



INDIANA UNIVERSITY

PURCHASING DEPARTMENT

Request for Proposal #RFP-TEC-1288-2024

Purpose

Indiana University (IU) is requesting proposals from firms interested in providing a Contact Center as a Service (CCaaS). The intent of this Request for Proposal (RFP) and the ensuing process is to provide companies with the information, requirements, and specifications necessary for the preparation of a professional and comprehensive proposal. Specific terms and conditions are outlined.

Background

Founded in 1820, Indiana University is a public, multi-campus, educational institution with undergraduate and graduate students exceeding 114,000. All 50 states, Washington, D.C., three U.S. territories and over 150 foreign countries are represented. IU online also provides over 120 academic programs across the globe. It has an additional 23,000 faculty and staff body that supports the educational mission of the institution.

For more general information about the university, please visit iu.edu.

Indiana University's voice infrastructure spans multiple campuses across the state of Indiana and one office outside of Indiana.

- Indiana University (IUB – Bloomington, IN)
- Indiana University Indianapolis (IUI – Indianapolis, IN)
- Indiana University Northwest (IUN – Gary, IN)
- Indiana University South Bend (IUSB – South Bend, IN)
- Indiana University Kokomo (IUK – Kokomo, IN)
- Indiana University Purdue University Columbus (IUPUC – Columbus, IN)
- Indiana University East (IUE – Richmond, IN)
- Indiana University Southeast (IUS – New Albany, IN)
- Indiana University Fort Wayne (IUFW – Fort Wayne, IN)
- Indiana University Evansville (IU School of Medicine)
- Indiana University Washington DC Office

- Indiana University Bradford Woods (Experiential and Outdoor Program Center)

Indiana University has multiple voice communications systems.

- 22,000+ Microsoft Teams Voice subscribers (VoIP)
 - Used at all IU locations
- 3,000+ analog lines using AudioCodes MP-1288 gateways at IUB, IUI, IUSB, IUN, IUS and Bradford Woods
- 45,000+ Direct Inward Dialed (DID) Numbers
- Genesys (PureConnect) on premise Contact Center (see details below)
- Intrado EGW HA pair for E911 call routing

Our voice communications carrier is currently AT&T. Their IP Flex service is trunked into the university's on-premises Ribbon SBC 5400 infrastructure running version 10.1. There are two high availability pairs, one at each of our largest campuses (IUB and IUI). Both pairs are fully trunked to all of our major systems, including AT&T and Microsoft Teams. Calls are routed to the appropriate systems via our Ribbon PSX routing engine. Indiana University uses iLight as an ISP via Internet2 (GlobalNOC) with dedicated 100 gigabit capacity to the public internet space. Presently, our on-premises contact center is also trunked to the SBC 5400s. Our expectation is that a new CCaaS will be able to interoperate with our infrastructure and equipment.

Indiana University's current contact center solution (PureConnect) has the approximate quantities shown below. The items in the list may not directly translate to your CCaaS solution, but it will give you a sense of our utilization and needs so you can offer appropriate solutions and price the proposal accordingly.

- Contact Center Organizations: 50
- Active Voice ACD/Attendants: 200
- Users (Unique System Users): 825
- Call Recording Policies: 50

In addition, the current on-premises solution has the following licensing quantities.

- 420 Concurrent Client Access Licenses
- 265 Call and Callback
- 125 Email and Chat
- 226 Recording Licenses

The following provides a sample of our current contact center usage. Over the 1-year period ending May 1, 2023, our average usage by communication channel **per month** is as follows.

- Calls: 223,094
- Emails: 25,209

- Callbacks: 1,987
- Chats: 175

Selection of the successful company (Service Provider) will be based upon a variety of factors. These criteria have been listed in order of importance:

- Ability to Meet Statement of Needs (Scope of Work)
- Ability to Meet Compliance Requirements
- Price (Initial and Ongoing Costs)
- Value Add
- References

Indiana University reserves the right to award multiple contracts if deemed by University to be in its best interest.

Within this RFP, "Service Provider" shall refer to those companies receiving and responding to this RFP. "University" shall refer to Indiana University.

