



Federal Trade Commission
FIRST AMENDED CRC SOW
Consumer Response Center



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Note: Part C.1 through C.4 of the CIS SOW apply to this document as well.

OPT1.1 GENERAL INFORMATION

OPT1.1.1 Introduction

The FTC seeks to establish a contractor-provided multi-channel contact center to support the operation of the programs described in Section OPT1.1.2 of this Statement of Work (SOW). The contractor shall also gather, process, and update consumer complaint information via web-based forms, and provide FTC consumer education materials to the public. The contractor shall furnish the necessary facilities, personnel, equipment, supplies, and services to meet the requirements described in this SOW. The contractor shall perform all technical and management functions, as described in this SOW, to plan, design, implement, operate, and manage the contact center and associated services to meet the needs of the Government. When requested, the contractor shall expand the services to support new requirements, and/or provide any special project support needed to analyze, plan, design, implement, operate and manage special customer support services that may be needed to meet the evolving needs of the Government. This includes supporting FTC by rerouting some or all of work volume of one or more programs from the contractor operated center to FTC's Consumer Response Center (CRC) when necessary or requested. The contractor-provided contact center and its support staff shall be located within the contiguous 48 states.

OPT1.1.2 Background

The Federal Trade Commission (FTC), through its Bureau of Consumer Protection (BCP), is responsible for enforcing a number of statutes enacted to protect consumers against unfair, deceptive, or fraudulent business practices. BCP also has responsibilities pursuant to specific statutes dealing with other consumer matters involving credit, debt and identity theft. In order to fulfill these obligations, BCP operates the CRC. The CRC accepts contacts from consumer via the telephone, the Internet and the mail. Another service performed by the CRC is providing educational publications for consumers, businesses and other organizations. For additional background information about the CRC, see Section C.1.2.4.3.1.

In FY 2006, the FTC responded via two toll-free telephone numbers, 1-877-ID-THEFT and 1-877-FTC-HELP, along with a dedicated project line for the United States Postal Inspection Service (USPIS), to approximately 1.4 million telephone calls, 250,000 Internet contacts, 25,000 letters and other written correspondence, and distributed more than 290,000 copies of hardcopy educational material (see Technical Exhibit 1).



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OPT1.1.3 Objectives

Through this task, the FTC expects to achieve the following objectives:

- a. Provide the American public with easily accessible points of contact with consistent, timely, and professional management of contacts, with responses to their inquiries via their preferred method of communication.
- b. Provide increased capability to measure and control the delivery of information services to meet the evolving needs of the Agency's mission to serve consumers.
- c. Gain, sustain access and deploy state-of-the-art technology that is scalable to meet current and future program requirements.
- d. Control information dissemination costs.

OPT1.2 QUALITY ASSURANCE

OPT1.2.1 Service Monitoring and Calibration

The Contractor shall provide on-site and remote service monitoring and performance analysis to support planning and operation of the contact center. The Contractor shall develop a comprehensive service monitoring plan, including, but not limited to, the following components:

Monitoring processes – The Contractor shall develop and implement a continuous performance monitoring program to ensure that ISs (Information Specialists) are performing in accordance with the performance standards defined by the Government for all communications channels. The Contractor shall devise methods for: capturing time, date, application name, and comments for the contacts monitored; tracking and trending by IS, supervisor, manager, and application; reporting for training need, individual and operational performance issues, and hiring considerations; and communicating monitoring results to ISs and other operational areas within the contact center to ensure continual performance and process improvement.

Monitoring system – The Contractor shall utilize an automated contact monitoring and recording system with remote access. The call monitoring system should include both voice and data capabilities. The Government will remotely monitor the Contractor's ISs at anytime without pre-arrangement. The Contractor shall provide to the Government the means to monitor ISs remotely. The Government shall be able to have 10 concurrent monitoring sessions from the FTC's choice of locations utilizing the Agency's network. The Government will provide input to the Contractor concerning remotely monitored contacts.

Calibration – The Contractor shall ensure all its quality professionals define and perceive customer interactions in the same way. Calibrated quality professionals shall monitor each full time IS assigned to specific programs a mutually agreed upon number of times and shall prorate monitoring sessions for part time employees so that they receive the same level of monitoring as do full-time employees. For each IS, quality professionals shall schedule monitoring sessions at various times of the day and various days of the week to ensure a fair representation of IS performance (e.g., monitoring back-to-back calls for a single IS would not be acceptable). The Contractor and the Government will



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mutually agree upon the criterion for calibration. Upon award, the Government and The Contractor shall schedule and conduct calibration sessions to reach the acceptable criterion for calibration. The Government and the Contractor will conduct calibration sessions on an ongoing basis at least once every two (2) weeks thereafter.

Continual process improvement - To improve operations, the Contractor shall develop and implement action plans based on analysis of monitoring results. These plans shall be available to the Government for review upon request. In addition, evaluations conducted by quality professionals shall be available to the Government both in an individual and an approved consolidated report format. The Government requires that the Contractor documents in detail the data, results, conclusions, recommendations, action plans, and improvement priorities identified as a result of quality monitoring.

Caller notification – The Contractor shall ensure legal and regulatory compliance concerning notification and consent when monitoring calls for quality purposes.

Compliance – The Contractor shall verify that call monitoring complies with all applicable Federal, State, and local laws and statutes.

The Government will work closely with the Contractor to determine which customer calls shall be recorded for monitoring purposes.

OPT1.2.2 Performance Evaluation Meetings

The contractor's personnel responsible for quality for each type of interaction supported (e.g., telephone, email) shall participate in calibration sessions with the Government and share the results of these sessions with contractor's quality professionals to ensure that they all define and perceive customer interactions in the same manner as the Government. For the initial 3 months immediately following the completion of transition activities, the contractor shall participate in weekly calibration sessions for each type of interaction and program supported. As the contractor gains more experience in responding to specific inquiries, the Government may reduce the frequency of the calibration sessions. Calibration sessions for telephone interactions may be separate from sessions for written inquiries. The contractor's quality professionals shall monitor each full time Consumer Information Specialist a minimum of 2 times a week for each type of interaction supported and shall prorate the monitoring sessions for part time Information Specialists so that they receive the same level of monitoring as do full time employees. The contractor may request a meeting with the contracting officer when he or she believes such a meeting is necessary. The contract manager and the contracting officer shall sign the minutes or provide in writing their nonconcurrency within five (5) calendar days following receipt of the minutes.

OPT1.2.3 Quality Improvement Program

The Contractor shall develop, implement, and manage a Quality Improvement Plan that incorporates customer-focused initiatives into the contact center solution, including, but not limited to:



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Compliment and complaint management – The Contractor shall have an automated Compliment and Complaint Management process to capture customer service information regarding areas of service issues and customer need. The Contractor shall compile and analyze such data, identifying market opportunities or opportunities for improvement where appropriate, and reporting such information to the Government on a monthly basis.

Employee suggestions – The Contractor shall conduct regular surveys to collect ideas from ISs for improving customer satisfaction. This input shall be provided to the Government on a monthly basis. The Government will use this information in their efforts to improve customer satisfaction. For those areas related to the Contractor's performance, the Contractor shall develop and implement action plans to continually improve customer satisfaction and shall make these plans available to the Government upon request.

External operational assessments – The Contractor shall permit the Government, and/or a Government authorized third party, to conduct, at the Government's expense, operational assessments of the Contractors operations to determine the quality of service delivery, the quality of IS system performance, and the efficiencies of the operations. Operational assessment includes a validation and an audit of the contact center. It may include organizational and training assessments as well as other task-related activities performed by the Contractor. The purpose of these assessments is to gain information concerning the operation, identify opportunities to support improvements of contact center operations, and opportunities for the Government to support the Contractor. The Contractor shall cooperate fully in any such review, provide the Government (or designated third party) with information, and explain the Contractor's procedures and operations to the Government, if necessary. The Government will provide the Contractor feedback on the results of any operational assessments. The Government and Contractor shall identify high-priority recommendations, and cooperate to develop and implement action plans that target high-priority improvements.

