
AIR INDIA

Turnkey Solution for Design, Development, Administration & Maintenance of Corporate website for Air India

Request for Proposal (RFP)

REGISTERED OFFICE: AIR INDIA LIMITED, AIRLINES HOUSE 113, GURUDWARA RAKABGANJ ROAD NEW DELHI-110001



Index

1. Introduction
 - 1.1. Title
 - 1.2. Organization
 - 1.3. Current Website
 - 1.4. Project Driver
 - 1.5. Mission
 - 1.6. Vision
2. Evaluation Criteria
3. Business Requirements
4. Technical Requirements
5. Design & Development Requirements
6. Website Management & operation Requirements
7. Website Maintenance Requirements
8. Testing Requirement
9. Project Implementation
10. Service Level Agreement & Penalties
11. Appendix
 - 11.1. Responsibility Matrix
 - 11.2. Product Portfolio
 - 11.3. Air India current links
 - 11.4. Glossary
 - 11.5. Current Website homepage
 - 11.6. e-Commerce Options on Air India Home Page

1. INTRODUCTION

1.1. Title

This RFP is issued to invite proposals from reputed and experienced vendors to design, develop, operate, manage and maintain its corporate website for a period of **five years**. The proposal would also include content management and search engine optimization. The vendor would be expected to offer suggestions for improvement of the site from time to time both in technical terms as well as look and feel, ease of navigation and customer interaction etc. The vendor would require to maintain the site, provide 24 X 7 support including on-site support. This RFP provides the prospective vendors with a brief outline of the objective, scope of work and the relevant guidelines for the complete project.

1.2. Organization

Air India Limited (AI) has been incorporated under the Indian Companies Act 1956. AI is a full service carrier and currently operates to 63 stations in the domestic network, 27 stations worldwide with substantial presence in Gulf, South East Asia, Far East, America & Europe. It has a livery consisting of various types of aircrafts including Boeing, Airbus, CRJ & ATRs. It competes with both Full Service Carriers as well as Low Cost Carriers (LCCs) on domestic as well as international routes. AI considers its website as an important and vital tool for meeting its objectives. It also operates a full-fledged Booking Engine and sales promotional activities through its website as a key sales channel.

1.3. Current website

The URL for the current website is www.airindia.in

The website is currently hosted at NIC, Delhi and will continue to remain there. However, NIC will provide a secured access to test and live environment for the vendor to upload and manage the new website. Existing AI website is developed using dot net platform with MS SQL database.

A copy of the homepage is attached to this document (Appendix 11.5). The vendors are requested to go through the website to get an insight into the same. Broadly, the website has a Dynamic portion which interacts with Passenger Service System to provide real time information on schedule, fares, flight status and PNR status etc., as well as providing integration to the booking engine, sales promotion activities and customer services. The static portion provides passenger and corporate information in addition to mandatory government information.

1.4. Project Drivers

A need for a turnkey solution for designing, developing and enhancing the Corporate website has originated from the following factors:

- Enhance revenues through online channel
- Worldwide recognition of online channel as the most vital tool for customer interface
- Demand of continuous improvements in quality of the website to be at par with the best in the industry.
- Enhancement due to ever changing market conditions and increased competition.
- Insulation from technological obsolescence as seen from airline point of view.
- Benefits of an interactive and informative website as a tool for sale, information dissemination, customer feedback and corporate information.
- Use of latest technology/ software available in the industry.
- To have an effective content management tool with easy interface to the airline for providing content updates on the website.
- Effectively integrate with other systems and websites operated by AI
- Effectively integrate/ provide linkages to external systems/ websites.
- To better reflect the image of Air India, build market presence, awareness and interest in the organization and the services it provides.

1.5. Mission

To be rated among the top five airline websites in the world

1.6. Vision

- To seamlessly integrate the key functions of the website – revenue channel, e-marketing tool, information portal, customer services including passenger feedback, corporate information into this corporate website.
- To enhance revenues by providing an effective single point interface to the customers for all their needs.
- To provide necessary MIS to the management for important parameters on hits and extent of usage.
- To track customer usage and proactively contact him for assistance.
- To offer the latest industry standard changes and enhancements to the customer.
- Provide the Customers using the website an experience to cherish.

