



FIRE DEPARTMENT
OF
THE CITY OF NEW YORK



**REQUEST FOR INFORMATION AND EXPRESSIONS OF
INTEREST FOR THE
PROVISION OF A HOSTED PREDICTIVE DIALER SYSTEM**

RFI IDENTIFICATION NUMBER: 05713R0000317

PROVISION OF A HOSTED PREDICTIVE DIALER SYSTEM

Date Due: 9/5/2012

Time Due: 4:00 PM

Place: NYC FIRE DEPARTMENT
BUREAU OF FISCAL SERVICES
CONTRACT DEVELOPMENT UNIT
9 METROTECH CENTER
BROOKLYN, NY 11201

ROOM 5W-07-K

Contact: Roman Shpolyansky
Contracting Officer
Tele No: (718) 999-0298
Fax No: (718) 999-0177
Shpolyr@fdny.nyc.gov

The New York City Comptroller is charged with the audit of contracts in New York City. Any vendor who believes that there has been unfairness, favoritism or impropriety in the proposal process, should inform the Comptroller, Office of Contract Administration, One Centre Street, Room 835, New York, NY 10007, Telephone Number (212) 669-3000.

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I. INVITATION

1. The Fire Department of the City of New York (“FDNY” or “Fire Department”) in the interest of promoting competition, is seeking information from qualified vendors to provide information for an evaluation of a vendor hosted solution to implement a predictive dialer system to improve outreach for potential candidates that are interested in career opportunities within the Fire Department. The system will primarily be used by the FDNY Recruitment and Diversity Unit (“R&D”).
2. The purpose of the evaluation is to make findings and recommendations that will assess the feasibility, requirements, and cost basis to fully implement a functional vendor hosted predictive dialer system. Please note that no award will be made from this information request.

II. INQUIRIES

1. All questions regarding this RFI should be forwarded to the Fire Department by e-mail, post, or fax to Roman Shpolyansky. The last day for submission of vendor questions is 9/22/2012 by 4:00 pm EDT. Responses will be in writing and e-mailed to all Vendors who have obtained a registered copy of the RFI. Address all Correspondence to:

Mr. Roman Shpolyansky
Contracting Officer
Bureau of Fiscal Services
New York City Fire Department
9 MetroTech Center, 5W-07-K
Brooklyn, N.Y. 11201
Tel. No: (718) 999-0298
Fax No: (718) 999-0177
E-Mail: Shpolyr@fdny.nyc.gov

2. All related contacts with the Fire Department must be restricted to and/or arranged by the Contracting Officer.

III. CURRENT ENVIRONMENT

1. The FDNY currently uses a hosted predictive dialer system that places outbound calls from a pre-loaded list of numbers. The calls are automatically generated by the system.
2. The system uses a number of scripts which are uploaded by the Contractor with coding to ensure responses are collected and analyzed properly (Attachment #1). Scripts are developed based on R&D outreach needs. The

data collected through each script includes but is not limited to information requested from applicants such as:

- a. Interest in attending an FDNY event
 - b. Scheduling an event based on applicants location and availability
 - c. Updated contact information
 - d. Providing applicant specific information
 - e. Transferring live calls to a third party
3. The current system allows fifteen (15) Agents to utilize the system at any given time. On-site Supervisors monitor the call volume, wait time, and track the progress and completion of the initial calls loaded into the system. The system allows various progress reports to be generated throughout the day (Attachment #2).

IV. GENERAL REQUIREMENTS OF THE PREDICTIVE DIALER SYSTEM

1. Vendors responding to this request will submit a proposal describing an improved hosted predictive dialer system with enhanced capabilities that include but is not limited to the following:
 - a. Outbound and incoming calling
 - b. Test, E-Mail and Voicemail capabilities
 - c. Script Building
 - d. Data uploading tools
 - e. Agent Information (with campaign assigning capabilities)
 - f. Live tracking
 - g. Reporting tools
 - h. Ability to record live conversations
 - i. Ability to run multiple campaigns
 - j. Help Desk Support
2. The system shall allow for all data collected from past campaigns to be archived and easily retrievable.
3. The system shall allow web-interface for additional reporting purposes. Campaign data collected through the dialer will need to be transferred to a centralized database. Basic remote access to an FDNY off-site Programmer for campaign data tables will be necessary. This access is essential to track statistical data on an as needed basis.
4. The system shall have a scheduling calendar with capacity tracking. Once capacity is filled for a particular date and location, the system should update automatically to no longer allow scheduling for that particular event or location.

