REQUEST FOR PROPOSALS
(RFP)

FOR

CUSTOMER SERVICE CALL MANAGEMENT PHONE SYSTEM

PROPOSALS DUE
WEDNESDAY, JULY 3, 2013
BY 5:00 PM

Send three (3) copies to:

Cary Kalscheuer, Assistant Director – Customer Care & Solutions
Azusa Light & Water
729 N. Azusa Ave.
Azusa, CA 91702

(626) 812-5207

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Customer Service Call Management Phone System

I. Purpose/Background

A. Purpose

The purpose of this Request for Proposal (RFP) is to acquire the services of a qualified vendor who will provide and install an inbound and outbound hosted call center solution using Voice Over Internet Protocol (VoIP) and softphones to serve the Azusa Light & Water (ALW) Customer Service Division.

Vendors responding to this request are expected to use the basic requirements outlined in this document as a guideline for the proposed solution. We are relying on you the vendor to use your vast knowledge and experience within the communications industry to provide the best and most fiscally responsible, scalable, reliable, and maintainable solution possible.

B. Company Background

ALW is an enterprise electric and water municipal utility of the City of Azusa, located at 729 North Azusa Avenue, Azusa, California. ALW provides electric and water service to all residents and businesses within the Azusa City limits and additionally provides water service to portions of Glendora, West Covina, Covina and Irwindale.

ALW receives approximately 4,000 – 6,000 phone calls per month, distributed amongst 17 on-site agents or Customer Service Representatives (CSR's)/Supervisors.

II. Timeline/Schedule

A. Following are key dates related to this RFP. ALW is committed to adhering to this schedule, but reserves the right to make modifications if necessary.

Release RFP	05/29/13
Vendor Questions Due	06/10/13
Response to Vendor Questions Due	06/20/13
Proposals Due @ 5:00 PM	07/03/13
Proposal Review	07/08/13 to 07/21/13
Vendor Selection/Staff Recommendation	07/22/13

III. Communications Regarding RFP

A. Proposal Response, Deadline and Delivery

Vendors shall provide 3 hard copies of the proposal to:

Cary Kalscheuer, Assistant Director – Customer Care & Solutions
Azusa Light & Water
729 N. Azusa Ave.
Azusa, CA 91702

Proposals must be received by 5:00 PM on Wednesday, July 3, 2013. All responses must be submitted following the format of this RFP. Any responses or portions of responses provided as an attachment to the RFP (except where requested) will not be considered and those responses will be marked as "No Response Provided".

Extensive marketing material and sales documentation are not required and will bear no weight in our evaluation. Limited sales and marketing literature may be used to provide clarity on specific items, as the vendor deems necessary.

B. Contacts

Upon release of this RFP all vendor communications concerning this solicitation shall be directed to the ALW contacts listed below:

Cary Kalscheuer, Assistant Director – Customer Care & Solutions
Azusa Light & Water
729 N. Azusa Ave.
Azusa, CA 91702

Phone: (626) 812-5207
E-mail: ckalscheuer@ci.azusa.ca.us

Alicia Holmes – Administrative Analyst
Azusa Light & Water
729 N. Azusa Ave.
Azusa, CA 91702

Phone: (626) 812-5127
E-mail: aholmes@ci.azusa.ca.us

C. Vendor Questions

Questions concerning the RFP must be submitted in writing (may be sent via e-mail) no later than 5:00 PM on Monday, June 10, 2013. A response to all questions relevant to the RFP process will be transmitted to all via e-mail by the Response Due Date.

D. Oral Communications

Any verbal discussions or oral statements regarding this RFP will not be binding on ALW; nor will they relieve the vendor of any obligations hereunder.

E. RFP Changes or Amendments

ALW reserves the right to change the schedule or issue amendments to the RFP at any time. ALW also reserves the right to cancel or reissue the RFP at any time. If any such amendments or cancellations occur, they will be posted on ALW's website and will be distributed to all vendors of record by email prior to the Response Due Date.

It is the responsibility of each vendor to monitor the website or to ensure that ALW has their correct business name and contact information on file. Proposing vendors must acknowledge and return a copy of all Addenda as part of their proposal.

F. Clarifications

ALW reserves the right to obtain clarification of any point in a vendor's proposal or to obtain additional information necessary to properly evaluate a proposal. Failure of a vendor to respond to a request for additional information or clarification may result in rejection of the vendor's proposal. ALW's retention of this right shall in no way reduce the responsibility of vendors to submit complete, accurate and clear proposals.

