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|  | **RFP-22-68650 – Contact Center as a Service – Attachment O – Pricing Questions Template** | |
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| **Respondent:** | | **Avtex Solutions, LLC** |

**Instructions**

In addition to providing the Cost Narrative as described in RFP Section 2.5, the Respondent shall also provide responses to these five questions. Please complete the following questions about your cost breakdown in the yellow boxes.

1. The Respondent is responsible for identifying and providing the functionality and cost of each line item in Attachment D, Cost Proposal. Pricing must include installing and configuring all hardware and software proposed for your solution. Respondents must not include charges for the initial “lift-and-shift” services. Please affirm your understanding of these requirements.

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| Avtex understands these requirements and has provided the pricing information in Attachment D to the best of our ability at this stage. The Genesys Cloud solution does not require hardware or software "installation." Any general setup or provisioning fees associated with enabling a component of the solution have been added to Attachment D. There will also be an implementation cost for the design, deployment, testing, and cutover services to transition each agency/department to Genesys Cloud, based on their individual requirements, which will be included in the eventual Statement of Work(s). |

1. Describe how you will account for the costs of transitioning the agencies/Business Units to the cloud solution.

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| Avtex will work with each agency/department to understand their business and technical requirements for their transition to the Genesys Cloud platform. This process typically includes working sessions and demos to ensure that all details are covered, and that the Client understands what will be delivered. A Statement of Work will be prepared that outlines the requirements, Avtex deliverables, Client responsibilities, and costs associated with completing the transition. Costs for Avtex Professional Services will include Project Management, Business Analysis, Engineering, Development, Training, and other SME services as required to complete the transition for each agency/department. |

1. Provide a cost benefit analysis given the information provided in Bidder’s Library Attachment J - Exhibit-1 CC Agencies and System Information and Exhibit-3 State of Indiana Handlers.
   1. What are typical inefficiencies that you find in contact centers prior to implementing your platform?
   2. How will your technology fix those inefficiencies?
   3. How much time is saved with these inefficiency fixes?
   4. What features or capability eliminates these inefficiencies?
   5. Please provide any other benefit your solution provides other than cost savings.

