

SCOPE / STATEMENT OF WORK

Provision of development services, license renewal, product and service support, and implementation of in-app and web push notification functionalities for the Customer Engagement Platform.

1.0 Background

As part of the CMI programme, one of the critical workstreams focuses on the **integration, implementation, and operationalization of in-app and web notifications**, supported by advanced triggering mechanisms. This capability will be enabled through the vendor's **customer data and engagement platform**, including event-tracking features.

Currently, all the backend integration and the system we are utilising the Insider platform for in-app and web push notifications, which has been appointed as a sub-vendor under CMI Uber Fusion. The scope of work does not require any enhancement or maintenance activities, as it primarily covers the existing platform subscription, backend integrations, and service support.

The objective of this scope is to:

- ◆ Drive adoption of Air Selangor's digital platforms (mobile app and web)
- ◆ Increase customer usage frequency through relevant and timely notifications
- ◆ Support payment collection via proactive reminders and personalized nudges
- ◆ Capture customer feedback directly within the digital experience
- ◆ Enable data-driven engagement with unified event tracking and customer insights

2.0 Minimum Requirements for In App and Web push notifications platform

The platform should provide AI & Native Platform to help brands deliver omni-channel, personalize customer experiences.

No	Functionality	Details
1.	AI & Decision Engine	1. Predictive AI 2. Generative AI 3. Conversational AI 4. Support Agent 5. Continues learning
2.	Data Sources	1. Air Selangor Website 2. Air Selangor Mobile Application (iOS, Android & Huawei)

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No	Functionality	Details
		3. Integration Hub (CMI Admin system, Salesforce, Oracle, Google, etc.) 4. Events (Online & Offline Campaign Data) 5. Chatbot / Live agent
3.	Omnichannel Personalization & Orchestration	1. Based on preferred/ best channel 2. Best time to engage 3. Attribute 4. Best Message variant 5. Likelihood to engage
4.	Messaging	1. App 2. Gamification 3. Email 4. RCS 5. SMS 6. WhatsApp 7. MMS 8. Push Notification
5.	Retargeting	1. Meta 2. Google 3. TikTok
6.	Analytics	1. Campaign Analytics 2. Behavior Analytics

3.0 Use Cases and Functional Requirements for Notifications.

Note: Notifications are not limited to Web Push, In-App Push, Email, WhatsApp, and other channels.

No.	Use Cases	Details
1.	User Onboarding	1. Identify users who dropped off during the onboarding and registration process.

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No.	Use Cases	Details
		2. Send gentle reminders for the users to complete their registration or understand why they chose not to proceed.
2.	Account Setup Guidance	Prompt users to: 1. Complete profile details or verify profile 2. Link water account / premises 3. Verify email or mobile number 4. Notify users if setup is incomplete
3.	Feature Discovery & Education	Notify users with step-by-step guidance when they encounter challenges in certain flows, including but not limited to: 1. How to view masked/unmasked bills 2. How to make payments 3. How to submit service requests Notifications can be triggered based on user actions or inactivity.
4.	Notification Enablement Permission	1. Educate users on the benefits of enabling notifications (bill reminders, water disruption alerts, service request updates). 2. Send gentle reminders when permissions are not enabled.
5.	Progressive Onboarding (Behavior-Based)	Trigger notifications based on user behaviour at different stages: 1. User has registered but not linked an account 2. User viewed bill but did not make payment 3. User has never submitted a service request Ensure notifications triggered without overwhelming users on Day 1.
6.	User drop-off point	1. Identify the user journey drop-off points and trigger notifications to remind users to complete the journey.

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No.	Use Cases	Details
		2. Provide a short survey to understand the challenges users encountered or improvements users suggest. 3. If the primary notification channel fails, use a fallback to deliver the message through alternative channels.
7.	Contact Information Verification	Verify when user: - Adds or updates mobile number - Adds or updates email address OTP is sent to the newly updated contact channel
8.	Sensitive Actions Verification	Notification required for - Password reset - Change of registered mobile number/email - Account linking / unlinking - High-risk transactions (if applicable)
9.	Channel Fallback & Resend	If Web Push or In-App Push is not delivered within defined SLA: 1. Automatically suggest alternative channels 2. From SMS → WhatsApp → Email
10.	Customer Experience & Account Notifications	Billing & Payments 1. Notify customers when a new bill is generated 2. Remind about upcoming payment due date 3. Alert on payment received or failed
11	Service & Water Supply Updates	Planned Maintenance 1. Notify affected users before planned water shutdown 2. Reminders 24-hrs and 1-hr before the event Unplanned Interruptions / Breakdowns

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No.	Use Cases	Details
		1. Immediate alerts when detected (system or field reported) 2. Follow-up notification when service restored

4.0 Functional and Services Required

The company shall provide the functional and services identified below. Details provided are deemed fit at the point of tender.