OPT1.2.4 Remote Access to Contractor Systems

For quality monitoring, audit, and program management purposes, the contractor shall provide remote access to its inquiry processing systems, knowledgebase, contact management, and quality monitoring systems to up to 10 authorized government personnel designated by the COTR. This includes the provision of all necessary hardware and software to enable the access of the contractor systems

OPT1.3 Specific Tasks

OPT1.3.1 Spanish Language Availability

In each task set forth in the SOW in which the contractor's system shall communicate with consumers, the contractor shall provide for a Spanish language alternative for such communications.



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OPT1.3.2 Task One: Develop Web-Based Communications System

The Contractor shall develop and provide a system by which consumer complaint information may be collected and a system for providing hosted FAQ services to consumers.

OPT1.3.2.1 Sub Task 1.1 Develop a Web-Based Method to Collect Consumer Complaints

The contractor shall develop a web based method to gather consumer complaints. This mechanism shall use best web practices (i.e., capable of being used by a person with basic computer skills, minimal skills in using the Internet, and basic data entry skills). Consumers shall be able to edit and/or confirm information they enter (i.e., presented with a review screen before final submission). The system will also be designed to eliminate duplicate or incomplete submissions, with special attention paid to avoiding mass mailings.

The system shall provide consumers with a privacy notice (or a link thereto) and/or other disclosures (e.g., Paperwork Reduction Act Statement) prescribed by the FTC before the system collects the information from consumers. These notices and disclosures may be changed at least quarterly. These transactions shall be secured using industry standard techniques such as Secure Sockets Layer (SSL), and use certificates.

OPT1.3.2.2 Accessible through specific websites

The contractor shall make the complaint forms accessible through links on the following FTC furnished websites: www.ftc.gov, www.ftc.gov/espanol, www.consumer.gov/idtheft, www.consumer.gov/sentinel, www.econsumer.gov, and www.consumer.gov/military.

OPT1.3.2.3 Multiple Languages

For use on the econsumer.gov website, the Contractor shall provide a system capable of gathering information from consumers in the following languages (in addition to Spanish): French, German, Japanese, and Polish.

The FTC annually may add two (2) new translations of its complaint form used on econsumer.gov. In the alternative, the Contractor may suggest a method to translate the English language econsumer.gov complaint form “on the fly” into multiple languages using software applications.

OPT 1.3.2.4 SpellCheck

The system shall provide a spellcheck option when a user or consumer may enter free text in a “comment” field.



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OPT1.3.2.5 Auto-completion of values

The system shall automatically populate the city, county, state, and country (i.e., USA) fields based on entry of a valid five (5) or nine (9) digit U.S. zip code. Consumers shall have the option to manually insert data in the city, county, state, and country fields.

OPT1.3.2.6 Populate state/province based on country selection

When a consumer does not provide a valid U.S. zip code, the system shall prompt consumers to select country first. The state/province values shall be generated based on the country selected. Country should default to U.S.A.

OPT1.3.2.7 Printable confirmation screen

Upon successful submission of a record, the system shall provide the consumer with a confirmation screen that contains the complete and accurate submitted data. The confirmation screen shall be in a printable format (i.e., no margin adjustments necessary given 1 inch top and bottom margins, and 1.25 inch left and right margins). Automatically processed complaint confirmation screens shall contain a unique system generated identification number (“reference number”).

OPT1.3.2.8 Data element validation and cleansing to improve data quality

Other than stated in this section, as a policy, the FTC does not alter consumer data upon entry. To improve the quality of the data, the contractor shall employ data element validation where feasible (e.g., email address has “@” symbol and at least one period in the domain, valid US five and nine digit zip code formats, WWW URL’s shall have a valid domain, ten digit telephone numbers where U.S. or Canada are selected, etc.). If the data cannot be validated, an error message on the review screen shall indicate such to consumers (e.g., “email does not have “@” symbol”). The consumer shall be permitted to enter only validated data.

Also, the system shall apply uniform formatting (e.g., U.S. and Canada telephone numbers shall be formatted as XXX-XXX-XXXX, where X is a numeric value). Likewise, upon presentation of the review screen, addresses shall conform to USPS standards for abbreviations, street suffixes and secondary unit designators (USPS compliant address hygiene software can be used for this).

OPT1.3.2.9 Elimination of duplicate records

The contractor shall assure the exclusion of all record duplicates submitted within a twenty-four (24) hour period via the web based mechanism.

OPT1.3.2.10 Prevent Automated Submission of Complaints

The contractor shall provide a mechanism to prohibit the automated submission of multiple or duplicate complaints emanating from the same IP address. The mechanism



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for doing this must conform to the FTC's Privacy Policy (e.g., cannot use persistent cookies or other tracking mechanisms) and Section 508 of the Rehabilitation Act of 1973, (i.e., cannot use characters displayed in a computer-generated image).

OPT1.3.2.11 Record Processing

The Contractor shall develop and provide a mechanism that will automatically load IDT and E-Consumer complaints that are submitted using the web based forms, into the database. These complaints shall immediately receive a reference number. Further, the contractor shall develop and provide a mechanism to temporarily stop automatic loading of these complaints for error correction or special action. Records that are not automatically loaded shall be handled by CRC Call Center or FTC Staff for approval.

For all other web based complaints that are not automatically loaded into the database, the system shall allow call center counselors or FTC staff to review and modify the records, and transfer them to the database. Each record shall contain the user ID of the user who transferred it to the database, in addition to any other minimum system generated data.

FTC users also shall be able to delete web based consumer records. The deleted records shall be retained in the system (but not entered into the database) for thirty (30) days, at which time they shall be purged. During this time, an administrator may retrieve the deleted record, modify it and transfer it to the database. Deleted records shall contain the user ID of the user who deleted the record and the date deleted.

OPT1.3.2.12 Responding to Web-Based Complaints

The Contractor shall respond to web based consumer complaints in accordance with business rules, guidelines, and performance parameters specified by the Government. The Contractor shall respond to these contacts within a designated time frame as specified by the Government.

These shall be generated from preformatted responses provided by the government. Occasionally the Contractor may be called upon to customize a response for unique contacts. These will be created following guidelines specified by the Government. Nearly all of the responses will be done by means of electronic mail.

OPT1.3.2.13 Web Based Entry of Consumer Data by FTC and Law Enforcement

The contractor shall develop and provide a system that provides for entry of consumer data by the FTC and law enforcement users. The FTC will have more fields for data entry than law enforcement users. The data entry mechanism shall have the attributes as stated in section C.5.11 for the web based collection of data from consumers.

Each record shall be immediately inserted into the database, and a reference number shall be generated immediately thereafter. Each record shall contain the user ID, the user's organization code, and the date and time that it was loaded into the database.



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OPT1.3.2.14 Update records

FTC staff and law enforcement shall be able to update certain records. The capacity to update records shall be limited by user group and business rule. An updated record shall contain the date(s) and time(s) that it was modified, the data field(s) that were modified, the previous value(s) of modified data fields, and the user(s) who modified the record.

OPT1.3.2.15 Sub Task 1.2 Develop a Hosted FAQ Service (Optional)

As an option, the FTC may request that the Contractor provide a secure, highly available, and scalable hosted solution to enable visitors to subscribing Government websites to access answers to FAQs on a 24 x 7 basis. This option shall be priced separately. The service must provide the following:

Availability/Reliability/Scalability/Interoperability

- Is available 24x7
- Is scalable
- Is open to web services

Security Safeguards

- Provides adequate protection to ensure confidentiality and integrity of the information transmitted
- Provides adequate security and access control to prevent unauthorized access to information and systems
- Meets OMB Circular A-130, Security Certification and Accreditation requirements

End-User Interfaces

- Is compliant with Section 508 of the Rehabilitation Act Amendments of 1998 (see Section H.16)
- Is user friendly and intuitive
- Is easily configurable to match a website's look and feel
- Has the capability for a user to submit a contact to either the Contractor or the subscribing agency for response.
- Is capable of reviewing previously asked questions and status of questions and relevant responses.
- Provides multiple navigation methods and help for navigation to assist users in finding answers easily.
- Allows both browse and search of FAQs answers from a single or multiple knowledge bases by subject and response categories with results automatically ranked by relevancy, usefulness, or other appropriate methods selected by the Government.