2. Evaluation Criteria

- a. The vendor must comply with all the requirements stated in the RFP. Non-compliance to any clause will disqualify the vendor.
- b. The requirements are divided into two categories
 - i) Mandatory at the time of launch, and
 - ii) Not mandatory at the time of launch but to be delivered within 3 months from the launch or in a period as specified by AI.

However, as stated earlier, the vendor must be compliant to all requirements.

Evaluation Criteria Matrix of this RFP is as under :-

Sample Columns and their explanation:-

Serial Number	Requirements	Requirement Mandatory at launch		Vendor's response of Compliance (tick against appropriate column)		
		Yes	No	FC	CC	NC

Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7
-------	-------	-------	-------	-------	-------	-------

Col 1 :- **Serial Number** of Requirement

Col 2 :- **Requirements** - Details of Requirement Specification under the mentioned Criteria

Col 3 :- **Requirement mandatory at launch - YES** - Airline's position on the Requirement : '**to be made available at the time of launch**'.

Col 4 :- **Requirement mandatory at launch - No** - Airline's position on the Requirement : '**not mandatory at the time of launch, but should be provided within 3 months from the launch**'.

Vendor's Response to the various Requirements Criteria Matrix is to be provided as follows:-

Col 5 :- FC - The requirement would be made available at the time of launch. FC response can be given to any requirement, whether it is mandatory or not mandatory at the time of launch.

Col 6 :- CC - The requirement would be made available within three months of the launch. CC response cannot be given to the requirements which are mandatory at launch.

Col 7 :- NC - Not Compliant with the requirement . NC response to any requirement would disqualify the vendor.

3. Business Requirements

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

4. Technical Requirements

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

5. Design & Development Requirements

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

6. Website Management & operation Requirements

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

7. Website Maintenance Requirements

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

8. Testing Requirement

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

9. Project Implementation

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

10. Service Level Agreement & Penalties

Refer Attached Excel Sheet (RFP Functional Requirements.xls)

11. Appendix

11.1 Responsibility Matrix

Annexure I - Estimated Responsibility Matrix

Activities related to Core PSS and Surround Modules (Firmed up) for the Initial Rollout	
Roles:	Perform - Primary Responsibility Manage - Responsible to guide, plan & monitor

Approve – Accept			
Serial Number	Description of Activity	Tenderer	Airline
1	Vendor to provide for Detailed Project Methodology	Perform	Manage
2. a)	Website design & development by vendor	Perform	Manage
2. b)	Approve Website designed by the vendor	Manage	Approve
3	Development of design of Homepage template in English and Hindi	Perform	Approve
4	Provide Content for web site hosting	Manage	Perform
5	Development, implementation of rest of the content in English and Hindi	Perform	Approve
6	Statutory Information security audit as required by NIC	Perform	Manage
7	Website deployment at NIC	Perform	Manage

11.2 Product Portfolio

Vendor to provide following details along with the bids.

Product Portfolio of the vendor (only for Information)

Sr. No.	Details
1	The vendor must provide a list of all website design projects completed. – Name of Client – Assignment – Approx. Value of Services (eqv. in INR) – Project Duration – Job Completion Certificate / Document
2	Features of the websites created
3	Areas of expertise of the vendor
4	The tools, software used by the vendor

11.3 Air India Current Links

	Existing Links	
Manage your Trip	Media Center	Downloads
Book online	Press Releases	Forms
E-Check-in	Archive	Careers

My Booking	Photo Gallery	International
Schedules	Milestones	Domestic
Flight Status	Advertising campaigns	Right To Information
PNR Status	About Us	Legal
Special Offers	History	Terms of Usage
Air India Holidays	Fleet	Terms and Conditions
Scheme	Management	FAQS
Corporate Houses	The Air India Brand	Online Booking
Additional Baggage Allowance	Financials	Hotel / Car Bookings
Travel Information	Backgrounder Note	E-tickets / Paper Tickets
Destinations	Vigilance	Refund/Cancelations/Rebooking
Before you fly	Magic Carpet	Code Share
On Ground	Explore India	Special Needs
On Board	Citizen's Charter	Baggage
Travel Classes	International	Flying Returns
Code-Share Partners	Domestic	
Flying Returns	AI Express	
About Flying Returns	Centaur Hotels	
Join Now	Cargo	
Earn Miles	Cargo Services	
Redeem miles	Cargo Tracking	
Promotions	Tenders	
Premium Clubs	International Tenders	
My Account	Domestic Tenders	
Alliance Partners		
Contact Us		
Customer Support		
Contact Details		