If the Service Provider will not be selling directly to the University, it is the Service Provider's responsibility to choose a single reseller with whom they will partner on this project.

Schedule of Events (Subject to change as needed)

Request for Proposal issued:	July 20, 2023
Q&A submission close date:	August 9, 2023 (now 8/16) 5pm EDT
Proposals due on or before:	August 18, 2023 , (now 8/25) 5pm EDT
Service Provider Demo (if requested):	September 8, 2023 (now 9/22) at the latest
Selection of Service Provider on or before:	September 22, 2023 (now 9/29)
Implementation of services on or before:	October 20, 2023 (now 10/27)

All questions and inquiries regarding this document should be submitted via the JAGGAER Supplier Portal. If you experience issues you may directly contact Purchasing Contract Manager, Maria Nguyen, at nguyenmt@iu.edu. EXCEPT FOR CASES AUTHORIZED IN WRITING BY Maria Nguyen, DURING THE DURATION OF THIS RFP PROCESS, THROUGH SELECTION AND NOTIFICATION, ANY COMMUNICATION BY SERVICE PROVIDERS WITH INDIANA UNIVERSITY STAFF OTHER THAN Maria Nguyen MAY RESULT IN IMMEDIATE REJECTION OF THAT SERVICE

PROVIDER. Questions regarding this RFP should be submitted through the Q&A Board within the Supplier Portal. Questions asked after the deadline may not be answered.

Statement of Needs

Objectives

The objective of this RFP is to find a cost effective, robust and flexible CCaaS solution for Indiana University. We have interest in the possibility of increasing the number of communication channels and automating numerous processes to improve efficiency. We require ease of use, intuitive design and navigation, stability of code and back-end systems for reliable uptime and operation, and consistently excellent, easy to access documentation and support.

For the Scope of Work section below, the following terms are defined:

Must Include: Indicates a mandatory requirement - failure to meet mandatory requirements may invalidate the response or result in rejection of a proposal as non-responsive.

Should and May Include: Indicates criteria and capabilities that are requested and advantageous but are not mandatory. If the Service Provider fails to provide requested information, the University may, at its sole option, either request that the Service Provider furnishes the information or evaluate the proposal without the information.

Scope of Work

The sections below are broken out into must include, should include and may include. Please look through all sections. Some categories may be distributed among those sections. Explain if any of the features require any modules or add-ons from another service provider (third-party systems or software). Indicate if the proposed solution meets the following and describe in detail if indicated. So that the RFP Team can easily follow the questions and responses, please ensure that the questions/requests in the sections below are stated immediately before each of your responses.

Must Include:

1. Cloud hosted data center located in the United States, a software-as-a-service solution. Aka, true Contact Center as a Service (CCaaS) where no software is required on customer premises.
2. Secure encryption for all methods of communication, for stored recordings and other data, and for data/media in transmission and at rest (describe in detail).

3. No local software installation whatsoever. Therefore, nothing on IU servers, no agent software (fat clients) of any kind – all tools must be websites, web apps, and/or mobile apps or physical IP Phones.
4. Compatible with Windows, Mac, iOS, and Android browsers with responsive design that works on all screen sizes and standard resolutions.
5. Methods / Channels of Communication:
 - a. Voice Calling
 - b. Emailing
 - c. Chat/Instant Messaging
6. Call recording capability:
 - a. A minimum of one year of storage.
 - b. Please include the maximum length storage allowed.
 - c. Ability to search and playback recordings on an individual/group/departmental level.
7. Reporting capabilities:
 - a. Numerous canned/pre-configured reports included for the most utilized contact center information.
 - b. Ability to customize with ad-hoc reporting of numerous contact center criteria for individual call centers (departments) across the organization.
 - c. Capability to generate and send scheduled reports to contact center supervisors.
8. Real time dashboard available to supervisors/agents of different contact centers so they can monitor, manage, assist/engage, queues and various communication channels.
9. Attendant for call routing
 - a. Recorded menu prompts
 - b. Text-to-speech prompts
 - c. Attendant understands the caller's voice commands
 - d. Robust scheduling (holidays, business hours, emergency shutdowns, etc.)
10. Voicemail for individual agents or groups.
11. Callback feature:
 - a. Available through the attendant as a menu prompt for the caller to leave their number for a callback. The caller's place should be kept in the queue.
 - b. Ability to schedule the callback date and time or time range.
12. Skills based routing based on agent proficiencies for all communication channels to route to the best available agent.
13. Built-In agent communication tools to collaborate with other agents and supervisors. Ability to communicate in numerous ways instantly including call, chat, screenshare and coaching/whisper.
14. Integration of voice services
 - a. Explain voice services integration options in detail including costs, such as direct routing with IU on-premises SBC, Bring Your Own Carrier (BYOC), porting numbers, or other options.