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- Supports multiple languages.
- Has the capability to collect user feedback on the effectiveness and usefulness of the service
- Has the capability of accessing or integrating with the knowledge base
- Allows user to set and save preferences such as search settings, e-mail contact for replies, etc.
- Includes a tab method to allow user to ask an additional question while on an FAQ answer screen
- Can be set to require user to look at existing FAQs before submitting a new question
- Allows user to subscribe to specific FAQs and to be automatically notified of updates
- The system should be capable of accommodating multiple browsers, including the current versions of MS Internet Explorer, Firefox, and Netscape.

Interfaces for Information Specialists, Knowledge Manager, and Administrators

- Is compliant with Section 508 of the Rehabilitation Act Amendments of 1998.
- Is user friendly and intuitive
- Is easily configurable.
- Has the capability to compile, report, and track user feedback and customer satisfaction
- Can route user contacts to government and/or contractor regardless of their physical location for response.
- Has the capability to track the status and review of questions
- Is capable of searching and browsing FAQ answers from multiple knowledge bases by subject and response categories with results automatically ranked by relevancy, usefulness, or other appropriate methods selected by the Government.
- Supports multiple languages.
- Has the capability of accessing or integrating with the knowledge base
- Has the capability to group two or more FAQ databases
- Includes help files that explain system functions

Administration and Notification

- Provides both remote and onsite access to authorized personnel to all administrative functions, as appropriate
- Allows information in the FAQ knowledge base to be posted and/or modified in real time
- Allows government and/or contractor personnel to review and/or respond to user contacts in real time



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- Can notify knowledge managers by e-mail about expiring or outdated content, based on previously specified review dates
- Can notify end users of question or topical category updates

Content Management

Knowledge Base(s)

- Stores each FAQ and its corresponding answer as a separate record with an unique ID number
- Has a provision for each FAQ to be tagged with meta-data, which might include subject keywords, ownership, last updated date, expiration date, and other information
- Allows content managers to automate content management tasks, which might include reviewing, archiving, and purging
- Can leverage data in existing pages or files and work with existing applications through data-mining to avoid the necessity of reentering existing data

Response Management

- Includes an automated query acknowledgement mechanism with a choice of customizable response messages
- Provides automated, customizable standard text response elements (opening headers, closing statements, “boilerplate” language) for constructing replies or new FAQ answers
- Allows FAQ answers to be forwarded to government and/or contractor personnel whether inside or outside the system
- Has a provision for sending internal notes, instructions and attachments before a response is sent

Management and Reports

- Reports can be accessed via the web and/or e-mail
- Reports can be created on a scheduled or on-demand basis
- Authorization to view reports can be limited through an access control system
- A wide range of metrics can be recorded and displayed, including, but not limited to:
 - support staff and administrator performance and productivity; knowledge base usage; query completion time; user satisfaction
- Offers preformatted reports, as well as reports that can be customized for a variety of management purposes, i.e. sorting by state, sorting by Information Specialist, content area, etc.
- Has the flexibility to allow selected individual FAQs to be counted in separate statistics reports, if required



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- Is able to consolidate queries that are essentially the same (Credit reporting agency/credit bureau) for measuring purposes

Data Sharing

- Capability of sharing FAQ answers with other automated and customer support services
- Output is in Extensible Markup Language (XIVIL) code to maximize data sharing with other systems
- Can interface with existing and possible future systems (including wireless, voice activated, etc.)

OPT1.3.2.14.1 FAQ Guidelines

In developing the hosted FAQ service, the Contractor shall comply with the following guidelines:

All answers to FAQ prepared by the Contractor shall be self contained and written in easy to read and understand language;

All acronyms/abbreviations used and associated descriptions must be included within each answer;

URLs in all FAQ answers shall be written out in answer text (not embedded);

Limit screen to 1 per answer (break content into usable chunks);

Link to other answers rather than refer to a number or position on the page;

Include date of last update with each answer; and

Include an identification number for each FAQ.

OPT1.3.2.15.2 Hyperlink Testing Capability on Hosted FAQ Service

The Hosted FAQ Service shall have the capability to automatically test hyperlinks contained in answers to FAQ and generate reports to enable the contractor to identify links that are no longer valid and to take corrective actions.

OPT1.3.3 Task Two: Develop and Support the Contact Center Operations

The Contractor shall develop and supply a contact center capable of performing the activities described below, within the parameters described.

OPT1.3.3.1 Sub Task 2.1 Telecommunications Services to be provided

The contractor shall provide and pay for the required local exchange carrier (LEC) and Internet access services to meet task requirements. The contractor shall also be responsible for network design, network termination equipment, and service coordination.

OPT1.3.3.1.2 Dedicated Transmission Service



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Dedicated transmission services between contractor facilities if there are multiple contractor facilities, between contractor facilities and the Federal Trade Commission, and between contractor facilities and the Federal Trade Commission's database manager for access to the Consumer Information System shall be provided by the contractor. The contractor shall provide all termination equipment, including data encryption devices, needed to terminate the circuit. Data encryption devices provided by the contractor shall meet the standard set forth in OMB Circular 06-66.

OPT1.3.3.2 Sub Task 2.2 Facilities to be Provided

The contractor shall provide all facilities required to support the requirements identified in this SOW. All facilities provided must be located within the contiguous 48 States. The contractor shall designate at no additional cost to the Government a non-exclusive space for an authorized Government representative to work when onsite. The space shall include enclosed office space and workstation, computer and Internet access, telephone and modem lines, administrative support and services, and security. Transitory Government personnel shall be provided workspace if available.

OPT1.3.3.3 Sub Task 2.3 Spanish Language Inquiries

The Government anticipates that up to fifteen percent (15%) of the telephone and email inquiries will be in Spanish. The contractor shall provide sufficient Information Specialists, supervisors, and quality assurance personnel who are proficient in English and Spanish (orally, in writing, or both) to handle this anticipated workload.

OPT1.3.3.4 Sub Task 2.4 Response Protocols

The Contractor shall respond to information requests generally through the use of one or a combination of the following methods:

Automated Response — The Contractor shall use automated tools (e.g., IVR, AVR) to provide unattended service to provide information on frequently asked questions.

Telephone response - When responding to contacts, the Contractor shall analyze the contact, assess the appropriate response modes, gather available information from all pertinent sources, analyze and confirm the accuracy of the information, and provide the requested information and/or assistance in the most efficient manner to satisfy the inquirer's needs. For contacts involving more complex subjects that may require further research off line, the Contractor shall conduct the research in accordance with agency-provided guidelines and provide the appropriate information within the timeframe specified by the Government. Whenever possible, immediate responses shall be given.

TDD/TTY response — The Contractor shall ensure that TDD/TTY users are offered similar levels of service received by telephone users serviced by this contract. The Government intends to use a single TTY number ((866)653-4261) to support all activities that are covered under this task. For callers who use a TTY and a relay service to call the toll-free number for the respective activity, the contractor staff shall suggest that callers may call the ((866)653-4261) TTY number directly for follow-up or additional questions. Because of low call volume, the Government currently does not require the TTY number



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to be staffed by Information Specialists during normal business hours. However, the contractor system shall prompt the TTY caller to leave call back information for the

contractor staff to call the caller back. The contractor shall perform the callback within 1 business hour of receiving the TTY call.