IV. General RFP Procedures

A. Incorporation of Proposal in the Final Agreement

The vendor's proposal, including all promises, warranties, commitments and representations made in vendor's proposal, shall be binding and incorporated by reference into ALW's agreement with the vendor, provided ALW agrees to contract for proposed services and equipment included in vendor's proposal.

B. Right of Selection/Rejection of Proposals

ALW reserves the right to select a proposal for telecommunications services and equipment through competitive negotiations. ALW reserves the exclusive right to select or reject any or all proposals for any reason, to waive any informality in the proposals received, and to waive minor deviations from the specifications. ALW's waiver of any informality or immaterial deviation shall in no way modify the RFP documents or excuse

the vendor from full compliance with the RFP requirements. Selection of a vendor shall not be construed as an award of a contract but as the commencement of contract drafting, discussions and negotiations. ALW may award a contract on the basis of information in addition to that received in a proposal. It is emphasized that all proposals should be complete and submitted with the most favorable financial terms.

ALW specifically reserves the right to reject the proposal of any vendor who submits false, incomplete, or unresponsive statements in its proposal.

C. Cost of Development of Proposals

All expenses incurred by vendors related to the proposal or the selection process will be borne by the vendor. No claim for reimbursement of time, material, or travel expenses shall be made by the vendor against ALW, regardless of the results of the selection process.

D. Vendor Prime Contractor Responsibility

If a vendor's proposal includes equipment, hardware, software, or services to be supplied by entities other than the proposing vendor, it is mandatory for the proposing vendor to act as prime contractor for the procurement of all products and services proposed to meet this RFP.

The vendor acting as the prime contractor must be the sole point of contact with regard to contract stipulations including payment of any and all charges resulting from the purchase of the proposed equipment, hardware, software, and/or services. The vendor acting as the prime contractor must take full responsibility for the demonstration, delivery, installation, and acceptance testing of the items proposed to be supplied by its subcontractor.

E. Period of Validity of Proposals

The vendor must certify that its proposal will remain in effect for 90 days after the proposal submission deadline.

F. Confidential and Proprietary Material

All materials received relative to this RFP will be kept confidential until the Utility Board agenda is posted to award contract to recommended vendor, at which time all materials received may be available to the public. ALW will attempt to protect legitimate trade secrets of any vendor. Examples of such information would be unpublished descriptions of proprietary aspects of the systems proposed. Any proprietary information contained in the proposal must be designated clearly and should be labeled with the words "Proprietary Information." Marking the entire proposal proprietary may result in the rejection of the proposal.

Vendors should be aware that ALW is required by law to make its records available for public inspection, with certain exceptions. It is ALW's belief that this legal obligation would not require the disclosure of proprietary, descriptive literature that contains valuable

designs, drawings, or documentation. However, the vendor, by submission of materials marked "Proprietary Information," acknowledges and agrees that ALW will have no obligation or liability to the vendor in the event that such information is released publicly.

G. Proposal Disposition

All materials submitted in response to this RFP shall become the property of ALW.

V. Scope of Services

A. Current Specifications

Azusa Light & Water (ALW) requests proposals for inbound and outbound hosted call center solution using Internet Protocol (IP) and softphones to serve our Customer Service Division.

The current PC Specs of CSR's are as follows:

HP 8200 Elite SFF Core i7-2600
3.40GHZ,
8GB memory,
1TB DVDRW,
Windows 7 Pro 64bit

In addition, each CSR has two computer monitors.

The current network specs for ALW Customer Service Division are as follows:

- Gigabit network to the desktop - Windows 7
- 25 Network nodes on private subnet
- Internet: 50Mbos (up/down) Fiber - Current utilization is under 25%
- Firewall: SSL-IPSec 3DES-AES VPN / VOIP Security / Bandwidth Management

The current Customer Information System (CIS) is enQuesta Version 4 by Systems & Software.

B. General Features and Functions Required

ALW is seeking proposals for hosted solutions offering the following general features and functions:

1. Automatic call distribution (ACD) and Skills Based Routing
2. Interactive Voice Response (IVR)
3. Automated Attendant
4. Computer Telephony Integration (CTI) with scripting to display customer records
5. Voice Recording – with control settings

6. Voicemail
7. Call Back Messaging
8. Call transfer capabilities
9. CSR status display (busy, available, away)
10. Supervisor controls
11. Surveys
12. Reporting features in real time, scheduled, and customizable
13. Security and Reliability

C. Main Features and Functions to be Provided

1. Automated Call Distribution (ACD)

Describe how the vendor's ACD solution addresses each of the features below:

a) Describe how the ACD solution provides for the ability to have Skills-Based call Routing.
b) Describe the number of skills that can be assigned per CSR.
c) Describe how a call can be rerouted if a CSR does not pick-up the call.
d) Describe how many CSR's can be logged into the system simultaneously.
e) Describe the Administration and Supervision functions of your ACD features, including administering CSR login ID's.
f) Describe if and how CSR's can automatically be made available/unavailable immediately after each call.
g) Identify the procedures for transferring a call outside of the ACD.
h) Describe the capability to handle multiple ACD Calls.
i) Describe the capabilities for supervisors to monitor and observe CSR's by CSR ID, and join calls to talk, listen or monitor the entire customer experience.
j) Describe any other capabilities of the solution that would be of interest.