5. Multi-tiered password/authorization shall be provided to all authorized FDNY personnel using the predictive dialer system. The vendor shall provide the various access profiles, as required by the end user functional job requirements, with a means of responsive, End-User access.
6. The system shall run with a minimum of fifteen (15) phone agents with the ability to fluctuate call volume manually based on reached call statistics.
7. The system shall have the capability to send text, e-mails and voicemail with data as well as process reminders with information received on a call.
8. The system shall have the capability to build scripts which shall include questions and predetermined answers. Each answer is given a “qualification code” for reporting purposes. Every phone number that is loaded into a campaign script must have a qualification code that states the outcome of the call. Incomplete outcome codes may include but not be limited to an unreached call, fax machine and dropped calls. The system should allow FDNY to load scripts independently into the dialer.
9. The system shall allow personal applicant data to be loaded into the dialer which shall include but not be limited to an applicant name, phone number, e-mail address, and demographic profile. The system shall be able to load all data in an Excel format.
10. The system shall have the capability for FDNY to track the progress of the predictive dialer system which shall include but not be limited to the length of calls, completed calls, agent status, dropped calls and campaign qualification code statistics in real time.
11. The system shall have the capability for producing reports, as specified by FDNY. In addition, the System shall have ad-hoc reporting capabilities of campaign results and specific call information. Reports should be viewable in chart or graph format. All report data shall be retrievable in real time.
12. The system shall have the capability to record calls and the ability for a supervisor to listen to a live call in progress. The system shall allow all recordings to be archived for future reference.
13. The vendor shall provide training to FDNY personnel to include but not be limited to:
 - a. Basic Overview of System to include but not be limited to logins, skills, call capturing and scheduling.
 - b. Roles of Administrator and Supervisor Access
 - c. Script Building
 - d. Data Upload

- e. Outbound Calls and Reports (Progressive and Predictive)
- f. Inbound Calls and Reports
- g. Web Functionality
- h. Ticket System
- i. Testing of system

V. PROPOSAL REVIEW

1. Vendors participating in the review will submit a technical proposal and cost estimate describing the features of the hosted predictive dialer system.
2. The Fire Department may request interviews or presentations and/or demonstrations by the proposer, as the Agency deems applicable and appropriate. The proposals will be considered for the following factors:
 - a) Suitability of project methodology including the proposed system solution and the preliminary work plan.
 - b) Demonstrated experience in implementing and managing similar projects.
 - c) Qualifications based on professional competence and prior experience of the proposer's project personnel.
 - d) Relative price quotation.

VI. FORMAT, CONTENT AND SUBMISSION OF THE PROPOSAL

Proposers should provide all information required in the format below. The proposal should be typed on both sides of 8 1/2" x 11" paper. The Fire Department requests that all proposals be submitted on paper with no less than 30% post consumer material content, i.e., the minimum recovered fiber content level for reprographic papers recommended by the United States Environmental Protection Agency (for any changes to that standard please consult: <http://www.epa.gov/cpg/products/printing/htm> Pages should be paginated. The proposal will be evaluated on the basis of its content, not length.

1. PROPOSAL COVER LETTER

The Proposal Cover Letter transmits the proposer's Proposal Package to the Agency. It should be completed, signed and dated by an authorized representative of the proposer.

2. TECHNICAL PROPOSAL

The Technical Proposal is a clear, concise narrative and includes the following:

- a) **Table of Contents:** Provide a table of contents for the materials contained in the proposal.
- b) **Proposed Approach:** Present a detailed description of the approach to be used by the proposer in accomplishing the tasks described herein, including:
 - i. Hosted Predicative Dialer System which features improved technology, software, and database components.
 - ii. Workstations and peripherals required to run the application.
 - iii. Operational implementation requirements.
 - iv. End-user manual and training and associated documentation.
 - v. Systems administrator documentation and training sessions.
 - vi. Interface to allow queries and reporting on any field(s).
 - vii. Other applicable software and hardware.
 - viii. Licensing and escrow services for third party software or ownership provisions for proprietary software.
 - ix. Description of the timeframe required to implement the proposed Hosted Predicative Dialer System.
 - x. Training Requirements.
 - xi. Documentation and user manuals.
 - xii. Describe and furnish a copy of product warranties, repair services, and any other warranty arrangements. Clearly identify in proposal the required main and extended warranty coverage applicable to all software and hardware, and the applicable warranty terms including any exceptions.

c) **Qualification and Experience:**

Proposers submitting a proposal in response to this RFI will:

- i. Demonstrate the relevant experience, background, and knowledge, both for the firm as a whole and for each key staff person and, if

applicable, each subcontractor the proposer intends to assign to the effort required for the proposed services.