Web-Based response — The Contractor shall respond to requests received through electronic media within 2 business days. These responses may require the Contractor to provide copies of any information source documents as attachments to the electronic response

Written (postal mail) response — The Contractor shall respond to written requests accurately and completely within 2 business days. These responses may require the Contractor to provide copies of any information source documents as attachments to the written response. Response to written contacts may be provided by postal mail, telephone, or other communications media, whichever is more efficient and satisfies the inquirer. The Contractor shall retain a copy of the written contact and response for record-keeping for a period specified by the Government. For written contacts where the Contractor is unable to decipher the content of the request, Contractor shall, if possible, contact the customer by telephone or mail and attempt to resolve the contact in the most expeditious fashion.

Coordinated response - Any contact, especially one involving legal, policy interpretation, and/or a highly technical response, that cannot be answered readily from approved materials in the knowledge database shall be referred to the COTR for direct response. Telephone contacts of such nature shall be forwarded immediately after identification.

Referral — Some contacts may be misdirected and/or not within the scope of the specific program mission. The Contractor shall differentiate these contacts and re-direct and refer contacts that are misdirected and/or not within the scope of the programs to individuals or organizations that may be able to provide answers to questions or otherwise offer assistance. When appropriate, the Government will provide the Contractor with a referral list of such individuals and organizations on a program-by-program basis. The Contractor shall maintain and update this list throughout the contract performance period to ensure it is current and complete.

OPT1.3.3.5 Sub Task 2.5 Knowledgebase

The contractor is required to provide and maintain a comprehensive knowledgebase on Federal statues enacted to protect consumers against unfair, deceptive, or fraudulent business practices, and consumer matters involving credit, debt, and identity theft. The knowledgebase shall also include pre-approved responses on frequently asked questions, and guidelines on responding to inquiries. The initial content for the knowledgebase will be provided by the Government to the contractor upon award. The contractor shall be responsible for the integration of the data into its knowledge management system and validating the accuracy and updating the information on an ongoing basis.



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The contractor shall also maintain a library of “previous good answers” that the contact center staff can access and use to respond to similar inquiries. The contractor shall continuously monitor the inquiry trends and make additions, deletions, or modifications to the library of preformatted responses and “previous good answers” to enhance the response process.

OPT1.3.3.6 Sub Task 2.6 Automated Services

The Contractor shall provide automated services to enable the Government to deliver unattended service 24 hours a day, 7 days a week. The Contractor is responsible for the provision, maintenance, design, implementation, operation, and management of these services. The Government will have final authority over all automated service content and structure.

OPT1.3.3.6.1 Automated Voice Response Development and Maintenance

The Contractor shall be responsible for call flow design and development and maintenance of the information content and audio messages used for all automated voice response services, such as IVR, voice recognition, and text-to-speech services. The Contractor shall provide analysis and ongoing support for script design and optimization, call flow analyses, service request processing and coordination, if required, and script management. The Contractor shall develop and regularly maintain messages for the automated voice response services in keeping with the current informational needs of the callers. The Contractor shall work closely with the Government to develop the automated responses. The Government shall approve all automated responses before they are implemented. The Contractor shall ensure timely updates of all automated messaging in accordance with the turnaround timeframes established by the Government. In general, the Contractor shall post changes within 24-hours of receipt for all non-emergency information and within 2-hours of receipt for emergency notices. Support for emergency postings and updates, as determined by the requesting agency, is required on a 24 hour a day, 7 day a week basis. Updates of the script and/or the “call flow” may be made on demand and on an “as required” basis.

OPT1.3.3.6.2 Automated Voice Response Services

Automated voice response services are intended to provide unattended service to telephone callers 24 hours a day, 7 days a week. These services include the traditional interactive voice response (IVR) service, which uses the telephone touch-tone pad or simple voice commands to access pre-recorded information. They also include advanced services that make use of speech recognition and text-to-speech technologies to enhance efficiency and customer service. At a minimum, the automated voice response services shall support both English and Spanish languages.

The Contractor shall provide qualified personnel to develop and regularly maintain call flow and messages for automated voice response services in keeping with the current informational needs of the callers. The Contractor shall ensure timely update of all messages in accordance with the turn-around timeframes established by the Government.



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OPT1.3.3.6.3 Interactive Voice Response (IVR) Service

The IVR service shall accommodate callers with touch-tone and rotary telephones/dial pulse telephones who seek information via the unattended mode. All IVR messages shall be recorded using broadcast standard recording techniques, and any changes to the script will be made using the same voice pattern, at the same pitch, speed and tone of delivery, and at the same volume as the initial recordings. The IVR service shall provide options to allow the caller to return to the main menu and select live operator assistance during the normal business hours. During any period of high call volume when callers may have to wait for connection to a live operator, the contractor shall promptly provide automated messages explaining the reason for the delay and an indication of the expected wait time for connecting the caller to the next available operator.

OPT1.3.3.6.4 Voice/Speech Recognition Service

The Contractor shall provide voice recognition service and traditional IVR service to facilitate unattended fulfillment and other functions where possible. The service shall provide access to information via other automated services and/or live assistance as appropriate. The service shall provide an intuitive, convenient, customer friendly, and naturally sounding speech interface that serves callers quickly, efficiently, accurately, and consistently. The service shall support VoiceXML and other industry standards for voice-driven applications.

OPT1.3.3.6.5 Text-to-Speech Service

The Contractor shall provide text-to-speech service and traditional IVR service to facilitate unattended fulfillment and other functions where possible. The service shall convert textual information into speech that closely resembles natural voice over any telephone. The service shall provide an intuitive, convenient, customer friendly, and naturally sounding speech interface that serves callers quickly, efficiently, accurately, and consistently. The service shall be able to distinguish between words with identical spellings but different pronunciations and understand word context as they appear in a sentence. The service shall provide word, phoneme, and bookmarks support. The service shall provide the capability for authorized personnel to update dictionaries remotely to improve accuracy. The caller shall not experience any noticeable lag during the processing of long text strings. The service shall support speech synthesis mark-up language (SSML) and other industry standards for text- to-speech applications.

OPT1.3.3.6.6 Voice Mail Service

The Contractor shall provide voice mail service to enable callers to leave suggestions, comments, callback information, and messages on specific subjects. The voice mail service shall be accessible from the IVR and/or other automated services and provide sufficient capacity to handle anticipated call volume and call duration. The Contractor shall retrieve and act on the recorded information in accordance with Government



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requirements. When required, the Contractor shall provide a tape copy of voice mail messages recorded. The Government shall have the ability to retrieve voice mail when required. The Contractor shall maintain a copy of the voice mail messages for 5 days from the record date.

OPT1.3.3.6.7 Sub Task 2.7 Transcription Service

The Contractor shall provide qualified staff and equipment to transcribe messages recorded on voice mail and other recorded services. The Contractor shall perform transcription service on an as needed basis.

OPT1.3.3.7 Sub Task 2.8 Attended Services

The Contractor shall provide accurate, timely, complete, and courteous responses to all customer contacts.

OPT1.3.3.7.1 Responding to Telephone Contacts

The Contractor shall provide qualified staff and required equipment and services to respond to telephone and TDD/TTY contacts in accordance with performance parameters and instructions provided by the Government. The tasks to be performed include, but are not limited to, the following:

Accurately responding to contacts in a professional and courteous manner. These contacts may be in the form of telephone and TDD/TTY calls. When necessary, transferring or referring the contacts to the appropriate agency for response;

Conducting research of Government-approved sources of information to prepare responses to inbound contacts and developing appropriate responses accordingly;

Capturing and tracking information related to inbound contacts including date and time of receipt, nature of contact, customer identity when appropriate, information requested, disposition, response date, and any fulfillment actions for tracking, quality control, analysis, and/or follow-up action in the Contractor-provided case management tool;

When necessary, forwarding recorded information via telephone or other electronic transmission to the appropriate authority for further processing; and

Sending the requested information to a customer through the postal services or E-mail, whichever is the most efficient delivery method and satisfies the customer.