2. IVR Capability

a) Describe, in detail, the vendor's IVR solution.
b) Is it an open system that can be integrated with other vendors' equipment? If yes, list the systems with which the vendor's IVR can integrate.
c) Does vendor support standard interfaces to other IVR vendor switching systems? If yes, list the standards supported by vendor.
d) Describe the total capacity of the vendor's IVR solution including self-service functionality.
e) Describe the telephony interface hardware.
f) Does the hardware support industry standards or is it proprietary in nature? Please explain.
g) Describe the capabilities to administer the IVR system remotely.

h) Describe the IVR management tool and the skill set required to utilize the tool.
i) Describe and provide screen captures to illustrate this interface.
j) Describe any other IVR capabilities of the vendor's solutions.

3. Automated Attendant

a) Describe how the Automated Attendant provides single digit menu choice and the layers of depth to callers for automatic transfer.
b) Describe how the Automated Attendant supports automatic time of day, day of week, and holiday greeting changes.
c) Describe how the administrator can customize all Automated Attendant prompts, including offering callers a choice of language in which to hear the prompts.
d) The system must support multilingual prompts for which the system can offer users and callers a choice of languages. Describe this feature and list available languages.
e) Describe the voice prompting options such as professional voices versus in-house options for recording voice prompts.
f) Describe the options for "music on hold" as well as the vendor's ability to include ALW messages.
g) Describe any other Automated Attendant capabilities of the vendor's solutions.

4. Computer Telephony Integration (CTI)

a) Describe your CTI link features and capabilities.
b) Does your CTI solution integrate with CIS databases (Oracle is used by enQuesta CIS)?
    i. What are the database access methods?
    ii. Can the vendor provide a database solution in the event there is no integrated database of record, e.g. upload files with limited data from customer record?
c) Describe how your system can be configured to provide customer account information to CSR's when phone call is answered.
d) Describe how your system can be configured to provide customer record information, such as balance due, to customers.
e) Describe the vendor's ability to provide text-to-speech and speech recognition applications.
f) Does your system time stamp customer record with call date/time, and by CSR?

5. Voice Recording

   a) Describe the ability for supervisors to record CSR conversations, store those recordings and use a browser-based tool to retrieve and listen to the conversation at a later time.
   b) Describe ability of CSR's to record malicious conversations.
   c) Does your system provide ways to categorize the types of calls being recorded?
   d) What equipment, if any, is required to record calls?
   e) Are call recordings stored on the network? For how long? How are these recording accessed?
   f) Describe administrative tools and controls to record CSR conversations and settings to record conversations automatically and manually.

6. Voicemail

   a) Describe the queuing options that allow callers to be provided options such as leave a message on a voicemail or remain in queue for a live agent.
   b) Describe how voicemail messages are routed, or accessed by CSR's.
   c) Are voicemail messages stored based on subject matter?

7. Callback Messaging

   a) Describe the ability to provide callers with queue positions and current wait times.
   b) Describe the ability to give callers the option of leaving a message requesting to be contacted later, as opposed to waiting in queue for a live CSR.
   c) Describe the method that will launch a call to an available CSR to deliver the call back message with the specified time and telephone number.
   d) Describe the method used to launch the callback to the customer.
   e) Describe the ability to distribute callback messages to available CSR's.
   f) Describe the ability to receive messages after normal operating hours and route callback messages at start of business.
   g) Describe any other callback capabilities of the vendor's solutions.

8. Call Transfer and Other Capabilities

   a) Describe how the vendor's system performs the following softphone capabilities:
      i. Transfer
      ii. Conference
      iii. Speed dial
   b) Describe how information flows if the contact needs to be transferred to another CSR (customer information with the contact type).

c) Describe how contact information is preserved during transfers when transfers are made across systems and disparate telephone networks
d) Describe how the system can avoid hard phone and softphone synchronization issues.
e) Describe the ability for multiple calls to be taken by a representative, such as call center and direct extension calls.
f) Describe any other softphone capabilities of the vendor's solutions.
g) Describe ability to reroute after hours calls to one or more cell phones.
h) Describe how the vendor's system supports time of day routing.