No.	Category	Requirement Description
1. Customer Data Platform (CDP) – Core & Personalization		
1.1	User Segmentation	Segment users based on user profile, enrolled water accounts, and locations prior to sending notifications.
1.2	User Preference	Allow users to select their notification preferences based on categories.
1.3	Localization & Language	Support multiple languages, including Bahasa Malaysia (BM) and English.
1.4	Admin Template Management	Provide an Admin UI for creating notification templates and scheduling campaigns with preview feature available.
2. Notification Delivery & Journey Orchestration		
2.1	Multi-Channel Delivery	Deliver notifications across multiple channels (e.g., web push, in-app push, email, SMS).
2.2	Event-Based Triggers	Support event-based triggers, including system actions, scheduled events, and backend updates.
2.3	Scheduled Notifications	Support scheduling of one-time or recurring reminders (e.g., payment due date alerts).
2.4	Rich Content Support	Notifications must support rich content, including title, body message, hyperlinks, and action buttons.
2.5	Deep Linking	Support deep links directing users to specific in-app screens (e.g., payment page, ticket details).
3. Analytics & Reliability		
3.1	Delivery & Engagement Tracking	Track and report key metrics including delivery rate and open rate for all notifications.

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No.	Category	Requirement Description
3.2	Notification Dashboard	Provide a dashboard to monitor notification performance and assess campaign effectiveness.
3.3	Offline Delivery Support	Ensure notifications are queued and delivered to users upon reconnection.
3.4	Retry Mechanism	Implement an automated retry mechanism for failed push notification deliveries.
4. Security & Compliance		
4.1	Data Privacy & Security	Ensure all data and notifications are transmitted and stored securely.
4.2	Regulatory Compliance	Comply with the Personal Data Protection Act (PDPA) and applicable data governance policies.
5. Onboarding & Implementation		
5.1	Onboarding Support	Provide onboarding support, including a use case library, understanding the platform, continuous learning topics, and strategic planning.
5.2	Implementation Support	Provide end-to-end implementation support from project kick-off through go-live.
6. Training		
6.1	Customized Training Programme	Develop a customized training programme with the necessary logistics arrangements to meet Air Selangor's operational requirements.
6.2	Technical & Business User Training	Provide training for both technical and business users as and when required throughout the engagement.
7. Testing		
7.1	End-to-End Testing	Conduct full end-to-end testing covering integration testing, user acceptance testing (UAT), and pilot testing with test result provided after each testing.
7.2	Test Case Preparation	Prepare comprehensive test cases for Air Selangor's review and approval prior to test execution.
8. Support & Service Management		
8.1	Success & Business Reviews	Conduct regular success check-in calls and periodic business review meetings.
8.2	Platform Enablement	Provide ongoing platform enablement and operational support during the engagement period.
8.3	Personalised Development	Offer personalised development support to assist Air Selangor in maximising platform value.

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No.	Category	Requirement Description
8.4	SLA Compliance	Respond to Air Selangor's reports and complaints within the agreed Service Level Agreement (SLA) timeframe.
9. Licensing & Subscription		
9.1	Platform Subscription	Provide a clear breakdown of platform subscription fees, usage and licensing costs, if applicable.
10. Vendor Eligibility Requirements		
10.1	Industry Experience	Minimum of five (5) years of experience in the relevant industry.
10.2	Certified Professionals	Team must comprise certified marketers and analysts with demonstrated platform expertise.
10.3	AI-Enabled Platform	Platform must incorporate AI-enabled marketing and personalisation capabilities.
10.4	Optimisation Experience	Demonstrated experience in campaign and engagement optimisation.
10.5	Utility / Service Industry Clients	Proven track record serving clients in the utilities or service industries. Vendors are required to provide a list of relevant client references.

5.0 Deliverables

The vendor responsible for configuring / setting up the tools

Phase	Estimated Timeline
Project Kick Off	01 September 2026
Workshop, Development, Integrations and Training	Sept 2026 to Oct 2026
Go-Live	Nov to Dec 2026 (Weekly & Monthly)
Continue release	Q1 to Q4 2027 to 2028 onwards (every Weekly & Monthly) based on the campaign activities.

Workstreams must run in parallel

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SDK integration, use case development, template creation, and journey building must overlap.

Vendor must provide a full professional team

Onboarding Manager, Solution Architect, Deliverability Specialist and any other preferred local team and based in Malaysia.

Priority journeys must be clearly defined early

Non-critical journeys may roll into Phase 2 after go-live

Tight governance & decision turnarounds

Daily standups + weekly steering committee recommended.

6.0 Form of Contract

This contract will be executed under the context of Framework Agreement 2 year + 1 years (i.e..the Company have an option to extend based on vendor performance). The rates (in Bill of Quantities) shall be converted into Schedule of Rates (SOR). The quantity shall be deemed to be approximation ONLY and the actual total quantities required shall be based on the orders made from time to time in writing using standard Delivery Instruction Form / Purchase Order (PO) issued by Pengurusan Air Selangor Sdn Bhd.