

Request for Proposal (RFP) for Health Insurance Website Development

Introduction

Saudi Enaya, a leader in the health insurance sector, invites proposals from qualified software development firms for the development of a comprehensive website. This website aims to enhance our customer experience by offering a range of features for effective online management of health insurance services, complementing our mobile application.

Project Overview

The website should serve as an interactive, informative, and secure online platform that aligns with the functionalities of the mobile application. It should cater specifically to web-based user interactions and requirements. Key functionalities should include:

1. **User Registration and Profile Management:** Secure user sign-up and profile management capabilities.
2. **Policy Information and Comparison:** Detailed descriptions of insurance policies with comparison tools.
3. **Online Quote Generation:** Ability for users to request and receive insurance quotes.
4. **Policy Purchase:** Integration of secure online payment options for policy purchases.
5. **Claims Processing and Document Management:** Online submission and tracking of insurance claims with document upload features.
6. **Online Customer Support:** chat bot, comprehensive FAQ section, and customer support features.
7. **Policy Renewal:** Online notifications and processes for policy renewal.
8. **Provider Network Database:** Interactive database of healthcare providers with advanced search functions and map integration.
9. **Multi-language Support and Localization:** Catering to a diverse user base with multiple language options.
10. **Educational Resources:** In-depth educational content, articles, and video guides on insurance topics.

11. **Social Sharing and Engagement:** Features for users to share content and engage with the community.
12. **Compliance with Data Protection Regulations:** Ensuring robust security measures for user data protection.
13. **Advanced Analytics and Reporting:** Tools to collect and analyze user data, with reporting capabilities.(Google Analytics)
14. **Dynamic Content Management:** A content management system for real-time updates and policy changes.
15. **SEO and Web Accessibility:** Ensuring the website is optimized for search engines and accessible to all users. (Google AdSense)
16. **Responsive Web Design:** Compatibility across various devices and browsers including mobile phones.

Vendor Qualifications

We are seeking proposals from firms with:

- Proven experience in developing comprehensive and interactive websites, especially in the insurance or healthcare sector.
- Strong portfolio demonstrating expertise in responsive web design and user-friendly interfaces.
- Capability to implement advanced web functionalities and compliance with data protection regulations.

Proposal Submission

Proposals should include:

- An overview of your company and suitability for the project.
- Detailed methodology and technical approach for website development.
- A portfolio of previous similar projects, including references.
- Project management and communication plan.
- Team composition and experience of key members.
- Estimated timeline for project completion.
- Support and maintenance plans post-development.

Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with the listed requirements.
- Quality and relevance of previous work.
- Effectiveness of proposed methodology and technical approach.
- Qualifications and experience of the team.
- Cost-effectiveness and overall value.

Submission Deadline and Contact

Proposals must be submitted by the 28th of January, 2023. Questions should be directed to Mr Khaled AlHarbi, khaled.alharbi@saudienaya.com.

Terms and Conditions

- Saudi Enaya reserves the right to accept or reject any proposal.
- Submission indicates acceptance of the terms of this RFP, unless clearly noted otherwise in the proposal.