OPT1.3.3.7.2 Responding to Postal Mail Contacts

The Contractor shall provide qualified staff, and required equipment, services, and supplies to respond to written contacts received via postal mail in accordance with business rules, guidelines, and performance parameters specified by the Government. The tasks to be performed include, but are not limited to the following:



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Responding to contacts by telephone, facsimile, postal mail, or electronic mail, whichever is more efficient and satisfies the inquirer;

When requested by the Government, converting the contact documents to electronic format to facilitate routing, and response and records management;

Conducting research of Government-approved sources of information to prepare responses to written contacts and developing appropriate responses accordingly;

Recording and tracking data/information related to the contacts including date and time of receipt, nature of contact, information requested, disposition, response date, and any fulfillment actions for tracking, quality control, analysis, and/or follow-up action in the Contractor-provided case management tool;

When necessary, forwarding the contacts to the appropriate authority for further processing;

Sending the requested information to a customer through the postal services or E-mail, whichever is more efficient and satisfies the inquirer; and

Reviewing to ensure that outgoing responses are accurate and complete in accordance with business rules and guidelines established by the Government.

The Contractor shall respond to postal mail contacts within the designated time frame specified by the Government. The Contractor shall collect and deliver written correspondence in accordance with format, process, and procedures established by the Government. Unless directed by the Government, the written response may not identify the Contractor by name unless that is the subject of the contact. If the information needed for the response is not available within a designated time frame, the Contractor shall call the inquirer or send an interim response stating when a final response may be expected. A form letter is acceptable. The Contractor may elect to use a government-approved pseudonym rather than the name of an employee as the signer of the letter.

OPT1.3.3.8 Sub Task 2.9 Training

The Contractor shall provide a training program as set for in this sub task. Training shall be both classroom and hands-on, computer-based and should include, at a minimum, working with databases and applicable Government furnished systems. The training shall be conducted at the Contractor's facility, and the Contractor shall bear all related costs.

OPT1.3.3.8.1 Training Curriculum

The Contractor shall construct training coursework and materials to address specific learning objectives of various groups. All training coursework and materials are to be approved by the Government prior to presentation to contractor personnel.

Government personnel will be available during start-up to provide content knowledge training for the start-up ISs and/or conduct train-the-trainer style learning sessions with Contractors training instructions for course modules. Additionally, the Government may make personnel available to provide initial and/or regularly scheduled (e.g., biannual) task-specific training sessions with Contractors staff.



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OPT1.3.3.8.2 Training Facilities

The Contractor shall provide all training facilities, computer terminals (including desktop content, functionality, and connectivity), audio and visual equipment, and other materials/supplies necessary for training as well as appropriate workspace for students.

The contractor shall be responsible for ongoing training its employees to properly perform the duties and procedures necessary to provide the services required under this task. The contractor shall provide training to all of its employees about security matters relating to the CIS. As part of the training procedure, the contractor shall obtain, maintain, and provide to the COTR, upon request, a signed FTC Confidentiality Agreement from each of its employees assigned to this contract. The contractor shall include the steps it proposes to use to implement such training in its training plan. All individuals employed or retained by the contractor to fulfill the positions or duties described in this task shall be approved by the COTR for access to the FTC database systems, as provided under the security clearance procedures set forth in Section C.1.6.4.

OPT1.3.3.9 Sub Task 2.10 Special Project Support

The Contractor shall provide technical and management support needed to analyze, plan, design, implement, operate, and manage special services that may be needed to meet the diverse needs of the Government. These special services (e.g. web hosting, prototyping of new capabilities, special applications and special project lines) will be priced on an order-by-order basis. The Contractor shall provide all necessary personnel, facilities, equipment and services needed to support special services as identified by the Government.

OPT1.3.3.10 Sub Task 2.11 Contact Tracking

The Contractor shall develop, implement, administer and manage the required contact tracking system to effectively track the status and disposition of all contacts. The Contractor shall incorporate best practices in system design to minimize, to the extent possible, keystrokes or data entry required for recording contact tracking and management data (i.e., use of preformatted data entry forms with pull-down and/or multiple choice selection items). This system shall be accessible to Contractor ISs and authorized Government employees via Internet access from remote locations. Access to the contact tracking and management system shall be limited based on the individual agency program support needs and level of authority, and shall be restricted only to authorized personnel. The Contractor shall obtain Government approval to ensure usefulness and efficiency in the design of any screens related to contact tracking and management.

The Contractor-provided contact tracking and management system shall provide functionality including, but not limited to the ability to:

Capture, record, and document all customer contacts and responses made to those contacts whether via telephone, Internet, written correspondence, or any other communication channels supported. This includes date and time of receipt, nature of



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contact, information requested, disposition, response date, and any fulfillment actions for tracking, quality control, analysis, and/or follow-up action. The system shall also identify whether the contacts are resolved by the Contractor or forwarded to Government personnel for resolution;

Retain a history of customer contacts, interactions, and responses;

Support reporting requirements that include data and management information analysis. Incorporate multiple sorting and reporting alternatives including, but not limited to: by case number, by caller name, by applicant name, by date, by disposition code, by contact type, by program, by method of contact receipt, by method of contact response, by frequently asked question (FAQ); and

Provide the Government with the capability and support required to ensure uninterrupted access to the application outside of scheduled system maintenance periods.

OPT1.3.4 Task Three: Develop an On-Line Ordering System for Government Publications

The Contractor shall develop and provide a system for ordering government publications via an on-line system that conforms to the following parameters.

OPT1.3.4.1 Sub Task 3.1 Fulfillment Services

The Contractor shall provide customers with printed information when doing so supports the fuller understanding for their rights and protections under FTC law, or in response to a direct request. The Contractor shall work closely with the Government to understand when materials will be sent. The Contractor shall manage fulfillment services and shall provide a complete fulfillment solution for purposes of providing customers with printed information. Technical Exhibit 1 includes the number of orders processed in FY 2006. The tasks to be performed include, but are not limited to the following:

Retrieving the document from appropriate sources and, if necessary, printing the document for distribution;

Developing and/or implementing application(s) to track the print fulfillment status of all required records and files as specified;

Ensuring that tracking information is recorded and made available upon request as part of the Contractor-provided case management tool;

Ensuring the system can accept multiple requests from a customer made during any one phone call or written contact; and

Providing relevant documents to customers through the postal services or E-mail, whichever is the most efficient and satisfies the inquirer.

The Contractor shall be responsible for supplying all printing equipment and supplies, mailing supplies, including envelopes and postage, and performing all fulfillment functions, such as addressing, insertion, and posting. The Government will provide the materials to be mailed or provide the sources where the materials can be obtained. Unless



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directed by the Government, all materials are to be sent via the least expensive class of U.S. Mail it can qualify for. Postage and supplies incurred by the Contractor for fulfillments will be reimbursed by the Government as Other Direct Charges (ODC).

Materials to be distributed may include information packets and brochures provided by the Government. The Government reserves the right to distribute some or all of the materials via other means, including the use of the General Services Administration, Federal Citizen Information Center at Pueblo, CO, at any time during the effective performance period of this task.

OPT1.3.4.2 Sub Task 3.2 On-Line Ordering (Optional)

As an option, the FTC may request that the Contractor manage an on-line ordering system, a hosted service to allow a visitor on a Government and/or Contractor-provided website to access an on-line ordering service to order free and/or paid Government publications. The service shall capture the required information and either provide the recorded information to the Government in electronic format, or use the captured information to complete the fulfillment via services described in Section OPT1.3.4.1. (The method used to complete the fulfillment service to consumers will be decided by the Government, based on best-value considerations.) This option shall be priced separately.