- ii. Provide references for work on completed all comparable projects by all entities, including public safety/first responder organizations that utilize the proposed system. The references will include a full description of each project, scope of work, value of project, location thereof, and the names and telephone numbers of all customers who have utilized the proposed hosted predictive dialer technology.
 - iii. Provide a resume and/or qualifications for each proposed key staff person. Supply a listing of key personnel and responsibilities; include a description of the employees involved in the development of the hosted predictive dialer technology.
 - iv. Provide a description of the proposer's development/software facility.
 - v. Provide a detailed product specification, along with all possible options, enhancements and technical requirements in order to implement the proposed hosted predictive dialer technology.
 - vi. Describe the turn-around time to repair software bugs or implementation of requested FDNY enhancements.
 - vii. Describe unique and important qualities or features incorporated into the proposed system that sets it apart from others.
 - viii. Provide a description of and patents, copyrights or licensing agreements applicable to the equipment or services.
 - ix. Describe a proposed demonstration of the system software, and any other features that will effectively present the capabilities of the system. If such a system will be demonstrated utilizing FDNY resources, describe the type of software and hardware required.
- d) **Attachments.** Where attachment documents, tables, or other publications are used to describe features or technical data of proposed equipment they should be referenced in the appropriate numbered sections of the proposal. Copies of such attachments will be annexed as an exhibit of the proposal.

3. PRICE QUOTATION

- a) The Proposer will submit a price quotation with the proposal, outlining the budgetary requirements for this project. The proposer will provide the amount to be paid for the delivery of each project phase or similar

VII. SUBMISSION REQUIREMENTS

1. Each proposer responding to this RFI will submit one (1) original, four (4) copies, and one (1) CD of their technical proposal and cost quotation proposal by the submission deadline date. The proposal will also contain the name, title, and telephone number of individuals with authority to represent the supplier, and who may be contacted during the review period.
2. For a proposal to be accepted for consideration, it must be received by the close of business but no later than 4:00 pm on 9/5/2012 at the following address:

New York City Fire Department.
9 MetroTech Center, 5S-11
Brooklyn, N.Y. 11201
Attn: Roman Shpolyansky
Contracting Officer

3. Proposal Identification

To prevent opening by unauthorized individuals, the proposal will be placed in a sealed envelope and will be identified as follows:

**PROPOSAL FOR HOSTED PREDICTIVE DIALER SYSTEM -
CONFIDENTIAL**

VIII. FIRE DEPARTMENT RESERVED RIGHTS

1. All proposal material submitted becomes the express property of the Fire Department and the Fire Department reserves the right, at its sole discretion to:
 - a) Reject any and all proposals in response to this RFI, and/or request supplemental statements and information from Vendors;
 - b) Extend the deadline for submission of proposals.
 - c) Amend, waive, modify, or withdraw (in whole or part) this RFI and/or waive any requirements of the RFI;

- d) Request a Vendor give an oral presentation of their proposal at a time scheduled by the Fire Department;
- e) Use without limitation any or all of the ideas from submitted proposals.

IX. GENERAL INFORMATION

1. This RFI has been compiled without any attempt to restrict competition. All specifications and requirements are as generalized as possible to allow for a wide set of responses.
2. In the event that any amendment to this RFI is required prior to the closing date, those amendments will be furnished by mail to all prospective Vendors who have received a copy of the RFI and have registered their name and address with the Fire Department. Failure to acknowledge receipt of amendment in accordance with the instructions contained in the amendment may result in the proposal not being considered.
3. The New York City Comptroller is charged with the audit of contracts in New York City. Any Vendor who believes that there has been unfairness, favoritism, or impropriety in the proposal process should inform the Comptroller, Office of Contract Administration, 1 Centre Street, Room 835, New York, N.Y. 10007; telephone number (212) 669-3000.
4. The issuance of this RFI and the submission of a Proposal to the Fire Department of the City of New York does not obligate the Fire Department or the City whatsoever.

X. SECURITY OF RFI PROPOSALS

1. The content of each proposal will be held in the strictest confidence, and no details of any proposal will be discussed outside of the evaluation organization, unless required by law.
2. Upon submission, a proposal and any other materials submitted by a proposer in conjunction therewith including designs, drawings, maps, microfilms, computer tapes or discs become subject to the New York State Freedom of Information Law (FOIL), New York Public Officers Law Sections 84-90. The general rule is that records are to be made available to the public for inspection and copying. However, the Fire Department may deny public access to such records or applicable portions thereof which “are trade secrets or are maintained for the regulation of commercial enterprise which if disclosed would cause substantial injury to the competitive position of the subject enterprise”, “are specifically exempted from disclosure by state or federal statute”, “if disclosed would impair present or imminent contract awards”, “are inter-agency or intra-agency materials which are not final agency

policy or determination” or are otherwise exempted from disclosure under FOIL.