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| **COST ANALYSIS/SAVINGS**  More than a ripple to the bottom line, the Genesys Cloud CX platform is a proven, cloud-based omnichannel contact center solution. To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed customers across North America, Europe, and the Asia Pacific with years of experience using the Genesys Cloud CX platform.  In this commissioned total economic impact study (TEI), Forrester Consulting examines the Genesys Cloud CX platform to provide a comprehensive framework for evaluating the advantages it offers to your organization. According to the Forrester findings, companies using the Genesys Cloud CX platform can experience:  • 571% ROI (benefits totaling more than $5 million (U.S.) over 3 years.  • Avoided $2M in cost  • $4.3M Net Present Value  • Payback in < 3 Months  Some of the quantified benefits contributing to that value include:  • Improved productivity by $2.6 million: The platform helps to reduce handle times, improve visibility and enhance internal collaboration capabilities, increasing overall productivity by as much as 25 percent.  • Avoided previous solution and scalability costs of $2.0 million: Hefty upfront investment for hardware and software associated with on-premises solutions (or refactored platform to the cloud) for voice, email, and web chat are eliminated with the shift to the Genesys Cloud CX platform. Cost savings also stem from reduced maintenance, labor, and IT support costs. Moving to the Genesys Cloud CX platform can be more cost-effective than scaling up legacy environments to accommodate business growth, resulting in significant savings.  • Enhanced employee retention resulting in a benefit of $255,000: Employee satisfaction is bolstered by the platform's ease of use. After implementation, employee turnover was cut in half.  • Forrester analyzed financial and qualitative information from six established Genesys Cloud CX customers across North America, Europe, and the Asia Pacific. Prior to using the Genesys Cloud CX platform, the customers interviewed for the Total Economic Impact (TEI) study used a variety of on-premises or limited capability contact center solutions. They were difficult to scale, lacked central visibility, and in many cases, required multiple platforms to provide the capabilities and channels necessary to manage a modern call center.  • Forrester developed a composite organization based on data gathered from the customer interviews and applied its proprietary TEI framework, resulting in a comprehensive ROI analysis that details areas financially affected.  **ADDRESSING INEFFICIENCIES**  When we deploy Genesys Cloud CX for new contact centers and replace legacy technologies, we often find the following common inefficiencies in the existing platforms:   1. Multiple disparate systems or products with little or no integration between them. For example, PBX, collaboration, ACD, IVR, reporting, digital channels, recording and quality management, workforce management, surveys.   **Solution:**  Genesys Cloud CX provides a single platform for all applications, with the ability to add third-party integrations through the AppFoundry program where desired.   1. Lack of omnichannel, particularly where one system is handling voice and one or more other systems are managing digital interactions with customers (e.g. email, chat, SMS, social). This creates a lot of lost efficiency in terms of routing intelligence, agent utilization, tracking the customer journey, reporting, etc.   **Solution:**  Many of our competitors deliver omnichannel routing through acquired technology cobbled together. Genesys Cloud CX is different in that it was architected from the start with a single routing engine that supports all channels (e.g. email, voice, chat, SMS, and social messaging) for seamless queuing and simple-to-complex routing. CRM and other data can be queried for dynamic routing, personalized treatment, and extensive screen-pop information. Everything from basic customer demographics to upsell suggestions can be dynamically offered to the agent desktop. As the customer journey moves between channels, a comprehensive interaction history is available to the agent. Supervisors and agents can use real-time dynamic views, dashboards, and reports to see contact center performance and metrics.   1. ACD routing options are limited, with extensive customization needed to meet requirements. This also makes the platform for difficult and expensive to maintain and support.   **Solution:**  ACD is the contact center art and science of getting the right call to the right person as quickly as possible. Genesys Cloud CX ACD dynamically matches customer interactions and agents, processing and assigning interactions to the appropriate agent. Key functionality includes bullseye and preferred agent routing, as well as providing the capability for skills-based, conditional, and priority routing. Predictive Routing is the latest innovation to come into the platform.   * Preferred Agent Routing: Select evaluation rules to match agents to interactions. When the system matches more than one preferred agent, it initially evaluates the top agent first, then the next highest agent. If an administrator uses bullseye routing along with preferred agent routing, the system considers the preferred agents first, regardless of whether they have the required skills. * Skills Based Routing: Genesys Cloud CX uses a skills algorithm to assign calls to the most suitable agent, based on the skill tags in the agent profiles, instead of just assigning the interaction to the next available agent. The caller selects a skill from the IVR, and Genesys Cloud CX routes the interaction to the next available agent with the required skill. This enables a contact center to exploit the benefits of a specialized workforce while harnessing the economies of pooled resources. * Bullseye Routing: With the skills routing method, an agent must have the required skills to be eligible for an interaction. The bullseye routing method