OPT1.3.4.2.1 Publication Ordering System

For publication requests that will be fulfilled by the contractor, the contractor shall capture all pertinent information to complete the fulfillment and retain it for one year. For publication order requests that will be fulfilled by the Government, the contractor shall capture specific information about the requests and transmit the captured information to designated Government locations for processing at regular intervals. Additionally the contractor shall provide order processing, web hosting, and maintenance of an online order system available to consumers and organizations for ordering publications. At a minimum, the contractor system shall capture the data elements identified below. Specific data elements to be captured by the contractor system, naming convention for the data elements, and transmission intervals will be determined by each program. The contractor shall work with the Government to identify the appropriate information to be captured to enhance the distribution process.

- a. ORDERCODE = Order Number, unique identifier assigned to each order.
Data type: 32-bit signed integer
Range: 0 – 2147483647
(All orders will be associated with an order code. The order code will be the unique identifier associated with the order data when transmitted to GPO-Pueblo. It is required that the order code be provided to customers in a message when the order is submitted)
- b. FIRST = First Name
Data type: Variable Length Character String
Maximum Length: 15



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- c. LAST = Last Name
Data type: Variable Length Character String
Maximum Length: 20
- d. SUFFIX = Suffix
Data type: Variable Length Character String
Maximum Length: 15
- e. COMPANY = Company Name
Data type: Variable Length Character String
Maximum Length: 40
- f. STREET1 = Street address 1
Data type: Variable Length Character String
Maximum Length: 40
- g. STREET2 = Street address 2
Data type: Variable Length Character String
Maximum Length: 40
- h. CITY = City name
Data type: Variable Length Character String
Maximum Length: 20
- i. ST = State abbreviation
Data type: Variable Length Character String
Maximum Length: 2
- j. ZIP = ZIP Code or Postal code
Data type: Variable Length Character String
Maximum Length: 15
- k. COUNTRY = Country name
Data type: Variable Length Character String
Maximum Length: 28
- l. PHONE = Phone number
Data type: Variable Length Character String
Maximum Length: 14
- m. EMAIL = Email address
Data type: Variable Length Character String
Maximum Length: 50
- n. NOTES = Notes
Data type: Variable Length Character String
Maximum Length: 160
- o. DATE/TIME = Date and Time stamp on order save
Data type: 32-bit DateTime
Range: 1/1/1900 00:00 AM – 6/6/2079 11:59 PM
- p. AGENTID = Agent ID, unique identifier
Data type: Variable Length Character String
Maximum Length: 3 **Note: This field should only and always contain FT**
- q. ORDERCODE = Order Number, unique identifier assigned to each order
Data type: 32-bit signed integer
Range: 0 - 2147483647
- r. SEQ = Sequence of publication ordered, when multiple different publications are ordered by the same customer
Data type: 16-bit signed integer
Range: 0 - 32767
- s. PUBCODE = Item Number, the number assigned to each publication and special promotion.



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- Data type: Variable Length Character String
Maximum Length: 20
(This is the FCIC publication item number.)
- t. QUANTITY = Quantity, the number of requested of each publication
Data type: 16-bit signed integer
Range: 0 - 32767

OPT1.3.4.2.2 Online Publication Ordering Process Requirements

The online order system will allow consumers, business and other organizations or order FTC educational materials via dynamic online catalog, using a shopping cart and check out system for order completion.

The online ordering site must provide:

Ability to electronically pass order data to Federal Citizen Information Center's Pueblo distribution facility (if FCIC is used for fulfillment);

Simple navigation using the look and feel of the FTC website to allow customers to easily find and order the publications;

Ability to accommodate up to 300 different publication titles in up to 25 different topic areas with sub-topic areas;

Anticipated volume of 50-100 orders a day (approx 2,000 per month) accounting for up to 15 million publications per year;

Protection of personal order information using currently recognized industry security standards and/or requirements;

Order system may utilize session cookies, but no use of persistent cookies will be allowed;

Ability to accommodate up to 40 edits a month to the content of the online listings (database driven order page production via FTP for remote maintenance of inventory information by the publishing agency);

Order pages should provide live links on publication titles or "view" text to allow customers to view items in a separate window prior to ordering;

Ability to accept customer input on quantity desired for each publication and restrict acceptable quantities to a range variable by title;

Assignment of a unique order number to each order for tracking purposes;

Ability to edit order from the shopping cart to change quantities (within allowable range) or to delete items as desired;



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Ability to preview a shopping cart and return to order more items or proceed to checkout;

Ability to capture order fulfillment information (including first name, last name, organization, complete mailing address, city, state, zip, telephone number, and e-mail address);

Ability to certify and validate physical/shipping addresses to insure that data entered by customer is accurate and usable to ship materials, customer prompts to correct inaccurate or incomplete data;

Ability for customer to print out the completed order summary;

Ability to regularly output orders in format(s) usable for both order fulfillment (FCIC, if used) and order review and tracking (FTC);

Ability to encrypt (PGP, or other) transmitted order information;

Ability to report - on a regular basis - the number of orders received and transmitted, and a break out of the publications requested by quantity;

Ability to provide occasional Ad Hoc reports on specific publication, customer type, customer location, ordering time period, or other criteria; and

Ability for customer to Opt-In to receiving additional information via e-mail on a variety of topics.

OPT1.3.5 Task Four: Management Services

The contractor shall provide all management services necessary to fulfill the requirements of the SOW based on the following parameters.

OPT1.3.5.1 Sub Task 4.1 Technical and Management Services

The contractor shall provide all required technical and management services to support all activities described in Section OPT1.1.1 of this document, including core project management, incremental support, program management, technology management, infrastructure management, contingency/disaster recovery, network management, knowledge management, and information and relationship management, as described in this document. This includes the development and maintenance of all relevant plans that are required to ensure compliance with task requirements. The contractor shall provide core project management support, and if necessary, incremental project management support to perform all technical and management functions required to meet the task requirements.



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As part of Technical and Management Services, the contractor shall develop the required plans, procedures, methodologies, and tools, and perform the planning, oversight, and management functions to ensure services are delivered in accordance with applicable performance standards

OPT1.3.5.1.1 Core Project Management Support

The core support component shall include a project management staff (e.g., Contractor's Project Manager, site manager(s), technical personnel, human resource personnel, administrative personnel, content specialists) and support services required to meet task requirements. The level of support required will be dependent on complexity of task requirements.

Level 1 - encompasses tasks that involve work that is of low complexity in scope. These tasks generally require the development and maintenance of simple scripts for automated voice response service and knowledge and/or customer databases. Training requirements of new employees are generally limited to 40 hours or less. Knowledge base and content development and maintenance, contact tracking and contact management, and reporting requirements are generally low.

Level 2 — encompasses tasks that involve work that is of moderate complexity in scope. These tasks generally require the development of moderately complex scripts for automated voice response service and knowledge and/or customer databases. Training requirement of new employees is generally between 40 to 80 hours. Knowledge base and content development and maintenance, contact tracking and contact management, and reporting requirements are moderate.

Level 3 — encompasses tasks that involve work that is of high complexity in scope. These tasks generally require the development and maintenance of highly complex scripts for automated voice response service and knowledge and/or customer databases. Training requirement of new employees is generally between 80 to 120 hours. Knowledge base and content development and maintenance, contact tracking and contact management, and reporting requirements are high.

Level 4 — encompasses tasks that involve work that is of very high complexity in scope. These tasks generally require the development and maintenance of extremely complex scripts for automated voice response service and knowledge and/or customer databases. Training requirement of new employees is generally between 120 to 160 hours. Knowledge base and content development and maintenance, contact tracking and contact management, and reporting requirements are very high.