11.4 Glossary

Cert-In	National nodal agency for Indian Cyber Security
CMM	Capability Maturity Model
CMS	Content Management System
Compliance	
CC	Compliance within three months or as specified by AI
FC	Full Compliance at launch
NC	Non Compliance
DGCA	Directorate General of Civil Aviation
IATA	<i>International Air Transport Association</i>
IBE	Internet Booking Engine
IE	Internet Explorer
INR	Indian Rupee
MIS	Management Information System
MMD	Material Management Department, Air India
NIC	National Informatics Centre, New Delhi (Where current AI website is hosted)
NPV	Net Present Value
PNR	Passenger Name Record
PSS	Passenger Support System
UAT	User Acceptance Testing
URL	Uniform Resource Locator
USD	US Dollar
VAT	Value Added Tax
WAP	Wireless Application Protocol
WCMP	Website Content Management Policy

11.5 Air India Homepage

Manage Your Trip

Special Offers

Travel Information

Flying Returns

Contact Us

Flights

Hotels

Fares

Holidays

Cars

Book Online

Web Check-In

My Booking

Language

English

One Way

Round Trip

Multi-City

From

To

Depart

Return

Fixed Dates

Flexible Dates

Would you like to avail of Domestic Concession?

Eligibility Rules

Yes

No

Select concessionaryType

Adults:

Children:

Infants:

Class

Economy

Promotion Code

Book Now

Time Table

Flight Status

Redeem miles

Baggage and optional fees for USA

An out of the box gift!

E-Gift Coupons,
for gifting magical holidays.

Click here to know more

es charged by Travel Agents

Service Tax on Other Fees

Rescheduled Flights

Book Hotels

No booking fees
All inclusive pricing

Frequent Flyer

Membership No.

Password

Sign Up?

ENTER

For stress-free car hire

Book car
with driver

It's raining offers this monsoon!

For best deals - Delhi to Bangkok
Book online. Offer valid till 15 Oct 12

Air India resumes
flights to

UK, USA, Europe, Far East
and South East Asia.

Click here

AIR INDIA
express

Media Centre | About Us | Explore India | Citizen's Charter | AI Express | Centaur Hotels | Cargo | Tenders | Downloads | Careers | Site Map | Legal | Vigilance | Right to Information | FAQs
Terms & conditions | AI in the UK | AI in the USA

Done

Local intranet

100%

11.6 e-Commerce Options on Air India Home Page

There are six e-Commerce related options available on Air India Home Page.

The screenshot shows the 'Book Online' section of the Air India website. It features a navigation bar with 'Book Online', 'Web Check-In', and 'My Booking'. Below this is a language selector set to 'English' and trip type options: 'One Way', 'Round Trip', and 'Multi-City'. The main form includes fields for 'From' and 'To' destinations, 'Depart' and 'Return' dates, and radio buttons for 'Fixed Dates' and 'Flexible Dates'. A section for 'Domestic Concession' asks if the user wants to avail of it, with 'Yes' and 'No' radio buttons and a 'Select concessionaryType' dropdown. Below this are input fields for 'Adults' (set to 1), 'Children' (set to 0), and 'Infants' (set to 0), along with a 'Class' dropdown set to 'Economy'. A 'Promotion Code' field with an information icon and a red 'Book Now' button are at the bottom. A footer bar contains links for 'Time Table', 'Flight Status', and 'Redeem miles'.

