



# STATE OF INDIANA

Michael R. Pence, Governor

DEPARTMENT OF ADMINISTRATION  
Procurement Division  
402 W Washington Street, Room W468  
Indianapolis, Indiana 46204  
317 / 232-3053

## Award Recommendation Letter

Date: July 18, 2016

To: Stan Judson, Director of Account Management  
Indiana Department of Administration

From: Leslie Jones, Account Manager  
Indiana Department of Administration

Subject: Recommendation for Award of RFP 16-054  
Customer Satisfaction Surveys for the Indiana Bureau of Motor Vehicles

### Estimated Two-Year Contract Amount: \$97,760.00

Based on the State's evaluation of responses received for RFP 16-054, **Engaging Solutions, LLC** is recommended for award to provide Quarterly Customer Satisfaction Survey Services for the Indiana Bureau of Motor Vehicles (BMV).

*Engaging Solutions, LLC is committed to subcontracting 8.84% of the contract value to DaMar Staffing, a certified Minority Business Enterprise (MBE), 8.84% of the contract value to Keys to Work, a certified Women Business Enterprise (WBE), and 3.31% of the contract value to MBC Group, a certified Indiana Veteran Business Enterprise (IVBE).*

Terms of the award recommendation are outlined in this letter.

The State of Indiana received proposals from six (6) companies:

- Alpha Rae Personnel Inc.
- Engaging Solutions, LLC
- HPG Network
- Marketing Informatics LLC
- SMARI LLC
- Survey America

The proposals were evaluated by BMV and IDOA according to the following criteria established in the RFP:

- Adherence to Mandatory Requirements (Pass/Fail)
- Management Assessment/Quality (MAQ) (40 points + 5 available bonus points)
- Cost Proposal (35 points)
- Indiana Economic Impact (5 points)
- Buy Indiana (5 points)
- Minority Business Sub-Contractor Commitment (5 points + 1 available bonus point)
- Women Business Sub-Contractor Commitment (5 points + 1 available bonus point)
- Indiana Veteran Business Enterprise Sub-Contractor Commitment (5 points + 1 available bonus point)

The proposals were evaluated according to the process outlined in Section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

### A. Adherence to Requirements

Proposals were reviewed for adherence to mandatory requirements. All Respondents except Survey America were deemed responsive. Each remaining proposal was then evaluated based on its Business Proposal, Technical Proposal, and Cost Proposal.

**B. Management Assessment/Quality**

**Business Proposal (5 points)**

For the business proposal evaluation, the evaluation team considered the information each respondent provided in the business proposal. These areas were reviewed to assess the respondent’s ability to serve the State:

- Company Structure
- Company Financial Information
- Integrity of Company Structure and Financial Reporting
- References
- Subcontractors

**Technical Proposal (35 Points)**

For the technical proposal evaluation, the team considered each respondent’s proposal in the following areas:

Criteria/Question	RFP Section / Technical Proposal Section
Describe the methods your company uses to develop telephone-based survey questions and effective scripts for surveyors. Provide examples.	2.4.1 / Question 1
Describe the philosophy behind development of telephone-based questions – how are the questions designed to provide responses that can be quantified, tracked, analyzed and provide a basis for recommended improvements?	2.4.1 / Question 2
Describe the training and oversight provided for telephone surveyors. Provide an example of training materials.	2.4.1 / Question 3
Describe how emerging issues are incorporated into data collection.	2.4.1 / Question 4
Describe the analysis methods used to quantify customer satisfaction and identify strengths/weaknesses in customer service.	2.4.2 / Question 1
Outline the data analysis process from survey design, to presentation of recommendations, through evaluation of results.	2.4.2 / Question 2
Describe how regional variants are identified and controlled for.	2.4.2 / Question 3
Describe how results are prepared and presented to the client. At minimum this must include oral reporting as well as written statistical information.	2.4.3 / Question 1
Provide example of a top level executive summary of highlights/key findings (no more than 4 pages).	2.4.3 / Question 2
Describe the security measures that will be in place to ensure all customer/survey data is protected. This should include both physical and cyber protection.	2.4.4 / Question 1
How does your company maintain data integrity and prevent unintentional changes to your system or data?	2.4.4 / Question 2

The evaluation team’s scores were based on a review of the Respondents’ proposed approaches to each section of the Business and Technical proposals, Section 2.3 and Section 2.4, as well as specific questions that respondents were asked to respond to in the RFP. The results of the initial management assessment/quality evaluation are shown below:

**Table 1: Initial Management Assessment/Quality Scores**

RESPONDENT	MAQ SCORE
Alpha Rae Personnel Inc.	14.00
Engaging Solutions, LLC	26.00

HPG Network	24.25
Marketing Informatics LLC	31.33
SMARI LLC	25.75

**C. Cost Proposal (35 Points plus 5 Available Bonus Points)**

Respondents were given an opportunity to reduce pricing through a Best and Final Offer (BAFO) round.