- b. Authentication for CCaaS users via single sign-on with Microsoft Active Directory/Azure directory services and Duo for multi-factor security. CCaaS that require maintaining their own user directories and passwords, and that will not integrate with Microsoft directory services, will be rejected.
 - c. Explain how your contact center sends agent address/location information so that E911 systems (IU currently uses Intrado) can transmit addresses to emergency responders.
 - d. Ability to integrate with ServiceNow through a screen pop functionality.
- 15. Licensing
 - a. Simple, streamlined licensing process to add/remove agents and features on our own, easily anytime.
- 16. Intuitive, cloud-hosted, GUI-driven attendant configuration tool for building attendants and call routing profiles. These configuration tools should be fully integrated in the web suite and must not run as on-premises software.
- 17. Administration Tools
 - a. Robust, intuitive, cloud-based system administration tools for the IU engineering team.
 - b. IU engineering team is able to easily review user and group settings, gather real-time statistics, and troubleshoot with end users when necessary.
- 18. Customer support from the service provider to address common issues. Ability to escalate more critical issues with real-time, live support. Please describe in detail.
- 19. Manager/Supervisor Tools
 - a. Configurable privileges for contact center manager/supervisor tools. These heightened permission capabilities will allow them to change various levels of configuration within their own department contact center.
 - b. Modifications to attendant profiles, users, skills, schedules (setting holiday hours and the like), and all other items within their department. Ability to add and remove users on their own.
 - c. Custom contact list (a directory of phone numbers, addresses, etc) creation and maintenance for each department.
- 20. In some contact centers within the university, users may require physical phones. The system must integrate with physical phones as well as headsets connected to PCs and Macs. Please provide a list of compatible phones, headsets and other products.
- 21. Basic self-serve training and knowledge base resources. Describe all that are available, costs, scheduling, etc.
 - a. Available to agents and supervisors to learn how to navigate and operate the contact center client and tools. Easy onboarding tutorials will be available for new agents and supervisors.
 - b. Administrative training and knowledge base available to IU support team to learn how to administer the system and how to best provide customer support.

22. Service providers will only be considered if they have been selling and supporting contact center solutions in the United States for 5 or more years and cloud versions of its software (CCaaS) for 3 or more years. They must also provide 3 reference organizations, any one of which are higher education and any one of which is using direct routing with customer on-premises SBCs.
23. During the system evaluation process, IU may request a demo to show a live instance of the system to walk the IU team through the full functionality. Each of the areas of interest listed here should be covered so the IU team can make an informed comparison between systems. Time should be allocated for questions and answers after the demo.
24. Canned Responses
 - a. Creation and maintenance of robust canned responses for text-based communication, such as responses to frequently asked questions in email, chat, SMS, etc.
 - b. Simple search functionality and ease of pasting/posting the canned response.
25. All system, software, and feature updates are tested and implemented by the service provider. Therefore, Indiana University support staff do not have to run updates or maintenance on the system.
26. Guaranteed up-time 99.99% backed by service provider SLA. Describe SLA and outage reporting and compensation process.
27. Stable Pricing (itemize and describe in detail)
 - a. Include historical yearly pricing trend over life of product and detail any reasons for price increases.
 - b. Detail future expected price increases.
 - c. Outline the licensing model per user, per seat, etc., and how it contributes to the overall cost of the solution/relationship.