OPT1.3.5.1.2 Incremental Support

The Contractor shall provide support to accommodate specialized and unique requirements, or new requirements added subsequent to project implementation, that require additional resources beyond those provided for under Core Project Management Support. The Contractor shall provide incremental support in the following areas:

1. Program Management



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2. Technology Management
3. Information Management
4. Relationship Management

OPT1.3.5.1.3 Program Management

The Contractor shall provide program management, oversight, and quality control of contact center services, systems, and components, including, but not limited to the following tasks:

Project management - Ensure the successful implementation, operation, and management of the contact response and management solution as prescribed in this Statement of Work issued by the Government. The Contractor will provide a single-point of contact to the Contractor, this person being the head of the project management team. A member of the project management team will be on-site at the Federal Trade Commission Headquarters building 1 to 2 business days each week.

Oversight - Serve as the single point of contact to: assist in engineering, planning, and administrative functions as needed to meet all requirements; coordinate activities among government offices, business partners, contractors, and other relevant organizations; resolve questions or issues related to hardware, software, communications, applications, and programs, including dispute resolution with service providers; escalate irresolvable technical issues to the appropriate government official for final resolution; and develop resolution mechanisms to resolve technical issues and problems among contractors to minimize conflict and delay of services.

Quality control - Generate Government-approved management reports; develop and execute program deliverables; perform capacity planning, staff scheduling and workload projections based on performance and encounter metrics/measurements; attend scheduled and ad hoc meetings/discussions on an as needed basis; analyze information received through performance of customer services and support tasks to determine system, procedural, or other program related problems; communicate results of the analysis to the Government; prepare briefings, decision papers, and other documents as specified by the Government.

Training — Provide training to government project personnel on the use of project management and support tools as required to meet all requirements.

OPT1.3.5.1.4 Technology Management

The Contractor shall provide all required technology management services to effectively plan, implement, operate and manage the contact center solution, including infrastructure and network management support.

OPT1.3.5.1.5 Infrastructure Management

The Contractor shall plan, implement, operate, maintain, and manage the contact center



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infrastructure, including, but not limited to:

Site - Requirements definition and validation, selection, design, layout, accessibility, accommodation, operation, management, maintenance, security, and disaster recovery.

Hardware, software, and telecommunications equipment and services - Requirements definition and validation, integration planning, design, configuration, selection, acquisition, installation, programming, initialization, testing, performance verification and acceptance, monitoring, analysis, administration, management, maintenance, security, and disaster recovery.

OPT1.3.5.1.6 Contingency/Disaster Recovery

The contractor shall develop and implement contingency/disaster recovery plans and procedures to address continuity of operations in the event of a shutdown or lapse in service for any reason. For outages that are not caused by a major disaster (e.g., system failure, network outage) the plans and procedures shall ensure that all attended and unattended services are restored to pre-outage performance levels by the contractor within 4 hours after report or discovery of the outage. For outages that are caused by a major disaster (e.g., tornado, hurricane, flooding), the plans and procedures shall ensure that all automated services (e.g., IVR, Hosted FAQ Service, Email Routing) be restored by the contractor to pre-outage performance levels within 4 hours after report or discovery of outage, and all attended services (e.g., inquiry response support, transcription, fulfillment) be restored by the contractor to pre-outage performance levels within 96 hours after report or discovery of outage. The contractor is responsible for restoring the services to their primary service location(s) upon correction of the outage problem.

OPT1.3.5.1.6.1 Program Operations Recovery

In the event of periodic or catastrophic failures that restrict or terminate program operations, the design of both the contact center infrastructure and the communications network servicing the Government requirements shall include sufficient redundancy to allow normal business operations to continue with minimal disruption and inconvenience to customers for all access channels.

OPT1.3.5.1.6.2 Voice Recovery

When designing disaster recovery plans for the communications network, the Contractor shall address factors including, but not limited to:

Network routing - If an individual facility should become inaccessible, a sufficient communications network shall be in place to allow for forwarding of customer calls to one or more alternate facilities. If the outage is brief, the network shall resume normal call routing as soon as the primary facility is operational again.

Operational impact - Documented policies shall exist for assuming workload from an incapacitated facility for immediate, short-term, and long-term relief.



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Simulated tests - Regularly scheduled simulated tests shall be conducted for purposes of preparing the staff and assessing the plan's viability.

OPT1.3.5.1.6.3 Data Recovery

When designing disaster recovery plans for data recovery, the Contractor shall address factors including, but not limited to:

Backup routines - The ease and frequency of which backup routines are conducted and the ability to backup data on remote servers/processors;

Effectiveness - The degree to which data can be compressed for backup purposes and the ability to perform unattended backups on high-density/high-capacity storage devices;

Operational impact - The time that is required to complete backups and the need to remove users from the system to conduct backup routines;

Data integrity - The methods of maintaining data integrity so that completed transactions are not lost due to outages, system failures, etc. In long-running transactions, such as when a IS needs to navigate several screens of data entry, there should be interim checkpoints that save the transaction so that it may be re-entered from the last checkpoint if the transaction was not completed prior to the failure; and

Data recovery - The methods of restoring data from backup in the event of a failure (e.g., commercial power failure, system or hardware failures);

Simulated tests - Regularly scheduled simulated tests shall be conducted for purposes of preparing the staff and assessing the plan's viability.

OPT1.3.5.1.6.4 Notification Process

The Contractor shall implement procedures for communicating to the Government primary point of contact and/or designated key personnel disaster-related issues that inhibit contact center operations. Such procedure shall include an escalation process defining various stages of issue severity and the notification level appropriate to each.

OPT1.3.5.1.7 Network Management

The Contractor shall provide network engineering and management services, including, but not limited to the following:

Provide systems design, integration, implementation, management, and quality assurance support for all networks, including the Internet;

Recommend, process, coordinate, and monitor telecommunications orders, serving as a liaison with telecommunications vendors;

Analyze traffic and usage data to determine network performance levels. Recommend improvements in network design in accordance with customer service standards and cost efficiencies;



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Perform real-time monitoring of call delivery;

Provide optimized call routing design based on availability of network-based or systems-based call routing capabilities;

Provide optimized automated announcement system design based on availability of network-based and systems-based automated announcement capabilities;

Monitor network performance and identify network problems and outages; compile and maintain a log of problems, outages, service interruptions, and unauthorized access; notify designated Government personnel promptly of any problems, service disruptions, and unauthorized access; and

Activate and oversee emergency/disaster recovery activities in accordance with Contingency/Disaster Recovery Plan.

OPT1.3.5.1.8 Information and Relationship Management

The Contractor shall provide information and relationship management services inclusive of knowledge management, contact tracking, customer/public relations management, web site coordination, and shall maintain filing systems that facilitate project oversight.

OPT1.3.5.1.9 Knowledge Management

The Contractor shall develop, implement, administer and manage the required knowledge management system to effectively meet all requirements. The Contractor shall update, revise, and otherwise maintain currency and accuracy of the knowledge base as new information becomes available. The Contractor shall incorporate best practices in system design to minimize the burden of maintaining the required knowledge base and maximize its effectiveness. The Contractor shall develop systematic approaches to finding, understanding, and using relevant knowledge to achieve task objectives, including, but not limited to, reviewing newspapers, the Internet, publications, and other information resources. The knowledge management system shall be accessible to all Contractor personnel. The Contractor shall also provide access to the system via the Internet to designated Government employees at remote locations. The number of individuals to be provided access will be specified by the Government. Access to the knowledge databases shall be limited based on the individual user's program support needs and level of authority, and shall be restricted only to authorized personnel.

