AI-Powered RFP Response Management for Speed, Accuracy, and Scale

Challenge

A global asset manager faced continuous operational challenges in managing Requests for Proposals (RFPs). With large volumes of information spread across diverse systems and document formats, their RFP teams struggled to search, compile, and respond efficiently, causing delays and missed opportunities.

The client's RFP response management struggled as their processes were lengthy, manual, and fragmented.
They faced several challenges, including:

- **Inefficient search workflows** - The client's teams found locating relevant content across unstructured documents difficult.
- **Fragmented knowledge base** - Data was spread across several formats such as PDFs, Excel, Word, and HTML, making it challenging to extract the right information.
- **Inaccurate search and poor response quality** - Traditional keyword searches couldn't meet complex querying needs, leading to mismatched or incomplete responses.
- **Limited scalability** - Their existing processes couldn't efficiently process large files or scale with demand.
- **Poor user experience** - A lack of intuitive tools for uploads, querying, and response tracking slowed productivity.

Solution

To address these issues and optimize the comprehensive process, Straive implemented an AI-powered RFP Response Management System, which helped with:

- **Centralized knowledge base** – Migrated scattered content into structured Azure Table Storage for improved accessibility and searchability.
- **Robust document ingestion** – Built pipelines to easily handle diverse formats (PDFs, Word, Excel, HTML) and large files.
- **Hybrid intelligent search** – Integrated Azure Cognitive Search and LangChain for advanced querying using semantic and keyword-based techniques.
- **Citation-based response generation** – Azure Document Intelligence and LLMs were used to extract relevant citations and auto-generate precise answers.
- **Conversational interface** – Developed an intuitive chatbot that supports document upload, question input, and interactive Q&A with history tracking.
- **Search optimization** – Employed Cohere re-ranker and parallel processing to deliver faster, more accurate results.

Impact

The client found measurable improvements in their operations as our solution implementation led to measurable improvements across the RFP lifecycle:

- ➤ **80% improvement in search accuracy** through centralized data and hybrid search capabilities.
- ➤ **Reduction in response turnaround time** from several hours to just a few minutes.
- ➤ **Improved productivity** by freeing up RFP writers from manual tasks and enabling faster, high-quality responses.
- ➤ **Scalable, efficient workflows** that handle growing volumes and support team collaboration.