

**CENTRAL FLORIDA EXPRESSWAY AUTHORITY
NOTICE OF REQUEST FOR PROPOSALS
INTELLIGENT INTERACTIVE VOICE RESPONSE (IVR) SYSTEM
CONTRACT NO. 001666**

Central Florida Expressway Authority (CFX) requires the services of an experienced and qualified contractor (i) to provide detailed information about their ability to partner with CFX to deliver cloud technology products and services offered as an Intelligent Interactive Voice Response (IVR) system; (ii) to demonstrate a high level of market understanding and awareness in a global marketplace; (iii) to provide a price both for managing the transition and implementing the solution and; (iv) any/all recurring annual or monthly costs for the service provision or to support the service provision. Consideration will be given to only those respondents who are qualified to perform the work as determined by CFX. Proposal documents are available for download at the CFX web site located at [CFX Procurement Log-In](#). Proposer registration is required to access and download documents. Instructions for registration are provided on the website.

CFX has determined that the use of the request for proposals process is in its best interest for this solicitation and that the selection of a contractor based solely on the lowest price (invitation to bid process) is not practicable. The RFP process provides the opportunity for CFX to review and evaluate information that CFX feels is important and necessary to ensure that the selected proposer has the requisite qualifications, experience, and understanding of the project objectives from both a corporate and staffing standpoint to protect the health, safety and welfare of motorists. Review and evaluation of these criteria is not available using the invitation to bid process.

DESCRIPTION: CFX operates domestically in Central Florida. The solution being procured is for a platform that provides enhanced functionality and easier administration of management of call routing, reporting, and improved customer communication with CFX. CFX has a total staff of ~300. The call volume for its call center is approximately 100,000 calls per month. CFX supports approximately 5M customer base with ~750,000 active customers.

The current client relations management system is home grown but an MS Dynamics implementation is in progress with a mid-year go-live. CFX Technical Support and Service Support teams will use MS Dynamics to initiate customer tickets/cases and track customer support. MS Dynamics integration will be a key influencer in the final decision for a solution.

Outbound Call Services and Call Dialer are not currently used today; there are possible Sales and Marketing opportunities in the future. While it will not be in scope for this response, the respondents will be asked to provide information on their Outbound solution for future reference.

The current PBX/ACD platform used is Avaya for Inbound/Outbound calls, hunt groups, company directory, call center call routing, and CMS Supervisor for reporting and QA.

Areas of Opportunity

CFX's corporate strategy is centered on being a leader in customer satisfaction and providing its customers with an experience that is the best in the industry. The customer base is consumers of toll services, both for personal and business use. The company believes customer experience is a critical differentiator in acquiring and retaining customers. As such, CFX has embarked on a process of digital transformation to transform the way it interacts with its customers by moving to a new generation intelligent interactive voice response (IVR) platform that supports the ultimate goal of providing a fully integrated customer experience.

Furthermore, CFX is continually driving to work more efficiently and provide flexibility and scalability while protecting the customer experience. While voice and email continue to be the primary method customers interact with the Customer Support Center, the company wants to support a future state of a global platform that will grow with the company.

To address these challenges, CFX's goal is to transform its unified communications and contact centers solutions so they can meet the following core objectives;

- *Modernize* – leverage technologies to maximize efficiencies within a single solution, unified communication, and contact center environment.
- *Standardize* – leverage efficiencies and economies of scale through standardization of technology, partners, and processes.
- *Effortless* – deployment and customization of partners managed platform should entail minimal effort and short implementation cycles.
- *Efficiency* – the preferred platform should provide a simple way of administering CFX's users while segmenting the customer for retention and overall satisfaction.
- *Value* – the platform should add value through integration and reporting to operations by aligning to and supporting the business goals.

To meet these objectives, CFX has identified the following areas of opportunity to explore with potential solution providers for their intelligent interactive voice response (IVR) requirements:

1. Communication solution allowing users access to a single solution for corporate interactions between staff and customers.
2. A multi-carrier and geographically redundant solution that provides high availability of CFX's resources within the Customer Service Center.
3. MS Dynamics integration to quickly identify customers and proactively determine current engagement and build customer history to provide opportunities.
4. Call center solutions will need to support MS Dynamics integration, callback (virtual-hold), RTA dashboards, robust reporting, and future potential for outbound dialing and customer surveys.

5. Workforce Optimization fully integrated to support multi-channel forecasting
6. SMS to support app users and toll payments (Optimal).
7. All systems must provide proof of DSS PCI 3.2.1 or greater compliance.

QUALIFICATION REQUIREMENTS: CFX is looking for a partner who can bring the right blend of technology capabilities, proven delivery record, and an ability to support the implementation of any new intelligent interactive voice response (IVR) technology that CFX chooses to engage.

Proposers that are corporations must be registered to do business in Florida prior to the submittal of the Proposal. CFX will evaluate and determine the relative ability of each Proposer to perform the required services based upon the information provided by the Proposer in response to the RFP.

CODE OF ETHICS: All firms selected to work with CFX are required to comply with the CFX Code of Ethics, a copy of which is available on the CFX web site at www.cfxway.com.

PROPOSAL DUE DATE: Proposals will be received by CFX until 1:30 p.m. Orlando local time, on April 16, 2020, as shown on the time/date stamp clock at the receptionist's desk in the lobby. The clock will serve as the official instrument to determine when a proposal is received. A submittal that is clocked in after the date/time specified will be rejected and not accepted. Rejection of a submittal under those circumstances shall not be the basis of a protest pursuant to the CFX Procedure for Resolution of Protests.

EQUAL OPPORTUNITY STATEMENT: Central Florida Expressway Authority, in accordance with the provisions of Title VI and Title VII of the Civil Rights Act of 1964, as amended, prohibits discrimination on the basis of race, color, sex, national origin, age, religion and disability. CFX hereby notifies all Proposers and individuals that it requires and encourages equal employment opportunity for minority and women as employees in the workforce.

NON-SOLICITATION PROVISION: From the first date of publication of this Notice, no person may contact any CFX Member, Officer, Employee, or any evaluation committee member, with respect to this Notice or the services to be provided, except as related to the submittal requirements detailed in the RFP. Reference is made to the lobbying guidelines of CFX for further information regarding this Non-Solicitation Provision.

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