The details of various options are as given below :

1 Book Online

There are two language options

a) Hindi

यात्रियों के लिए इंटरनेट के माध्यम से हिन्दी में
बुकिंग सुविधा उपलब्ध कराने पर एअर इंडिया को गर्व है।
यह सुविधा भारत में पहली बार उपलब्ध कराई जा रही है।
इस साइट को और बेहतर बनाने में आपके सुझावों का स्वागत है।
आप अपने सुझाव हमें ecommerce@airindia.in पर भेज सकते हैं।

- i) Displays a pop-up
- ii) Redirects user to "बुकिंग देखें" web page "https://book.airindia.in/itd/itd/lang/hi_in/reservations", which is hosted on a separate website

b) English

There are three options to book as shown below.

In case of **One Way** and **Round Trip**, customer enters the required details in the online form available on Air India home page and the request is sent to AI Reservation system in the prescribed format given below. In case of **Multi-City** the user is redirected to web page for making Multi-City booking

i) One Way

The customer is asked to select origin and destination from drop down box. As the customer types the city name / code, filtered city list is shown to the customer for selection. Calendar is provided to select Departure date. Depending upon selection of Fixed / Flexible dates, the availability is displayed on next screen.

There is an option to select Domestic Concession. "Eligibility Rules" are displayed from web page "http://www.airindia.in/SBCMS/Webpages/Other_discounts.aspx?MID=23#".

The following discounts are currently offered only on the Domestic sectors of Air India.

- Armed Forces Concession
- Armed Forces Personnel- Recipients of Highest Bravery Award Concession
- General Reserve Engineering Force Concession
- LTC Concession
- Para Military Forces concession
- Senior Citizen Concession
- Student Concession
- War Disabled Officers concession
- War Widows Concession
- Youth Fare

The customer is then asked to select Number of Adults (upto 9), Children (upto 9) and Infants (upto 9). However, total passengers allowed in a web booking are 9. Class available for selection include Economy, Executive, First, Executive / Economy and First / Executive.

There is also an option to feed "Promotion Code", which is an alpha-numeric code associated with a special offer. This would be valid for a limited period of time and for the specific promotion only. On entering the code here, the fare search results related to the corresponding offer will be displayed.

After the above information is fed, the customer clicks on "Book Now" button and request is sent to AI Reservation server. Sample request format is as given below.

**?_channelLocale=en&_tripType=OneWay&DropDownList1=Ind&txtSource=Delhi%2C+Indira+Gandhi+Internati
onal+Airport%2C+DEL%2C+India &_originSelected=
Airport.DEL&txtDest=Hong+Kong%2C+Hong+Kong+International+Airport %2C+HKG %2C+ Hong+Kong+
SAR+China&_destinationSelected=Airport.HKG&_depdateeu=09%2F09%2F2012 &_depdatewindow= P3D&rd1
=on&_couponReference=INHK01&ddlAdult=1&_adults=1&_youths= &_students=
&_seniors=&_governmentemployee= &_wardisabledofficer=&_armedforce=
&_genreserveengineeringforce=&_paramilitaryforce= &_armedforcesbraveryawardee=**

[&_warwidow=&ddlChild=0&_children=0&ddlInfant=0&_infants=0&_concessionary=false
&_concessionaryTravellerType=&_classType=Economy](#)

Availability response from AI Reservation server is displayed on next page.

ii) Round Trip

In addition to One-Way, this option asks for Date of Return Journey

iii) Multi-City

Redirects user to Multi City booking page “ <https://book.airindia.in/itd/itd/ComplexAir>”, hosted on a separate website

2) Web Check-in

Redirects user to Web Check-in landing page “ <https://fastcheck.sita.aero/cce-presentation-web-ai/entryUpdate.do> ”, hosted on a separate website

3) My Booking

Redirects user to View Booking web page “ <https://book.airindia.in/itd/itd/lang/en/reservations> ”, hosted on a separate website

4) Time Table

Redirects user to Schedule web page “<https://book.airindia.in/itd/itd/lang/en/travel/schedules> ”, hosted on a separate website

5) Flight Status

Redirects user to Flight Information web page "<https://book.airindia.in/itd/itd/lang/en/travel/flightinfo>", hosted on a separate website

6) Redeem Miles

Redirects user to Flying Returns – Redeem Miles web page "<https://www.flyingreturns.co.in/html/rd.php>", hosted on a separate website