer, MoEngage, Google Analytics, Hotjar & Google Attributes).
- Implementation of personalized user experiences and intuitive navigation.
- Integration of advanced security measures to safeguard user data.

- Optimization for search engines (SEO) to improve online visibility and attract potential customers.
- Website should be optimizable on the search engines - (all URLs, tags, meta tags, html are required to be appropriate).
- Migration of existing data and functionalities to the revamped versions.
- Testing and quality assurance to ensure the reliability and performance of the applications.
- Training and documentation for internal staff on how to manage and update the new platforms.

3. Technical Requirements:

The proposed solution should meet the following technical requirements:

- Compatibility with iOS and Android devices.
- Compliance with industry standards and best practices for security and data protection.
- Advanced Technology Stack for the upgradations and Scalability to accommodate future growth and expansion.
- Integration with existing backend systems and APIs.
- Support for multiple languages and currencies.
- Implementation of analytics tools for tracking user behavior and performance metrics.
- Cross-browser compatibility for the website.
- Accessibility features to ensure inclusivity for users with disabilities.

4. Proposal Guidelines:

Interested vendors are requested to submit a comprehensive proposal addressing the following:

- Company profile and relevant experience in developing similar projects.
- Approach and methodology for the revamp process, including design, development, testing, and deployment.
- Timeline for each phase of the project, including milestones and deliverables.
- Detailed breakdown of costs, including development, licensing, and ongoing support/maintenance.
- References from previous clients and case studies showcasing successful projects.
- Any additional value-added services or innovative ideas that the vendor can offer.

5. Evaluation Criteria:

- Proposals will be evaluated based on the following criteria:
- Technical expertise and experience in developing mobile applications and websites.
- Understanding of the insurance industry and specific requirements.
- Quality and creativity of the proposed design and user experience.
- Adherence to project timeline and budget constraints.
- Security measures and compliance with data protection regulations.

- Support and maintenance offerings post-launch.
- Cost-effectiveness and value for money.

6. Submission Guidelines:

- Proposals must be submitted electronically to **Abdullah.Hassan@tplinsurance.com** no later than **01-03-2024**.
- Late submissions will not be considered.
- Any questions or clarifications regarding this RFP should be directed to Abdullah Hassan Aamir before the deadline for submission.

7. Confidentiality:

All information provided in response to this RFP shall be treated as confidential and used solely for the purpose of evaluating proposals. Any unauthorized disclosure of information contained herein is strictly prohibited.

8. Disclaimer:

This RFP does not commit TPL Insurance Limited to award a contract or pay any costs incurred in the preparation of proposals. TPL Insurance Limited reserves the right to accept or reject any or all proposals received in response to this request.

9. Contact Information:

For inquiries and submission of proposals, please contact:

Name: Abdullah Hassan Aamir (Assistant Manager, Growth Analytics and Strategy)

Email: Abdullah.hassan@tplinsurance.com

Number: 0345-5036994

10. Conclusion:

We look forward to receiving proposals from qualified vendors who can meet our requirements and contribute to the revamp of mobile application & website for TPL Insurance Limited. Thank you for your interest and participation.