Should Include:

1. Methods / Channels of Communication beyond voice, email and chat:
 - a. SMS/text messaging
 - b. Automated assistance/AI capabilities
 - c. Social media channels (describe in detail)
 - d. Several departments have walk-ins and want to use the CCaaS to track those live, in-person interactions.
 - i. Manage notes, solutions, etc., for those who are standing in front of agents in person.
2. Realtime, accessible reporting on licensing charges.
3. Numerous training and knowledge base resources such as online and instructor lead. Describe all available including costs, scheduling, etc.
4. Call recording capability:

- a. A minimum of three years of storage though longer is preferred
 - b. Robust, intuitive recording search, playback, and export capability
5. Non-English Language Support
 - a. Attendant Text-to-Speech for Callers
 - b. Client Interface
6. Guaranteed up-time 99.999% backed by service provider SLA. Describe SLA and outage reporting and compensation process. Preference for proactive alerts from the service provider to IU engineering team. Please explain.
7. Batch import capability to bring in records from other databases, data sources, etc. Please describe what types of data can be imported, the data/file types that are compatible, and the workflow in general.
8. Canned Responses
 - a. Batch add/modify information in text response library (make changes to numerous canned responses at once). For example, if 40 responses use an email address that has changed, batch change it in all 40 instead of editing all 40 individually.
9. Administration Tools
 - a. Dashboards and proactive notification tools when there are misconfigurations or system issues.
 - b. Historical versioning with simple rollback to a configuration from an earlier date on an attendant profile.
 - c. Historical logging of changes to settings so that the IU engineering team can identify what changes were made, by which user(s) and when.
10. Attendant configuration tool should use a visual flowchart-like attendant profile builder.
11. Customer support from the service provider with US-based agents. Ability to escalate to real-time live voice support with agents to resolve critical issues. Please describe in detail.
12. Reporting capabilities:
 - a. Capability to schedule reports daily, weekly, monthly, annually or on a customized schedule.
 - b. Functionality to not only view static reporting data but also to export to common formats such as CSV for further analysis in outside tools like Excel and Power BI.
13. Integration with services
 - a. Salesforce customer relationship management (CRM) system.
 - b. ServiceNow integration – ability to open support tickets right from the CCaaS.
 - c. Proprietary student information system (SIS) and customer relationship management (CRM) systems with common APIs.
14. Real time dashboard available to supervisors/agents with customizable agent statuses, not just the agent statuses that come built into the system.

May Include:

1. Methods / Channels of Communication beyond all others listed above so far:
 - a. One-on-one or group video calls
 - b. Other communication channels?
2. Gamification to encourage agent engagement.
3. Integration with Microsoft Teams and Microsoft Outlook (availability status).
4. Ability to temporarily increase agent license counts for short-term situations (projects, seasonal needs, campaigns, etc.) Please describe in detail.
5. Artificial Intelligence
 - a. Conversational automated attendants for all communication channels
 - b. Transcription of all communication channels with analytics of trends
 - i. Topics
 - ii. Mood
 - iii. Failed Prompts
 - c. Agent Assistance – Live recommendations. Response history of preceding automated interaction.
6. Live voice-to-chat transcription.
7. Ability to fully integrate with multiple implementations of ServiceNow.
8. Ability to integrate with Slate, a higher education CRM.
9. Ability for agents to set their outgoing number for any call.
10. Secondary routing profiles for disaster scenarios. Meaning, if your solution has an outage, provide a simple method to re-route services to avoid calling outages.

Additional Proposal Requirements

So that the RFP Team can easily follow the questions and responses, please ensure that the question is stated immediately before the response. In addition to point-by-point responses, you may include descriptive literature if you make reference to specific contents. In reviewing the proposals, university personnel will not search through general literature. Where a question is asked, answer the question and supply any supportive detail. Any deviation from this format and sequence may result in the proposal being rejected.

