

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION)

Country: Pakistan

Name of Project: Digital Economy Enhancement Project

Credit No: 7514-PK

Assignment Title: CX Expert

Reference No.: PK-MoITT-469391-CS-INDV

The Government of Pakistan has received financing from the International Development Association (IDA) toward the cost of Digital Economy Enhancement Project (DEEP) and intends to apply part of the proceeds for consulting services, which shall be implemented by the Ministry of IT and Telecom.

The consulting services (“the Services”) include professional expertise of “**CX Expert**” at a monthly lump sum remuneration. The Ministry of IT and Telecom, being Project Management Unit (PMU) intends to hire services of “**CX Expert**” for DEEP that can assist the project management in relevant field. The consultant, as an expert in the field, will provide quality advice maintaining the highest degree of integrity and ethical standards. The services of individual consultant shall be initially hired for a period of 36 Months.

The detailed Terms of Reference (TOR) for the assignment can be obtained at the address given below or can be downloaded from <https://moitt.gov.pk>

Ministry of IT and Telecom being Project Management Unit invites eligible candidates (“Consultants”) to indicate their interest in providing the Services as “**CX Expert**” in Digital Economy Enhancement Project. Interested Candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the expected Services. The services of individual consultant will be required /hired to assist project team on DEEP “as per ToRs”. The short-listing criteria are based on: (i) Qualification, (ii) Experience (iii) Additional Skills

The selected candidates will be required to present their original documents at the time of the credential’s verification. Submission of any false information will lead to immediate disqualification of the candidate at any stage of the hiring process.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” September 2023, setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Open Competitive Selection of Individual Consultants method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 0830 to 1630 PST.

Applicants shall apply online at National Job Portal www.njp.gov.pk or email at deep.consultant@moitt.gov.pk.

Section Office (IT)

Ministry of IT and Telecom

7th Floor, Kohsar Complex

Pakistan Secretariat

F-5, Islamabad

Telephone: 051-9215348

Hiring for Individual Consultants Under DEEP

TERMS OF REFERENCE

Announcement Reference no:		Date	15 October 2025		
Project	Digital Economy Enhancement Project (P174402)				
Position Name	CX Expert, NITB (DEEP)	Position ID	PK-MoITT-469391-CS-INDV		
Vacancy	1	Type of Contract	Individual	Duration	36 Months
BACKGROUND					
<p>Digital Economy Enhancement Project (DEEP) is a World Bank assisted project with the objective to enhance the Government's capacity for digitally enabled public services delivery for citizens and businesses.</p> <p>MoITT is the sponsoring agency of the project with execution support of (i) Board of Investment (BoI), (ii) National Database and Registration Authority (NADRA), (iii) National IT Board (NITB), and (iv) Ignite – National Technology Fund.</p>					
PROJECT DESCRIPTION					
<p>The Digital Economy Enhancement Project (DEEP) aims at building the capacity of the Government to provide digitally enabled public services to citizens and businesses. The project will support the development of digital public infrastructure—including for responsible data exchange, digital authentication, and verifiable credentials—and digitalization of public services (including to make them available through a new national citizen portal), which will improve the accessibility and delivery of services, economic opportunities, and social protection.</p> <p>In addition, DEEP will support a transition towards a digital inventory of administrative procedures and the development of an electronic single window—the Pakistan Business Portal (PBP)—integrated across all three layers of government for new and existing businesses to apply, renew, pay, and meet all their compliance needs It will also promote civic innovation and digital inclusion.</p>					
OBJECTIVES OF THE ASSIGNMENT					

The CX Expert will be responsible for enhancing the usability, accessibility, and overall experience of digital platforms, including the National Digital Portal. The consultant will ensure that citizen-centric services meet the needs and expectations of users by employing customer journey mapping, persona development, and feedback-driven improvements. By integrating global best practices in user experience (UX) design and customer satisfaction, the consultant will help create an inclusive, user-friendly interface that fosters trust, improves service adoption, and aligns with the goals of the Digital Economy Enhancement Program (DEEP).

The responsibilities include (but not limited to) the following:

1. Gather and analyze customer feedback through surveys, interviews, and focus groups to identify pain points and areas for improvement in the National Digital Portal and associated digital services.
2. Utilize analytics tools to assess customer interaction data and extract actionable insights.
3. Develop detailed user personas to represent key citizen segments and ensure service design strategies align with their needs.
4. Create customer journey maps to visualize the citizen's experience and identify touchpoints for enhancement.
5. Establish a robust feedback mechanism to collect continuous input from users and collaborate with development teams to integrate feedback into service improvements.
6. Work closely with developers, designers, and policymakers to promote a customer-first approach in service design, ensuring accessibility and inclusivity.
7. Define and monitor customer experience metrics, including satisfaction and adoption rates, and provide regular reports with actionable recommendations.
8. Engage with federal and provincial stakeholders to address region-specific challenges, align objectives, and advocate for customer-centric practices.
9. Conduct training sessions and workshops to embed customer-focused thinking within project teams.
10. Assist in testing services from a user perspective, ensuring compliance with global standards for user experience.

11. Develop strategies for the continuous improvement of customer experience, adapting to evolving user needs and technological advancements.
12. Focus on delivering measurable enhancements to citizen satisfaction and trust in government services.

SCOPE OF THE ASSIGNMENT

The work of the CX Expert will include (but not limited to) the following tasks, among others:

1. Conduct research to map the current customer journey for accessing government services and identify pain points.
2. Create detailed personas representing key user groups to guide design and service development.
3. Recommend improvements in UX/UI and propose strategies for digital service optimization.
4. Develop frameworks to gather, analyze, and act upon customer feedback for continuous improvement.
5. Ensure the National Digital Portal complies with accessibility standards to cater to diverse user needs.
6. Work closely with the development team to ensure that user needs are incorporated into technical solutions.
7. Conduct capacity-building sessions for stakeholders on customer experience best practices and tools.
8. Provide insights based on global best practices in citizen-centric digital service delivery and present periodic progress reports.

QUALIFICATION AND EXPERIENCE

1. Minimum 16 years of education from a reputable/HEC recognized university in ICT related discipline (Information Technology, Computer Science, Computer Engineering etc.), Project Management, Public Administration, Business Administration, or a related field.
2. Minimum 10 years of experience in customer experience management, UX/UI design, or related fields.
3. Proven expertise in designing and implementing customer journey maps and user-centered designs.
4. Familiarity with digital platforms, including web and mobile applications for public services.
5. Prior experience working on citizen-centric services or government projects is highly desirable.

ADDITIONAL SKILLS / EXPERTISE

1. Strong understanding of accessibility and inclusivity standards (e.g., WCAG, ISO 30071-1).
2. Knowledge of tools such as Figma, Adobe XD, or similar UX design platforms.
3. Ability to conduct and analyze qualitative and quantitative user research.
4. Excellent communication skills to engage stakeholders effectively.
5. Understanding of government digital transformation initiatives and challenges.

SCHEDULE FOR THE ASSIGNMENT

The CX Expert will be appointed on a contract basis for a period of 36 Months.

REPORTING OBLIGATIONS

1. The CX Expert will report to the Project Director PIU, NITB.

SELECTION CRITERIA

Procurement will be carried out in accordance with the Open Competitive Selection of Individual Consultants in accordance with Bank's Procurement Regulations for Borrowers for Goods, Works, Non-Consulting and Consulting Services and applicable to Investment Project Financing (IPF) hereinafter referred to as "Regulations" dated September 2023.