The cost proposals were then evaluated and measured against the State’s baseline cost for this scope of work. The cost that the State is currently paying or its best estimate constituted the baseline cost. Cost scoring points were assigned as follows:

- Respondents who met the State’s current baseline cost received zero (0) cost points.
- Respondents who proposed a decrease to the State’s current costs received positive points at the same rate as bid increasing cost.
- Respondents who proposed an increase to the State’s current cost received negative points at the same rate as bid lowering cost.
- Respondents who proposed a 10% decrease to the State’s current baseline cost received all of the available cost points.
- If multiple Respondents decreased costs below 10% of the current baseline, an additional 5 points will be added to the Respondent proposing the lowest cost to the State.

**Table 2: Cost Scores**

RESPONDENT	COST SCORE
Alpha Rae Personnel Inc.	0.00
Engaging Solutions, LLC	40.00
HPG Network	35.00
Marketing Informatics LLC	32.08
SMARI LLC	15.17

**D. First Round Total Scores**

The First Round Management Assessment and Quality Score in Table 1 (shown above) were combined with the Cost Scores in Table 2 (shown above) to generate total scores used to create a “short list,” as described in Section 3.2 of the RFP. The combined scores (out of a possible maximum of 75 points) are tabulated in Table 3 below.

**Table 3: First Round Total Scores**

RESPONDENT	MAQ SCORE (40 MAX)	COST SCORE (35 MAX)	TOTAL SCORE (75 Max)	FIRST ROUND RESULT
Alpha Rae Personnel Inc.	14.00	0.00	14.00	Removed
Engaging Solutions, LLC	26.00	40.00	66.00	Short-Listed
HPG Network	24.25	35.00	59.25	Short-Listed
Marketing Informatics LLC	31.33	32.08	63.42	Short-Listed
SMARI LLC	25.75	15.17	40.92	Removed

There was a clear and natural break in the scores between Engaging Solutions LLC, HPG Network, and Marketing Informatics LLC from Alpha Rae Personnel Inc. and SMARI LLC. As such, both Alpha Rae Personnel Inc. and SMARI LLC were eliminated from further consideration. The remaining three Respondents were short-listed for further consideration. Short-listed Respondents were asked to participate in oral presentations and respond to clarification questions, as needed.

The short-listed Respondents are listed below:

- Engaging Solutions, LLC
- HPG Network
- Marketing Informatics LLC

**E. Post Short-Listing Evaluations**

After short-listing, the remaining Respondents’ MAQ scores were updated based on oral presentations and clarification responses. The final scores for the short-listed Respondents after these updates are as follows:

**Table 4: Post Short-Listing Evaluation Scores (Short-Listed Respondents Only)**

RESPONDENT	MAQ SCORE 40 Max	COST SCORE 35 Max	TOTAL SCORE 75 Max
Engaging Solutions, LLC	23.42	40.00	63.42
HPG Network	20.83	35.00	55.83
Marketing Informatics LLC	31.83	32.08	63.92

**F. IDOA Scoring**

IDOA scored the Respondents in the following areas: Buy Indiana (5 points), Indiana Economic Impact (5 points), Minority Business Participation (5 points + 1 available bonus point), Women Business Participation (5 points + 1 available bonus point), and Indiana Veteran Business Enterprise Participation (5 points + 1 available bonus point) using the criteria outlined in the RFP. When necessary, IDOA clarified certain Buy Indiana, Indiana Economic Impact, Minority and Women Business Participation and Indiana Veteran Business Enterprise Participation information with the Respondents. The total scores out of 108 possible points were tabulated and are as follows:

**Table 5: Final Evaluation Scores**

Respondent	Management Assessment/Quality	Price	Buy Indiana	IEI	MBE	WBE	IVBE	Total Score
Engaging Solutions	23.42	40.00	5.00	5.00	6.00	6.00	6.00	91.42
HPG Network	20.83	35.00	5.00	1.99	-1.00	-1.00	-1.00	59.83
Marketing Informatics	31.83	32.08	5.00	0.33	-1.00	-1.00	-1.00	66.24

**Award Summary**

During the course of the evaluation, the State scrutinized all proposals to determine the viability of the proposed business solutions and ability to meet the goals of the program and the needs of the State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The term of the initial contract shall be for a period of two (2) years from the date of contract execution. There may be two (2) one-year renewals for a total of four (4) years at the State’s option.