While responses should address all solicitation items, it is important to note that we also encourage and will consider any creative ideas for improvements or cost savings related to this transaction that may not be suggested in this document. Functional, technical, and economic solutions beyond the confines of this solicitation may also be considered and could contribute to the value your solution adds for our organization.

The responses should address all solicitation items. However, the University reserves the right to consider other ideas and solutions, or only a restricted subset of the configuration discussed in this document.

All optional arrangements should be described and priced separately. In addition to all items and questions in the Scope of Work in the prior section, all proposal responses must include:

1. The name, phone, fax number, and email address for the duly authorized agent submitting the proposal.
2. Full description of company, including experience, qualifications and executive leadership chart.
3. Documentation of any intent to use other company(ies) or private individual(s) as a subcontractor(s) for any part or the whole of the services offered in response to this RFP. Indiana University reserves the right to approve or reject any subcontracting agent or to reject proposals based on the use of subcontracted work.
4. Copies of all documents that could become part of a final Agreement arising from this process. A legal review of the Service Provider's proposed Agreement terms will be part of the criteria in evaluating the offer.
5. Describe your methodology for providing these services, how you organize your team, and how you ensure delivery of a quality product that meets expectations.
6. Describe the individual staff members in your company that would be assigned to this project.
7. Describe how you would break down this project into specific tasks with a timeline and assigned costs as described in this RFP's Scope of Work section.
8. Include all other things that would pertain to this type of product or service.

Costs

1. Provide base proposal for product and implementation.
2. Identify any other software or hardware products that are needed along with the base product that you provide.
3. Identify implementation and deployment service options and costs associated.

4. Identify training options available and costs associated with those options.
5. Please include 1, 3, and 5-year pricing options with two 1-year renewal options for each. Pricing should include all maintenance costs for the term of the agreement.
6. Indicate what price guarantees or caps are offered on annual maintenance and support, or any other component.
7. Specify the complete warranty terms and conditions for all products and services.
8. For all items, indicate the timeframe or expiration date for the price quoted. If prices are subject to change, indicate the pricing beyond the expiration date.
9. Attach a copy of all relevant terms and conditions, such as sample contracts, Service Level Agreements, etc.
10. We encourage submitting Service Providers to be creative and flexible in offering pricing, financing, or other options. Indicate any other terms, discounts, conditions, opportunities, or arrangements that may be of value and interest to IU.

Compliance Requirements

Data Privacy and Security

In the course of performing the activities that are the subject of this RFP, your organization and personnel may access, collect, receive, maintain, distribute, process, store, use, transmit, dispose of, and otherwise handle or be exposed to sensitive institutional data of Indiana University (hereafter, “data activities”), including but not limited to users, groups, departments, organizational information, names, phone numbers, titles, addresses, transcriptions, recordings, policies, documents, schedules, intellectual property, internal processes, other software systems, etc. The data may be in hard copy (paper) and/or electronic format.

1. Please describe the measures your organization and personnel will take to ensure that:
 - a. all data activities are performed in a sufficiently secure manner to protect against reasonably anticipated threats or hazards to the security or integrity of such data, and to prevent unauthorized access to or use of the data;
 - b. all data activities involving Indiana University (IU) institutional data are performed in accordance with all applicable laws and IU policies, as well as prevailing commercial best practices with regard to the type(s) of data

involved. These include but are not limited to:

