



## Transmittal Letter

September 20, 2021

To Whom it May Concern:

Avtex Solutions LLC, a TTEC Digital Company (Avtex) is pleased to provide the Indiana Office of Technology (IOT) with our response to your Contact Center as a Service RFP (22-68650) with Genesys Cloud. This response includes information on Avtex and our capabilities in alignment with the requirements in the RFP, as well as the proposed implementation price. We will show how selecting Avtex as your partner is the best approach to meet the needs of the IOT and its agencies, as outlined in the RFP documents.

In April 2021 Avtex became part of the TTEC Digital Company (TTEC) family, expanding our offerings, expertise, and technology partnerships as now of one of the largest global technology and services companies that develops end-to-end, digital customer experience solutions. With the combined forces of both organizations Avtex, a TTEC Digital Company is uniquely positioned to provide the thought and technical leadership the IOT requires to transform the journey of both the employees who work for your agencies and the constituents that they serve.

### 2.2.1 Agreement with Requirements Listed in Section 1

Avtex has reviewed and acknowledges the general information provided in Section 1 and we agree to the requirements and conditions listed in Section 1.

### 2.2.2 Summary of Ability and Desire to Supply the Required Products or Services

At Avtex, our mission is to fuel exceptional customer experiences. From the way our company is architected, to the DNA of our everyday activities, our vision lives and breathes within our employees. We strive every day to make the lives of our individual clients and their customers easier and simpler. Avtex is very excited to partner with the IOT to solve the business challenges you face today and develop a world class contact center and customer experience foundation that will delight your customers for decades into the future.

The combination of Avtex and Genesys make up a world leader in contact center platform development, implementation, support, and continuous innovation. We are proud to be in our 23rd year of partnership in delivering solutions that transform the way organizations communicate with their customers. Our combined team provides an end-to-end, integrated customer experience portfolio including CX/MX strategy consulting, contact center technology solutions, CRM and business application integration, and overall application development.

Avtex knows contact center technology. We also understand that although the contact center is the core of the customer experience, your entire ecosystem directly impacts the experiences you provide. Making sure the appropriate technology platforms and processes are working together is critical and our expertise and technology know-how allow us to help you deliver experiences that provide a competitive advantage. Avtex's unmatched experience, innovation, and dedication to its clients and partners is continually recognized as we receive Partner of the Year and Chairman awards from Genesys, including being named Partner of the Year for

2018. When working with Avtex, you are taking advantage of the power of both companies while partnering with a dedicated, nimble team with decades of experience.

Avtex is willing and able to meet the requested products and services listed in the RFP. We have reviewed and acknowledge the terms and conditions and have no issues with the mandatory contract clauses.

Avtex has reviewed your Sample Contract and we agree in principle with the terms and conditions noted in the contract. However, we also expect that that both parties will engage in mutually beneficial good faith discussions to mutually come to terms on any project-specific modifications to the contract. We look forward to having these discussions with you.

### Avtex Offerings:

Customer experiences are the result of a complex ecosystem of tools, processes and strategy. Effectively coordinating these many components requires a cohesive approach.

Avtex 360 is our strategic methodology designed to help you eliminate poor customer experiences. From initial strategic planning through management of technology, our end-to-end approach ensures support for every area of your CX efforts and every step in the customer journey.



**Vision & Research:** Designing experiences to meet the expectations, needs and desires of customers is important to CX success. Our Vision & Research team helps clients build comprehensive awareness of their customers and create strategic CX road maps built on that knowledge.

**Intelligence & Insights:** Data is crucial to delivering impactful experience. Our Intelligence & Insights team offers the comprehensive support clients need to capture, manage, analyze and use customer data to build relationships.



**Journeys & Engagement:** Effective communication is key to building customer relationships. Our Tactics & Engagement team is focused on designing and building contact centers of the future to drive effortless customer engagements across multiple channels.

**Innovation & Development:** Some problems require innovative solutions. Our Innovation & Development team focuses on creating solutions that address our clients' CX challenges, either through the development of IP or the inventive use of existing vendor technologies.

Driven by technology know-how and passionate about customer experience, Avtex is uniquely qualified to help clients deliver exceptional experiences to their customers using technology. Backed by strategic partnerships with Microsoft and Interactive Intelligence, Avtex is truly a breadth and depth provider of premium technology solutions.