is similar; however, it can expand the agent selection pool if no agent with the required skills is available within the configurable amount of time. The expansion is like a set of concentric rings, similar to the rings on a target, with each ring being a fallback for the previous ring. * Priority Routing: Genesys Cloud CX routing can be configured to prioritize certain callers based on the number from which they are calling or information that the customer enters in the IVR. Priority can also be assigned according to the amount of time the interaction has been in the system. * Predictive Routing: Predictive routing uses machine learning to rank each agent in your target agent pool for how well that agent is predicted to handle a specific interaction. In its simplest form, predictive routing identifies the agent-interaction match most likely to result in an optimal key performance indicator (KPI) value.  1. Self-service options are typically only available on the voice channel. It is expensive to deploy those same services through digital channels.   **Solution:**  With Genesys Cloud, self-service bots can be incorporated into the Genesys Cloud CX IVR to leverage best-in-class artificial intelligence to allow for an easy-to-use IVR that creates a personalized self-service experience. Genesys Bot Flow functionality allows an application to be configured once, then deployed across voice and digital channels. Actions make it easy to integrate with customer and third-party REST-based web services.   1. Speech recognition is an expensive add-on cost, deployed with old technology (e.g. press or say), and with no natural language understanding or AI component.   **Solution:**  Speech and text analytics are a set of features that provide deep insight into 100% of customer conversations and interactions.  For voice interactions, Genesys Cloud CX provides automated voice transcription. The transcription engine is native to Genesys Cloud CX and is trained using deep learning techniques that use an adaptive language model based on configured phrases. Voice transcription occurs in near real-time, and the full transcript of a call is available immediately after that call is completed. The system also performs acoustic analyses of interactions, extracting meaning from otherwise unstructured data.  For all interaction types, Genesys Cloud CX can perform sentiment analysis based on what was said or typed by the customer. The system also performs topic spotting to allow users to capture analytics data about the interactions. By having interaction analyses, organizations can drive towards performance improvements (e.g. decreased AHT, increased FCR, sales conversions, etc.), higher compliance, increased customer satisfaction (e.g. NPS), and a better understanding of call reasons.   1. Difficulty obtaining accurate, actionable reporting and business intelligence, and high cost to develop and maintain a library of custom reports.   **Solution:** Genesys Cloud CX maintains extensive data that provides a full view of contact center activities. This information is accessible via the user interface and can be exported. Additionally, an API enables customers to integrate and access information regarding real-time metrics, historical data, and segmented data in their own environment. This data can be accessed by reports, views, and APIs.  *Avtex Insights* is an example of an add-on integration that uses the API to extract from the Genesys Cloud data lake into a relational database for consumption by Microsoft Power BI or other platforms, where custom reports and visualizations can easily be created. This approach also allows data from other systems to be incorporated into the reporting and analytics.  Genesys Cloud CX Views allow dynamic access to the data. Columns can be selected, reordered, and added. Data pickers allow interval views of the data, including day, week, and more. Additionally, searching and filtering allow for additional granular detail in reporting.   1. For premise-based systems, administrative challenges associated with maintaining a large and complex environment.   **Solution:**  As a CCaaS solution, Genesys Cloud CX creates fluid conversations across multiple digital and voice channels in an easy-to-use, all-in-one interface with usage-based pricing and a variety of subscription offers. Genesys customers use Genesys Cloud CX to deliver more personalized experiences between employees and customers and reap the benefits of speedy deployments, reduced complexity, and simple administration—transforming their contact centers into experience centers.  As a modern CCaaS platform built for scale, flexibility, security, and resiliency, Genesys Cloud CX is where our connected ecosystem of customers and partners can deliver rapid innovation. The open Genesys Cloud CX platform gives customers the option to buy, bring, or build. Customers can bring their own AI bot, carrier, TTS and ASR engines, etc., or they can use the built-in solutions from Genesys Cloud CX. They have choices and can connect easily, while the APIs are there if they want to extend the solution. With one powerful set of Genesys Cloud CX APIs, our teams develop cloud products and capabilities, our partners develop marketplace applications, and our customers develop custom solutions.   1. For premise-based or “hosted data center” solutions, downtime and upgrades are often required to enable new functionality and integrations. Customers may delay valuable upgrades to their business systems due to integration dependencies with the contact center system.   **Solution:**  Genesys Cloud strives to provide a consistent and continuous experience for all users, so Genesys does not maintain multiple versions. All users always have the latest version.  Genesys Cloud products use the continuous delivery model. Instead of releasing large batches of changes two or three times a year, Genesys continuously releases changes as they make them. As soon as an update meets quality standards, it is pushed to production.  