The Government will brief the Contractor on the relevant programs and services and current business processes, and provide the initial content data to be recorded in the knowledge management system. Subsequent to the initial effort, the Contractor shall provide services, including, but not limited to the following:

Collect, organize, select, record, verify, update, and present relevant information in the knowledge management system on an ongoing basis;

Update and manage the content of the knowledge management system on an on-going basis;



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Develop a procedure to ensure agency concurrence on all updates and information dissemination from the knowledge management system to any other media;

Conduct research of agency-approved sources of information and develop appropriate responses to customer contacts;

Organize information into suitable means for easy access by all contact center employees, Government employees, and/or customers;

Analyze usage data of the knowledge management system to determine trends and patterns;

Collect, organize, and prepare information and answers to frequently asked questions for dissemination using automated systems, such as interactive voice response, automatic fax-back, information search and retrieval systems, and web-based systems; and

Ensure that, where applicable, additions, changes, or deletions of materials from the knowledge database are carried over to corresponding IS training and support materials.

OPT1.3.6 Task Five: Reports

The Contractor will provide the following reports.

OPT1.3.6.1 Management Reports

The Contractor shall provide for the automatic generation of comprehensive, accurate, easy to understand, and timely reports. The Government intends to request and receive only those reports that provide insight to the Contractor's level of performance in meeting contractual requirements and satisfying customer needs. The Government may also request the Contractor to provide management and operational reports on an ad hoc basis for purposes of gaining insight to specific program and customer service needs. The Contractor shall provide management reports via a secure web site for remote access and download via the Internet. Access to these reports shall be controlled via User Identification Code and Unique Password. When requested by the Government, the Contractor shall provide these reports in electronic and/or hard copy format. Specific report formats, content, frequency, and delivery methods of all reports shall be coordinated with and approved by the Government on an individual basis. The preferred delivery method will be through the use of XML.

OPT1.3.6.1.1 Status Reports

At a minimum, the Contractor shall provide weekly and monthly status reports. These reports shall be brief, factual, and shall include, but not be limited to:

Management summary - shall document major events or problems and progress in their resolution;

Phone activity – shall document call volume and routing on each line, as well as length of time calls spend in each step;



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Menu usage – shall document usage of each IVR option with the ability to track callers who choose each option;

Written correspondence – shall document the receipt of incoming written or electronic correspondence and track the status until completion and response generation;

Distribution history – shall document Government materials provided with written responses for purposes of maintaining adequate supplies on-site;

Personnel – shall document the number of employees assigned to each task as well as the number of bi-lingual and management staff assigned to this project;

Continual improvement opportunities - shall document input received from Contractor's ISs concerning ideas for improving customer satisfaction; and

Narrative - shall describe work performed during the reporting period and work expected to be performed in the next reporting period, including assessment of Project status against schedule/plan, discussions of any problems, issues, change requests, recommendations for correction, and variances between Contractor billed versus proposed pricing where applicable.

OPT1.3.6.1.2 Operational Reports

The Contractor shall provide operation reports that provide a recap of key contact center activities in support of each task. Reports shall provide information by individual programs and in aggregate.

Such reports shall provide detail sufficient to reflect the level of effort provided. The reports shall be supported with measurements occurring by second, minute, hour, or day, as appropriate. Activity reports shall include hourly, daily, weekly, monthly, and annual trending of key data elements in both tabular and graphic formats.

Specific data elements appropriate to each work type including responses handled via automated services, inbound and outbound calls, incoming and outgoing facsimiles, incoming and outgoing E-mail messages, incoming and outgoing written correspondence, and appointment and hosted FAQ services activities shall be reported. At a minimum, the reports shall provide all relevant information on volume and disposition of contacts by work type, call origin by area code and/or geographic area, performance statistics (e.g., call attempts, blockage, speed of answer, abandonment rate, holding and call wrap-up time, etc.), and IS occupancy rate. Specific data elements, formats, and data collection and reporting intervals shall be coordinated and approved by the Government.

Among the daily reports submitted shall include the number of complaints/affidavits submitted via the web, broken down by source, service, and language, and include counts for weekends and holidays. Also to be included will be a daily accounting of all records entered by the call center by source and type within each source.

The Government reserves the right, during and for a 3 month period immediately after the Start-Up Phase of each task, or in cases of non-performance, to request more detailed and more frequent reporting at no additional cost to the Government until such time as



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the Contractor performance levels have stabilized and are in full compliance of contract requirements.

OPT1.3.6.1.3 Problem Resolution Reports

In support of each task, the Contractor shall collect and compile a list of customer requests for information, services, or fulfillment literature that the Contractor is unable to answer or provide given the tools and data at its disposal. Such reports shall include both detailed and consolidated data and reference the specific information or item requested. The reports shall provide an explanation of how these contacts were handled/resolved.

OPT1.3.6.1.4 Monitoring Reports

In support of each task, the Contractor shall compile the results of call and work monitoring efforts including conclusions, recommendations, action plans, and improvement priorities. Such results should include both accuracy of information provided and accuracy of information recorded. These results shall be available in both individual and consolidated report formats.

OPT1.3.6.1.5 Compliment and Complaint Management Reports

In support of each task, the Contractor shall gather and report customer comments to the Government on a monthly basis. At a minimum, this report shall include a categorization and tally of comments received according to predefined disposition codes, verbatim customer comments as captured by the automated survey equipment or IS, or the actual document from which they were received, and an analysis and trending of the type and quantity of comments recorded over the life of each task.

OPT1.3.6.1.6 Ad Hoc Reports

In support of each task, the Contractor shall provide up to twenty-five (25) ad hoc reports annually at no additional cost to the Government. Such requests will be initiated and approved by the Contracting Officer or his/her duly authorized representative. The Government reserves the right, during initial project implementation or in cases of non-performance, to request more detailed and more frequent reporting at no additional cost to the Government until the need for such reports subside or the Contractor performance levels have stabilized and are in full compliance of contract requirements.

OPT1.4 Contact and Billing Information

OPT1.4.1 Contracting officer technical representative (COTR)

The COTR for this contract is:

(The name and contact information for the COTR will be provided at the time of contract award)



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OPT1.4.2 Billing and Payment

The original of each invoice, with supporting documentation, shall be submitted to the Invoice Paying Office designated below. Invoice shall be submitted on official company letterhead.

(The name and contact information for the Invoice Paying Office will be provided at the time of contract award)

OPT1.4.3 Invoices

An invoice for specified work performed under this contract shall be submitted monthly to the Invoice Paying Office identified in Section OPT1.4.2 of this document. Monthly invoices shall be submitted within 15 days following the completion of the invoice period. At the time of invoice submission, a copy of shall be provided in hard copy and electronic format to the COTR identified in Section OPT1.4.1 of this document. The contractor shall maintain and make available to the Government upon request, copies of paid invoices, receipts, and travel vouchers (completed in accordance with Federal Travel Regulations). All invoices shall, at a minimum, contain the following information:

- a. Contractor name and address
- b. Contract number
- c. Task order number
- d. Invoice number
- e. Paying office and address
- f. Accounting Control Transaction (ACT) number, if applicable
- g. Billing Period (beginning and end dates – day, month, year – of the period in which costs were incurred and for which reimbursement is claimed)
- h. Total amount billed for the current period
- i. Total amount billed for the current fiscal year (Federal fiscal year runs from Oct 1 to September 30)
- j. Total cumulative amount from inception of the Contract to date of this billing
- k. Contract Line Item Number (CLIN) costs – current period (separately identify all applicable CLIN costs)
- l. CLIN costs – fiscal year (cumulative amount for each applicable CLIN for the fiscal year)
- m. CLIN costs – total (cumulative amount for each applicable CLIN from inception of Contract to date of this billing)
- n. Other Direct Costs – current period (separately identify costs for each category of charges)
- o. Other Direct Costs – fiscal year (cumulative amount for each category of charges for the fiscal year)
- p. Other Direct Costs – total (cumulative amount for each category of charges from inception of Contract to date of this billing)



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- q. Adjustments – includes amounts that are under suspension and/or dispute subject to appeal
- r. Prompt payment discount offered (if applicable)
- s. Grand totals of CLIN costs, Other Direct Costs, and adjustments (for current period, fiscal year, and cumulative since inception of Contract to date of this billing).