3. Vendors may mark as confidential those portions of the RFI proposal that they believe are not required to be disclosed under FOIL. While the Fire Department may not exclude a proposal from consideration simply because it restricts disclosure of data, it is, however, obligated to disclose information consistent with the requirements of FOIL notwithstanding any such marking of confidentiality made by a Vendor.

XI. CONFIDENTIALITY

1. The Vendor acknowledges that all records, information or data which it may have access to, examine, prepare, maintain or have custody of and deliver hereunder are confidential records. ("Confidential Information"). All Confidential Information is the property of the Fire Department, and the Vendor will not at any time make any disclosure or statements or release to any third party any Confidential Information without the prior written approval of the Fire Department.
2. The obligation to maintain Confidential Information would include the duty to comply with all Federal, State and local laws, rules and regulations. The Vendor agrees that it will instruct its officers, employees, and agents, to maintain the confidentiality of any and all Confidential Information.
3. The Fire Department reserves any and all other rights and remedies in the event of unauthorized disclosure.

OUTBOUND RECORDS PROCESSED

Printed: 5/14/2012 3:44:07 PM

Service: 8502 - FDNY PERSUASION OUTBOUND

Server: FDNY

Date: 5/14/2011 - 5/14/2012 / Service: 8502 - FDNY PERSUASION OUTBOUND / Load: 1052

Report for: 7/11/2011

Last qualification	No. of calls	Percentage
No answer	172	(25.98 %)
Busy signal	1	(0.15 %)
Answering machine	261	(39.43 %)
Ab. on queue	62	(9.37 %)
Invalid generic reason	10	(1.51 %)
No answer - Agent	2	(0.30 %)
Answering machine - Agent	3	(0.45 %)
Dropped call	4	(0.60 %)
Scheduled	46	(6.95 %)
Scheduled to another phone number	1	(0.15 %)
Unreachable during calling hours	2	(0.30 %)
Yes (+)	30	(4.53 %)
Still Don't Know (-)	4	(0.60 %)
Definitely not (-)	61	(9.21 %)
Agent didn't qualify the call (X)	3	(0.45 %)
Totals:	662	

OUTBOUND RECORDS STATUS SUMMARY

Printed: 12/14/2011 3:32:11 PM

Service: 8509 - FDNY WOMEN OUTREACH

Server: FDNY

Load[s]: 1065 WomenOutreachDec13

	Total	Percentage
Unfinished records	771	81.59 %
Scheduled	88	9.31 %
No answer	11	1.16 %
Answering machine	11	1.16 %
Ab. on queue	6	0.63 %
Scheduled	60	6.35 %
Invalid records	682	72.17 %
No answer	303	32.06 %
Answering machine	217	22.96 %
Ab. on queue	89	9.42 %
Invalid generic reason	54	5.71 %
No answer - Agent	2	0.21 %
Answering machine - Agent	4	0.42 %
Dropped call	13	1.38 %
Daily maximum values	1	0.11 %
Completed records	166	17.57 %
Useful	101	10.69 %
Positive	47	4.97 %
Yes, interested, able to transfer to DCAS	47	4.97 %
Negative	54	5.71 %
Not Interested, already Employed	4	0.42 %
Not Interested, Relocated	4	0.42 %
Not interested, Job safety Concern	1	0.11 %
Not interested, Attending School	2	0.21 %
Not interested, I have kids	1	0.11 %
Not Interested, Pregnant	1	0.11 %
Not Interested, Just not interested	21	2.22 %
Not interested, Medical reason	4	0.42 %
Not interested, undisclosed reason	6	0.63 %
Not interested, other	10	1.06 %
Non-useful	65	6.88 %
Yes, Interested and will not able to transfer DCAS	46	4.87 %

OUTBOUND RECORDS STATUS SUMMARY

Printed: 12/14/2011 3:32:11 PM

Service: 8509 - FDNY WOMEN OUTREACH

Server: FDNY

Load[s]: 1065 WomenOutreachDec13

	Total	Percentage
Unreachable	19	2.01 %
Wrong contact phone numbers	15	1.59 %
Unreachable during calling hours	4	0.42 %
Incomplete	6	0.63 %
Contact phone numbers do not exist	2	0.21 %
Total:		945