We Help You Make Connections that Matter. Avtex offers end-to-end CX services to help you build lasting relationships with your customers across any channel of interaction, both digital and person-to-person. Avtex's broad portfolio of products and services provides a wide variety of solutions relating to Customer Experience.

### 2.2.3 Signature of Authorized Representative

Please find the signature of our chief business office, Bryce Gibson, at the end of this letter. If you have questions about the content of the proposal, please contact:

Kelley Jacob, Account Executive  
Email: [kjacob@avtex.com](mailto:kjacob@avtex.com)  
Phone: 713-554-9061  
Fax: 952-832-3722

### 2.2.4 Respondent Notification

Avtex respectfully asks that Kelley Jacob, Account Executive, be notified via email on the IOT's decision on this RFP at the email address provided above.

### 2.2.5 Confidential Information

The following are the portions of our proposal we have marked confidential and wish to have redacted from any public records that contain our proposal.

RFP SECTION	CONTENT	IAC CITATION	CATEGORY
Business Proposal	References	IC 5-14-3-4-a5	Financial Information
Technical Proposal	Avtex Implementation Methodology	IC 5-14-3-4-a4	Trade Secrets
Cost Proposal	Staffing Rates	IC 5-14-3-4-a5	Financial Information

### 2.2.6 Other Information

Avtex fully understands the IOT's business objectives and technology requirements and feels strongly in recommending Genesys Cloud as the ideal technology of choice to address all immediate and long-term goals required of the IOT and its state agencies.

#### **Differentiators of Avtex and Genesys Cloud include:**

Avtex is uniquely positioned to provide the Contact Center solution and services to exceed the needs of Harris County and your constituents. We have sold, supported and developed Avtex IP for Genesys Cloud (formerly PureCloud) since its release in 2015. We are an experienced partner who can help deliver your long-term goals and objectives as outlined below:

- 1. Improve Overall Constituent Service:**

Based on our experience from our long-term partnership with Genesys, we believe Genesys Cloud is the right solution to help improve your service to your constituents.

The emphasis on constituent experience is more critical today than ever before and employees shape the everyday experiences that constituents will have with you. Digital transformation and business continuity are foundational elements and within the government space this past year, digital transformation occurred nearly overnight. We are able to enable your employees to work from home and implement business continuity plans so your employees' primary focus is serving your constituents. Automation, chatbots, and self-services are key technologies we will provide that allow you to be more efficient and help constituents help themselves.

By working alongside your team to determine the right cloud strategy, you will alleviate one of the biggest risks of still running on antiquated legacy, on-premise systems that are difficult to integrate with other applications and keep business continuity. With our direction, you will be able to bring resolution to your constituents much quicker and seamlessly through working on a consistent interface with one single pane of glass as the interface for all employees that work with your constituents.

- 2. Robust and User-Friendly Reporting:**

Genesys Cloud provides powerful reporting capabilities that generate historical reports on the interactions Genesys Cloud processes. Supervisors can easily schedule and run a wide selection of standard reports, with appropriate permissions. It is important to note Genesys recognizes the value of robust dashboards and views over traditional "canned reports." Dynamic Views in Genesys Cloud use real-time and historical data in the same view that can be customized by the user for layout, filters, aggregates, and time. The views can be printed as a PDF or exported to a CSV for use in Excel for charting and a combination of report information.

- 3. Robust Training:**

We have a robust training team to accommodate whatever you might be looking for in terms of training, both during and after the implementation process. In addition, as part of our Premier support program, you would also have eight hours of free training included per year in your support package (remote). Finally, we also host free webinars for our clients for tips and tricks.

4. **Contact Center Expertise:**

Our sales team, implementation team, support team and development team all have extensive knowledge in regard to contact centers. This will show not only in the sales process but throughout your lifetime with Avtex, particularly during implementation where we can share best practices, etc. in regard to implementing your solution with a focus on the member experience you are trying to create. We tailor your implementation delivery plan to your needs and lead it with a dedicated project leadership team.

