Expression of Interest (EoI)

For IVR Call Management System

Kerala Startup Mission (KSUM)

The Kerala Startup Mission (KSUM) is the nodal agency of the Government of Kerala dedicated to fostering entrepreneurship and supporting startups across the state.

Purpose of the EoI

KSUM invites **innovative and technology-driven startups** to submit their **conceptual solution approach and system design** for an **IVR Call Management System integrated with an optional AI-powered agent/chatbot**.

This EoI is intended to gather **ideas, system capabilities, and workflow concepts** that can enhance KSUM's stakeholder communication, automate query handling, and improve service efficiency.

System Objective

The proposed IVR Call Management System should:

Ease of Use

Provide a simple, intuitive admin interface that enables quick configuration and minimal training.

Smart Call Handling

Efficiently manage high call volumes through automated call routing, queue management, and call forwarding.

Outbound Dialing Campaign (Recorded Voice)

Ability to run **outbound calling campaigns** using **pre-recorded voice messages.** Bulk outbound calls for announcements, scheme updates, reminders, or alerts

AI-Driven Assistance

Leverage an AI agent/chatbot to handle common queries related to schemes, programs, and general information as an optional feature.

Multilingual Support

Support **English and Malayalam** in IVR to ensure accessibility for diverse stakeholders.

Workflow Automation

Streamline internal workflows through automated call passing, tracking, and escalation on the admin side.

Virtual numbers

Provision of three (3) virtual phone numbers, with the option to port existing KSUM numbers, each configured with its own independent IVR menu. The IVR menus and call flows for each number should be fully editable by KSUM administrators through an easy-to-use admin interface, without vendor dependency.

Scope of the EoI Submission

Selected startups will be required to provide **conceptual-level inputs**, including:

Call Flow & Information Architecture

Based on different stakeholder groups and types of schemes/programs.

IVR & AI Agent Concepts (Optional)

Conceptual IVR menus, AI chatbot interaction flows, and handover to human agents.

Admin & Workflow Design

Approach for call tracking, queue management, and workflow automation from the admin perspective.

Reporting & Monitoring

Basic ideas for dashboards, call monitoring, and interaction summaries.

Integration Approach

Conceptual approach for integrating with CRM, ticketing systems, email, or SMS.

Key Features – IVR Call Management System & AI Agent

Core Call Management

- Automatic Call Distribution (ACD)

- Multi-tier IVR / auto attendants

- Call forwarding and missed-call handling

- Call recording and basic call tracking

- Outbound Dialing Campaign (Recorded Voice)

- Virtual numbers facility

AI Agent / Chatbot (optional)

- AI-powered voice and/or chat agent for FAQs

- Automated responses for schemes and services

- Human agent escalation when required

IVR & Speech Features

- Speech recognition or keypad-based IVR

- Pre-recorded audio messages for basic information

Admin & Workflow

- Real-time call monitoring (basic)

- Workflow management on the admin side

- Status tracking and simple escalation

Communication & Integrations

- CRM or ticketing system integration (basic)

- Email and SMS notifications

Reporting

- Simple dashboards and downloadable reports

Optional Add-ons

Startups may optionally suggest:

- Advanced AI capabilities or voice bots

- Website or WhatsApp chatbot integration

- Feedback or satisfaction capture mechanisms

(Optional features should be proposed only at a conceptual level.)

Eligibility Criteria

Applicants must meet the following:

- Be a **registered startup with a valid KSUM Unique ID**

- Have experience in **IVR, call management, AI, chatbot, or communication platforms**

- Have an in-house technical team capable of system design and integration

- Prior implementation experience will be an added advantage

Submission Requirements

Startups should submit:

- Company profile with registration details

- Brief description of relevant experience

- Overview of the proposed IVR & AI agent approach

- Sample call flows or diagrams (optional)

- Team structure and contact person details

- Links or documents of relevant past work

Last Date for EoI Submission

Feb 15, 2025