- (i) The Safeguards Rule of the Financial Services Modernization Act of 1999 (Gramm-Leach-Bliley or GLB);
 - (ii) The Health Insurance Portability and Accountability Act (HIPAA) Privacy and Security Rules;
 - (iii) The Family Educational Rights and Privacy Act (FERPA);
 - (iv) The Payment Card Industry Data Security Standards (PCIDSS) Version 4.0 (or latest version);
 - (v) The Fair and Accurate Credit Transaction (FACT) Act of 2003 and amendments thereof;
 - (vi) Indiana University Information Technology Policy IT-12;
 - (vii) National Institute of Standards of Technology (NIST) standards found at <http://csrc.nist.gov/publications/PubsFIPS.html> and <http://csrc.nist.gov/publications/PubsByLR.html> applicable as identified by Indiana University;
 - (viii) General Data Protection Regulation (EU **GDPR**).
- c. you are able to detect and respond to security breaches that may expose IU institutional data to unauthorized access or use;
 - d. as applicable, you have a written program in place to identify, detect, and address warning signs of identity theft, pursuant to the FACT Act and corresponding "RedFlag Rules;"
 - e. you conduct regular internal security tests and/or audits including vulnerability scans, application security assessment scans and penetration tests conducted by personnel or contractors with appropriate expertise;
 - f. you are able to promptly discover and respond to publicly known software bugs or other security threats that may expose IU institutional data to risk of unauthorized access or use;
 - g. you retain, and can provide to IU on request, authentication and other relevant system logs for a minimum of 60-days to facilitate the investigation of security incidents;
 - h. in accordance with Indiana Code 4-1-10, your organization and personnel will not disclose to any third party any Social Security Numbers received or obtained from IU, except (i) as required by state or federal law or a valid court order or (ii) with prior written authorization from IU;
 - i. your organization will notify IU immediately in the event of a breach of your electronic or paper records systems that reasonably appears to have resulted in the disclosure or exposure of IU institutional data, and cooperate fully with IU's efforts to investigate the incident and to provide notice as appropriate to the individuals whose data was involved and to others as required by law or deemed appropriate by IU;
 - j. IU institutional data is only accessed and used for the purpose of performing the activities that are the subject of this RFP, and will not be used for targeted marketing purposes;

- k. IU institutional data is only accessed and used by those personnel within your organization, or approved subcontractors, who require access to perform activities that are the subject of this RFP;
 - l. IU institutional data will not be shared with any third party except as required by state or federal law or a valid court order, or with prior written consent from IU and the individual(s) whose personal records would be disclosed; and
 - m. your personnel and approved subcontractors understand, accept, and have received appropriate instruction regarding their obligations to handle IU institutional data with the proper security as described above, and all such personnel and subcontractors will have read, understood, accepted, and received appropriate instruction as to how to comply with, the data protection provisions reflected in this RFP and the ultimate agreement between your organization and IU.
- 2. Please provide a copy of all policies and procedures within your organization that relate to the measures described in #1 above.
 - 3. What procedures and safeguards are in place to ensure the return of University data, or provide permanent access to University data, even if the relationship terms.
 - 4. Please provide the name(s) and contact information for the person(s) responsible in your organization for electronic and paper records security.
 - 5. Please complete the worksheet titled Higher Education Cloud Vendor Assessment Tool Lite Version: <https://informationsecurity.iu.edu/protect-data/sharing-data.html> to provide details regarding your information management systems and practices. For more details on the Higher Education Cloud Vendor Assessment Tool (HECVAT), visit <https://library.educause.edu/resources/2020/4/higher-education-community-vendor-assessment-toolkit>

Accessibility

Please describe the measures your organization and personnel will take to ensure the following, with regard to accessibility.

Development

- 1. How do you ensure that the web applications you develop meet the Web Content Accessibility Guidelines 2.0 Level AA? Please describe and provide supporting evidence of the process you follow.

2. What percentage of your software development and QA testing team is focused on accessibility?

Testing & Issue Tracking

3. What accessibility testing do you perform for people with impairments? Please describe your testing process in detail.
4. Does your product undergo accessibility testing prior to each major release?
5. Do you use a third-party accessibility evaluation company to verify your accessibility compliance? If so, are you willing to provide a copy of your most recent evaluation report?
6. Which assistive technologies do you test with in order to evaluate access for people who are blind or visually impaired? Please describe and provide supporting evidence of your assistive technology testing process.
7. What is your policy and process for responding to issues tagged as accessibility errors for applications in development and production environments?
8. How do you track and prioritize accessibility issues?

Service Provider Internal Training

9. Do your developers and project managers receive or engage in accessibility training on a regular basis? Please describe the extent of such accessibility training.

Support

10. Do you have a designated accessibility representative to address issues or questions and provide oversight related to the accessibility of your product?
11. What methods do you use to inform customers of accessibility errors?