5. **Dedicated Client Account Team:**

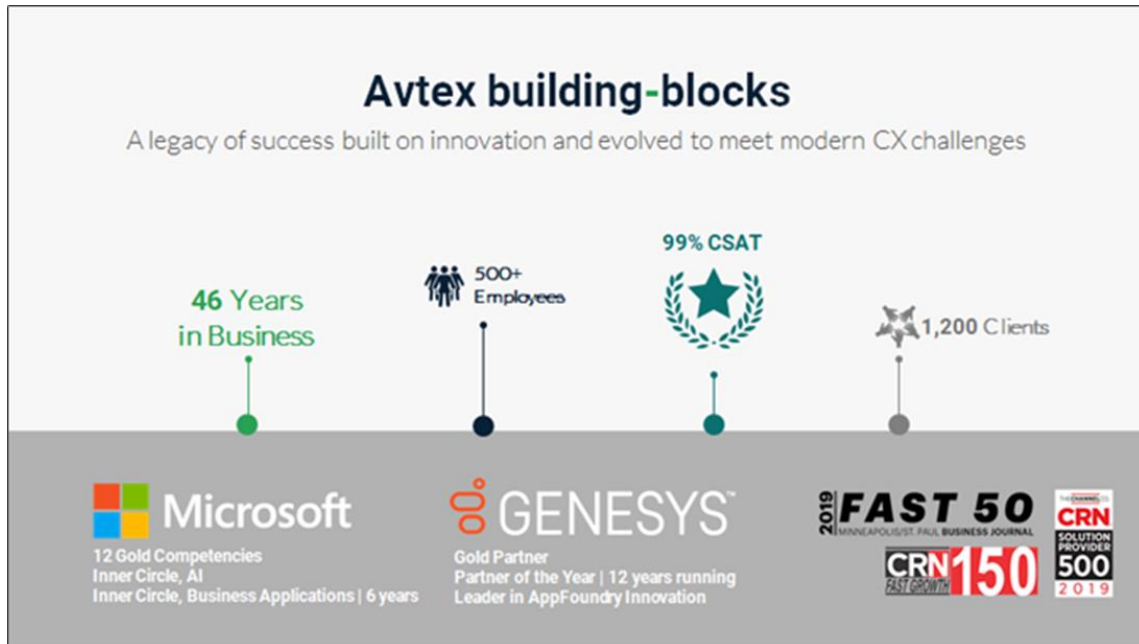
Part of becoming an Avtex client is that you will have a TEAM of folks from an account management perspective. Kelley Jacob will remain as the Account Executive for the IOT, and Jessica Blount will remain as a Client Account Manager. This dual account support structure works extremely well as it provides even more opportunity for ongoing proactive account management as well as week by week, month by month support. In addition to assisting with any future projects, it is also our goal to have a recurring cadence with the IOT for "strategy" meetings, which will take place typically on a monthly basis with additional bigger quarterly and annual meetings to go through a system review, road map discussion and strategic analysis related to their overall Member Experience Strategy.

6. **Value Added Support:**

As part of the proposal we have put together, we have included our superior support package for Genesys Cloud customers, **which will include a dedicated resource for the state.** This means that Avtex is your single hand to hold for any support related issues including anything that might need to be escalated to Genesys. Our support team is accessible 24x7x365 and is U.S. based. This also provides access to a ticketing portal they can use for real-time tracking of tickets. This support program also includes two hours/month for MAC work (Moves, Adds, Changes) and eight hours of free, personalized training per year for the IOT Team. **Note: Our client satisfaction (CSAT) rate is 4.96 out of a total of 5.**

7. **Our Strategic Practices:**

In addition to the great product features and our multiple deployment options, it is important to note that contact centers are not all that Avtex offers. Part of a client's strategy also ties into products like CRM, data analytics, defining and revising the customer experience, etc. These are all strategic practices for Avtex that will only further supplement your contact center specific initiatives as defined in this RFP.



#### 8. Inclusion:

As a wholly owned subsidiary of TTEC, Avtex offers a unique, value add culture of inclusion. We promote diversity across the Avtex/TTEC family of companies by offering social forums, mentorship programs, affinity groups, webinars, and recognition events to celebrate the diverse and culturally rich community we employ in 22 countries on six continents. Successful organizations leverage gender diversity, and we empower women with unique opportunities: 55% of all employees across the Avtex/TTEC family of companies are women, and nearly half are in managerial roles. We encourage career development and personal enrichment for our female colleagues through our global Women in Leadership (WIL) program.