9. <u>CSR Status Display / Workforce Optimization</u>

a) Describe how your system displays status of CSR's, on call, available, away from desk. Provide screenshots of CSR status displays.
b) Does vendor system provide any forecasting ability to plan the staffing levels to accommodate projected call volumes?

10. <u>Supervisor Controls</u>

a) Describe the administrative and supervisor control features of your phone system, including controls for ACD call routing, supervisory and reporting functions, telephony features, and any additional call center applications such as call recording, and CTI.
b) Describe how the solution can be administered from a centralized point, or remotely.
c) Describe any other administrative tool capabilities of the vendor's solutions.
d) Provide screen shots of the administrative tool.

11. <u>Surveys</u>

a) Describe any customer service survey tools offered by vendor's system to gain customer feedback on the quality of customer service provided by CSR's.
b) Does the survey tool provide skip logic based on the responder's answers?
c) Does the application provide feedback to the CSR's, as well as the managers?
d) Are the responders' comments transcribed?
e) How long is the data stored?
f) Describe key metrics reported by your survey tool?
g) What security permission levels can be customized with the survey tool?
h) Provide screen shots of the survey tool.

12. Reporting Features

a) List and describe all reporting capabilities of system to generate scheduled reports, customizable reports, and real time reports.
b) Describe any analytics used to evaluate historical trends and make forecasts.
c) Provide a sample of standard reports.
d) Can the reports be exported in different file formats, and if so, which formats?
e) How many standard reports are included in the reporting solution?
f) Describe any other reporting capabilities of the vendor's solutions.
g) Provide screen shots of the reporting tool.

13. Security and Reliability

Describe the security features of the proposed solutions. Describe the vendor's overall Business Continuity and Disaster Recovery process.

a) Does the vendor have multiple sites to ensure uptime in case of an individual outage?
b) Does the vendor use redundant power sources at the hosting facility?
c) Does the vendor use redundant IP network solutions at the hosting facility?
d) Does the vendor use redundant phone line sources at the hosting facility?
e) Does the vendor have its equipment on backup battery power sources, in addition to generator power, in the event of a commercial power failure?
f) Is your Network Operations Center (NOC) manned 24 hours per day or staffed via page out?
g) Describe the vendor's disaster recovery and failover processes. How frequently are these processes tested or updated?
h) Describe the ability to assure phone call delivery.
i) Explain your process for restoration of a failed hardware component in your telecom, IP and application network
j) Describe how the vendor's solution affects the clients' IT/Telecomm infrastructure.
k) Describe any physical security for the proposed solutions.

Describe vendor reliability guarantees and related SLA terms and conditions. Address the following issues:

a) Can vendor provide a solution which is available 99.99% of the time per month and is vendor willing to agree to contractual obligations and financial penalties for under performance?
b) What is your mean time to repair for priority 1 trouble tickets?

VI. Proposal Format

This section outlines the format of vendor proposals to be submitted to ALW in response to this RFP. Please be sure to structure your proposal to include the following elements.

SECTION 1

Letter of Introduction

The letter of introduction should introduced your company and summarize your proposal to ALW, including your qualifications and price proposal. This letter should include your project manager's name and contact information.

SECTION 2

Vendor Information and Qualifications

State the length of time your company has been in business. Provide a brief business history and structure of your organization, including manufacturing background. Describe the vendor's expertise and experience in providing cloud-based phone systems to municipal utility customer service divisions.

1. Vendor Background Information

2. Manufacturer Background Information

SECTION 3

Proposed System and Services

1. System Overview and Summary of Proposed Solution

   Provide a summary of the proposed solution and describe in detail the vendor's product offering. Include an overview of the hardware, software, architecture and design, cloud environment, processes, management, implementation and support of the proposed solution to meet the requirements as described in this RFP. Include any additional functionality offered by the vendor that is not a requirement of this RFP.

   Please include the following:

   a) Provide a description of the cloud-based call center or phone system environment.
   b) How the vendor's system accepts incoming calls currently routed through ALW's PBX.
   c) Describe the vendor's method for assuring Telephony Quality of Service (QoS).

d) Describe vendor's service level guarantees that Vendor is willing to put into a SLA; include specific commitments or statements.
e) Describe the vendor's standard process and timeline for any new system implementation.
f) Describe and provide a copy of the vendor's training material, for administrators and end users.
g) Please provide illustrations of your proposed platform with detailed information regarding hardware and software requirements. Include any onsite configuration changes that would be essential for a successful implementation of managed solution including client software installations, servers, IVR, Automated Attendant, databases, PBX, etc.
h) Describe how many Customer Service Representatives (CSR's) can reasonably use the system at one time without any call quality degradation given ALW's network specifications and internet service level.
i) Provide the number of servers that would be required and any additional hardware/servers and software that might be required to store recorded calls.
j) Provide the topology of the proposed system, including all hardware, showing PSTN connectivity, LAN connectivity, and transport.

