



AVISENA HEALTHCARE SDN BHD
(Company No: 20301018445(1048278-D))
TENDER NOTICE

Avisena Healthcare Sdn Bhd (“**AVISENA**”) invites qualified service providers to submit tenders for the provision and implementation of a **Unified Customer Relationship Management (CRM) System** for Avisena Specialist Hospital and Avisena Specialist Hospital 2.

The objective of this project is to establish a unified customer data environment that supports audience engagement, marketing operations, commercial activities, and data-driven decision-making across the organization. This initiative aims to enhance operational efficiency and improve customer experience through the implementation of a centralized CRM platform integrating survey management, feedback and complaint management, marketing and communication tools, as well as reporting and analytics capabilities.

The appointed service provider shall be responsible for the provision of the CRM platform, system integration, data migration, and full implementation of the solution in accordance with the requirements outlined in this tender document. The solution must be secure, scalable, and fully integrated, and shall comply with all applicable laws and regulations, including the Personal Data Protection Act 2010 (PDPA), as well as AVISENA’s internal policies and operational requirements.

Tender Title & Ref No	Tenderer’s Qualification	Site Visit/Briefing	Tender Document Fee	Issuance of Tender Document	Submission Place & Tender Deadline
<p>PROCUREMENT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM FOR AVISENA SPECIALIST HOSPITAL AND AVISENA SPECIALIST HOSPITAL 2</p> <p>Tender Ref No: AVISENA/CPO/TENDER/AHC/2026/0023</p>	<ol style="list-style-type: none">Having valid registration with <i>Suruhanjaya Syarikat Malaysia (SSM)</i>.Must have proven experience in providing and implementing Customer Relationship Management (CRM) solutions and system integration services with Marketing Tools (Email and Messenger Marketing).Must have successfully completed at least three (3) similar projects, preferably within healthcare, hospital, or related service industries, and provide details using the prescribed template	NOT APPLICABLE	NOT APPLICABLE	<p>Access to the Tender Documents will be provided through the Avisena e-procurement system (ADAM)</p> <p>on</p> <p>30 June 2026 (Tuesday)</p> <p>until</p> <p>6 July 2026 (Monday)</p>	<p><u>Date:</u> 9 July 2026 (Thursday)</p> <p><u>Time:</u> Before 12.00 noon</p> <p>Submission online via Avisena e-procurement system (ADAM)</p> <p>Late submissions will not be considered</p>

- Interested Tenderers who meet the qualification criteria outlined in the table above and possess a proven track record in providing and implementing Customer Relationship Management (CRM) solutions and system integration services, preferably in hospitals, healthcare facilities, or similar environments, are invited to participate.
- Tenderers who are interested to participate are required to submit your application via the following link (<https://avisena.com.my/Tender>) which is also accessible through Avisena’s official website.**
- The Tender Document will be released on the date, time, and location specified as per the above table. The Tender Document will **ONLY BE SHARED** with Tenderers who have fulfilled the qualification requirements as stated therein.
- Avisena **SHALL NOT** entertain any request for the Tender Document before and/or after the time as stipulated.
- For any queries or clarifications, Tenderers are advised to contact the Central Procurement Office at 03-5515 1888 (ext. 20504 / 20522) or via email at procurement@avisena.com.my. This advertisement, along with more information about Avisena Healthcare Sdn Bhd, is also available on our website at www.avisena.com.my.