If Genesys detects a problem, they immediately roll back the deployment to examine the problem with no downtime in service. This delivery model enables Genesys to deploy small batches of changes as needed without interrupting the user experience, giving Genesys Cloud the flexibility to quickly develop, test, and release.  Table 1: Genesys Cloud Delivery   |  |  | | --- | --- | | Type | Description | | Usability Enhancements | The user experience team is always looking for new ways to make Genesys Cloud more useful and easier to use. | | Patches | Engineering and quality assurance teams work together to keep the products running smoothly. | | Security Updates | Information Security stays vigilant of the evolving threats in cyberspace and adjusts our defensive strategy as needed, when needed. | | Resource Center Updates | Documentation and education teams update Resource Center content every week. |   For Genesys Cloud customers, continuous delivery means that no one is locked into a specific version. When you subscribe to the service, you get the latest version, and you continue to have the latest version throughout the life of your subscription.  **Feature releases**  Genesys Cloud feature releases occur weekly. Feature release approvals occur on Fridays. The actual feature release occurs five days later, on Wednesdays.  Release approval for new and enhanced features requires thorough testing and limited use in controlled production environments. Release approval includes other criteria such as completed documentation and a plan for customer communication.  Most new features and enhancements require administrator or contact center manager configuration. Some new features and enhancements impact agents and the agent interface but most new features are applied to users through permissions on roles.  To minimize customer impact in this abbreviated release cycle, particularly to agents and the agent interface:   * If a major functional change impacts the agent interface, Genesys takes extra care to communicate it across the channels described below. * New features and major changes to existing functionality are typically gated from appearing in the agent interface by one or both of the following:   + Administrators must enable new feature licensing and permissions.   + Administrators or contact center managers must complete new feature or major functionality change configuration.   **Feature release communication**  Genesys provides various pre-release and release communications to help customers prepare for new and enhanced feature releases.   * **Features coming soon**   Advance notice about features coming in the next release are available five days before release in [Features coming soon](https://help.mypurecloud.com/?p=170326).   * **Genesys Knowledge Network and Genesys Community**   Planned high-level changes, announcements, webinars, and blogs about upcoming features are posted in [Genesys Knowledge Network](https://know.genesys.com/) and [Genesys Community](https://community.genesys.com/communities/purecloud?CommunityKey=bab95e9c-6bbe-4a13-8ade-8ec0faf733d4).   * **Genesys Cloud Developer Center**   Advance notice about upcoming API changes is available in [Announcements](https://developer.mypurecloud.com/announcements.html) in the Genesys Cloud Developer Center.   * **Genesys Product Ideas Lab**   Allows customers and resellers to submit ideas to Genesys product managers for consideration of new features. Other users can vote on these ideas to express interest in the idea. Progress of the idea through community review to accepted can be traced on this site. [Genesys Cloud Ideas Lab (aha.io)](https://genesyscloud.ideas.aha.io/ideas)   * **Genesys Cloud Release Notes**   The [Genesys Cloud Release Notes](https://help.mypurecloud.com/release-notes/) announce the new and enhanced features released each Wednesday, with links to Resource Center and Developer Center documentation. The Release Notes also include deprecation announcements. To increase accessibility:   * Customers can [subscribe](https://help.mypurecloud.com/?p=140808) to receive weekly email notifications that Genesys sends after the Wednesday Release Notes publish. * Customers can open the Release Notes directly from the Genesys Cloud Admin UI in the right column. * **In-app notifications**   Genesys provides in-app notifications in the Genesys Cloud UI when new features and significant enhancements are released. The notifications provide links to supporting documentation in the Resource Center.  **OTHER BENEFITS**  Genesys Cloud CX is a suite of cloud-based services for collaboration, communications, and customer engagement. Genesys based the Genesys Cloud CX suite of application services on a distributed cloud architecture built atop AWS. It's designed to provide rapid deployment, maximum reliability, and unlimited scalability while connecting customers and employees in new and more efficient ways.  Genesys Cloud CX offers IP PBX, unified messaging, instant messaging, presence management, conferencing, persistent group chat, fax, video, and other UC features. The solution also offers contact center functionality, including ACD, IVR, voice and messaging bots, interaction recording, quality management, digital channels, automated outbound dialing, workforce engagement, and integration with multiple CRM systems. |

1. What additional value added services or features are included in your standard licensing package?

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| The Genesys Cloud platform includes many standard features with each user license type. Business users will have a Communicate User license that provides them with PBX functionality, a browser-based WebRTC soft phone, voicemail, faxing, and other collaboration features. Contact Center users have all the Communicate features in addition to a long list of contact center features that expand across the three levels - Genesys Cloud CX 1, Genesys Cloud CX 2, and Genesys Cloud CX 3. Our response package includes a document that lists all the features included with each license. |