2. System Requirements

Provide a description of all information detailed in Section V. Scope of Services C. Main Features and Functions to be Provided, within this portion of your response, to the extent that your proposed system or services can deliver the desired features and functions. Supply any required supplemental information and documentation for any exceptions.

SECTION 4

Project Plan/Schedule/Implementation Requirements

This section asks for your project approach and a description of the steps included to plan, implement, train, and provide service and support to ensure a successful project. Please provide proposed project schedule as part of this section in Gantt Chart format using weeks as time frame increment.

SECTION 5

Contracts / Agreements

Submit a copy of any proposed purchase agreements, software license agreements, or maintenance contracts in this section. The selected vendor will be required to execute a professional services agreement (PSA) with ALW. A copy of a sample PSA is included with this RFP for vendor review. Should there be any comments or concerns please note them in this section. Inability to adhere to any portion of the PSA could result in rejection of the proposal.

SECTION 6

Pricing and Cost Proposal

Provide an itemized list with per item pricing for the installed cost of each component proposed to be installed. The total system price must include all charges (installation, hardware, software, and training) related to providing the system.

1. Describe the costing model structure for your solution. Is your pricing structure transaction based, licensed by the agent, or some other format?
2. As volumes increase it is expected that the costing model would decrease in price (i.e. by transaction or per seat price). Describe price point reductions for higher call volumes.
3. Describe the pricing for usage charges.
4. Describe the 'base' system that is included in the costing model as well as pricing for additional functionality that is not included in the 'base' system.
5. Identify how supervisor and manager positions are built into the costing model.

SECTION 7

References and Other Attachments

Use this section to provide at least five (5) references for your services. References should be for system deployments where your company provided similar services to preferably similar sized or larger utilities.

Use this section to also provide any pre-printed materials such as brochures, foldouts for charts, tables, spreadsheets, and diagrams to help illustrate various aspects of the services you are proposing to provide.

VII. Evaluation

ALW will initially check the proposals to validate all information required to conform to this RFP is included with your proposal. Absence of required information may be cause for rejection. ALW will evaluate the proposals for performance requirements compliance and technical merit. ALW will then select a preferred vendor and enter into contract negotiations. ALW may request additional information or hold additional meetings with the vendors, post-proposal presentations are not guaranteed.

A contract shall be awarded to the most responsible and responsive vendor based upon, but not limited to the following criteria:

1. The quality of the system(s) proposed, conformity with technical specifications, ease of operation, and ease of administration.
2. The ability, capacity and skill of the vendor to provide the goods and services required, including the character, integrity, reputation, judgment, experience and efficiency of the vendor.
3. The capital (purchase) cost and life cycle costs for all products and services considered or proposed.
4. Training, maintenance and ongoing servicing issues.

5. Additional system functions or capabilities beyond the specified requirements but pertinent to ALW's use of the system.
6. Services provided to similar size municipal utilities, in addition to their satisfaction with your product and support services.

VIII. Proposal Approval and Agreement Execution

The selected vendor will be required to enter into a professional services agreement with ALW which incorporates by reference the negotiated scope of work and payment schedule. The following summarizes the "anticipated" approval process and requirements for issuance of notice to proceed:

1. Utility Board/City Council Approval

   The award of the contract for this RFP is subject to the approval of the Utility Board/City Council. The Utility Board/City Council may reject any and all proposals or may waive irregularities or informalities in any proposal if it is in the public's best interest.

2. Vendor to Obtain Insurance

   The selected vendor shall provide to ALW the worker's compensation, comprehensive general and automobile liability, and the professional liability insurance coverage's, endorsements and certifications specified in the attached sample agreement.

3. Vendor to Execute Contract

   The contract agreement shall be signed by the vendor in triplicate and three originals shall be returned together with the insurance within 15 calendar days from the date of receipt of notice of award. No contract shall be binding upon the City until completely executed by the vendor and the City and approved by the City Attorney. Failure to execute the contract agreement and file acceptable insurance within the time limit may be just cause for annulment of the award.

4. Purchase Order and Notice to Proceed

   Following receipt by ALW of executed agreement and insurance documents, City of Azusa will issue a Purchase Order and Notice to Proceed to the vendor, and return a signed contract. These documents will provide final approval and authorization for vendor to commence work.