#### 9. Corporate Responsibility:

Avtex/TTEC encourages and supports hundreds of corporate, site, and employee-led community outreach efforts and social responsibility programs, which employees can engage through our My Work Life website. Specifically, the TeleTech Community Foundation is committed to affecting positive change in the communities where our employees live and work. We believe that education is the foundation of a successful community and strive to provide students around the world with access to the tools and support they need. In 2018 alone, 77 organizations received the resources and school supplies needed due to Avtex/TTEC employee-sponsored Foundation grants. Monetary donations included \$372,000 to educational organizations globally.

Avtex/TTEC maintains a corporate responsibility strategy aimed at ensuring environmental awareness and ethical labor practices across our global footprint. We believe that proactively managing environmental, social, and governance (“ESG”) issues as part of our business strategy is critical to our sustainable growth and is an important part of our risk management strategy. ESG framework covers a diverse set of risks designed to capture the needs of various industries. At Avtex/TTEC, our ESG initiatives are focused on issues specific to our business, employees, clients, and stockholders, including



sustainable operations, investing in our people, workplace diversity, philanthropy, and responsible data management.

It takes a combination of leadership, discipline, drive, and dedication to serve one's country. For that reason, hiring veterans isn't just the right thing to do – it's the smart thing to do. At Avtex/TTEC, we are dedicated to hiring 1,000 veterans every year, and have forged partnerships within the community to make this goal a reality. For more information, please visit <https://www.ttec.com/about-us/corporate-responsibility>

## A Unique Solution

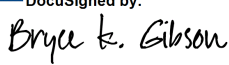
1. **Investment in Research and Development** - Genesys invested \$300M in R&D for 2020. This is a higher R&D investment than Genesys' next 3 competitors combined and translates to leading edge features and functionality like Speech Analytics, Workforce Engagement Management (WEM), Cross-media bots/AI for voice and digital interactions, and more.
2. **Genesys Cloud is both a Product and Platform** - Genesys' API 1st approach enables customers to perform extensive customizations or even write their own front-end interfaces, if needed; but they don't have to. Genesys has written the interfaces
3. **"All in one" comprehensive contact center platform**, built on top of Amazon Web Services (AWS) utilizing a micro-services architecture, instead of separate monolithic best of breed solutions loosely cobble together as a service. Genesys Cloud provides tremendous advantages over the competition.
  - Simplified Licensing model making it easy to understand and expand. There are essentially 3 types of core users; standalone phone, Business user, and Contact Center. Contact center agents have bundled features, without the need for a multitude of add on licenses and eliminated confusion.
  - Ease of integration to existing carrier circuits and existing PBX, while at the same time providing an integration (optional) with Teams. This is unique and only Genesys Cloud offers this localized connectivity while leveraging the cloud for all application processing.
  - Without the constraints of physical equipment in a proprietary data center, Genesys Cloud micro-services can tap into the essentially limitless capacity of AWS across the globe.
  - Expand and contract on demand, based upon your commitment levels as on-demand as needed with little if any restrictions
  - Micro-services offers superior design and is extremely fault-tolerant across all applications
  - Genesys Cloud offers unparalleled reliability and disaster recovery. The entire platform is deployed in multiple AWS regions, with each region consisting of multiple independent AWS data centers. This distributed deployment model provides the ultimate in geographic fault tolerance and disaster recovery.
  - Genesys Cloud offers local survivability to provide basic routing for interactions when separated from AWS.
  - Genesys Cloud offers extensive APIs to allow seamless integration to other platforms further extending and complimenting the solutions that drive Athene's business.
  - Continuous deployment model allowing for the continual roll-out of functionality and features, along with continual bug fixes, and weekly upgrades with no downtime



Fueling Exceptional Customer Experiences

We hope you afford us the opportunity to demonstrate that our proposed solution has the functionality and ease of use needed to satisfy and exceed your communication needs and expectations. And we hope our proposal responses clearly communicate the strength of the proposed software, our experience, and our ability to affect the changes you want for today, the future and the experiences your customers expect.

I am authorized to commit Avtex to this bid, and there are no conflicts of interest. Our proposal is valid for 180 calendar days from submission.

DocuSigned by:  
  
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Bryce Gibson, Chief Business Officer