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List of Acronyms

Table 0-1 contains a list of acronyms/abbreviations that are used in this response, but were not defined in the Government's solicitation.

Table 0-1. List of Acronyms/Abbreviations

Acronym	Definition
AAR	After Action Report
ACD	Automatic Call Distribution
<REDACTED>	**<REDACTED>**
ASG	Access Security Gateway
ATO	Authority to Operate
AVR	Automated Voice Response
BPA	Blanket Purchase Agreement
C/DR	Contingency/Disaster Recovery
CBT	Computer-based Training
CCB	Change Control Board
CCF	Central Control Facility
<REDACTED>	**<REDACTED>**
CCO	Contact Center Operator
CCS	Contact Center Solutions
<REDACTED>	**<REDACTED>**
CIO	Chief Information Officer
<REDACTED>	**<REDACTED>**
CM	Configuration Management
CMMI	Capability Maturity Model Integration
CMS	Call Management System
CoE	Center of Excellence
<REDACTED>	**<REDACTED>**
CPC	Contingency Plan Coordinator
CPI	Continuous Process Improvement
CPMT	Contingency Plan Management Team
CQA	Call Quality Assessment
CRA	Content Research Analyst
CRM	Customer Relationship Management
CRP	Consolidated Receiving Point
CSC	Computer Sciences Corporation
CSI	Continuous Service Improvement
CSLIC	Citizen Service Levels Interagency Committee
CSR	Customer Service Representative
DAR	Defense Agency Representative
<REDACTED>	**<REDACTED>**
DES	Data Encryption Standard
<REDACTED>	**<REDACTED>**
DI&ST	Desktop Installation and Support Team
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
ERT	Emergency Response Team
<REDACTED>	**<REDACTED>**

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Acronym	Definition
FedEx	Federal Express
<REDACTED>	**<REDACTED>**
FIFO	First-in, First-out
FIPS	Federal Information Processing Standards
GUI	Graphical User Interface
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
HIPAA	Health Insurance Portability and Accountability Act
HR	Human Resources
<REDACTED>	**<REDACTED>**
IR	Interactive Response
IS	Information Specialist
ISO	International Organization of Standards
ISP	Internet Service Provider
JWOD	Javits-Wagner-O'Day
LAN	Local Area Network
MAPI	Messaging Application Programming Interface
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
NCSRT	National Center for Security Research and Training
NI&OT	Network Installation and Operations Team
NLP	Natural Language Processing
NOC	Network Operations Center
NTFS	New Technology File System
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
OCR	Optical Character Recognition
OCSC	Office of Citizen Services and Communications
ODEP	Office of Disability Employment Policy
<REDACTED>	**<REDACTED>**
PIA	Privacy Impact Assessment
PM	Program Manager
PMI	Project Management Institute
PMO	Program Management Office
PMP	Project Management Professional
POA&M	Plan of Action and Milestones
POC	Point of Contact
<REDACTED>	**<REDACTED>**
QC	Quality Control
QMS	Quality Management System
RA	Risk Assessment
RDBMS	Relational Database Management Systems
RL	Risk Level
SCA	Service Contract Act
SDVO	Service-disabled, Veteran-owned
<REDACTED>	**<REDACTED>**
SLA	Service Level Agreement
SME	Subject Matter Expert
SNMP	Simple Network Management Protocol
SOP	Standard Operating Procedures
SP	Special Publication

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Acronym	Definition
SPOC	Single Point of Contact
SQL	Structured Query Language
SR	Service Request
SSL	Secure Sockets Layer
SSP	System Security Plan
ST&E	Security Test and Evaluation
T&Cs	Terms and Conditions
TNT	Take-back-and-transfer
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
UPS	Uninterruptible Power Supply / United Parcel Service
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
VLAN	Virtual Local Area Network
VoIP	Voice-over-Internet Protocol
VUI	Voice User Interface
WAN	Wide Area Network
<REDACTED>	**<REDACTED>**

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1.0 Proposal Index (Attachment 3)

Table 1-1. Attachment 3: Technical Proposal Index

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L.7.2.1.3.2	Documentation of Experience	**<REDACTED>**
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C.3.1.3	Voice Mail Service	**<REDACTED>**
C.3.1.4	Automated Callback (Telephone)	**<REDACTED>**
C.3.1.5	Web Callback	**<REDACTED>**
C.3.1.6	Automated Outbound Dialing Campaign	**<REDACTED>**
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RFP Reference	Requirement	<REDACTED>
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C.7.7	Internet Domain Ownership	**<REDACTED>**
L.7.2.1.5.4	**Emergency Response Capability**	**<REDACTED>**

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RFP Reference	Requirement	<REDACTED>
L.7.2.1.6	**Management Plan**	**<REDACTED>**
L.7.2.1.6.1	**Program Management Plan**	**<REDACTED>**
L.7.2.1.6.2	**Human Resources Management Plan**	**<REDACTED>**
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L.7.2.1.6.4	**Quality Assurance/Quality Improvement Plan**	**<REDACTED>**
C.9	Quality Assurance/Quality Improvement	**<REDACTED>**
C.9.1	Service Monitoring and Calibration	**<REDACTED>**
C.9.2	Effectiveness of Service Delivery	**<REDACTED>**
C.9.3	Quality Improvement Program	**<REDACTED>**
L.7.2.1.6.3	**Performance Management Plan**	**<REDACTED>**
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C.11.5	Compliment and Complaint Management Reports	**<REDACTED>**
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L.7.2.1.8	**Plan for Special Hiring**	**<REDACTED>**

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2.0   Executive Summary (L.7.2.1.2)

The Office of Citizen Services and Communications (OCSC) seeks to **<REDACTED>** essential and effective communication pathways between the American public and the Federal Government. The USA.gov web portal, in tying together a wealth of information about the U.S. Federal Government, effectively put the first pieces of this customer communications **<REDACTED>**. The General Services Administration (GSA) USA Contact Multi-channel Contact Center program completes **<REDACTED>** by providing a full range of contact center services to help agencies respond to inquiries from the public. As new information dissemination channels are identified, customer service skills enhanced, sophisticated technologies introduced, and business processes redesigned, **<REDACTED>** is finished and the American public has easily accessible, consistent, accurate, and timely Government information when they want it, how they want it, and where they want it.

As an established partner with GSA for multi-channel contact center program support and operations, Computer Sciences Corporation/Datatrac Information Services, Inc. (CSC/Datatrac) has successfully teamed with OCSC to educate and market Federal agencies on the many features and benefits of using the current FirstContact Indefinite Delivery, Indefinite Quantity (IDIQ) contract. **<REDACTED>**. To ensure the success of the USA Contact Multi-channel Contact Center program, we will continue to strengthen our partnership with OCSC by actively promoting the benefits of USA Contact.

A leader in the Federal contact center market, CSC/Datatrac responds to more than **<REDACTED>** contacts annually from the American public on behalf of our Federal agency customers. We bring four significant "**<REDACTED>**" to the customer communications **<REDACTED>** —proven successful on a number of programs, including GSA's FirstContact program. **<REDACTED>** that form the foundation for our complete contact center solution—a solution that **<REDACTED>** capable of delivering to the American public the information it needs.

Figure 2-1. CSC/Datatrac's Core Principles for Providing Exceptional Contact Center Services
<REDACTED>

▪ **<REDACTED>**

By applying these principles to the support we will provide to GSA under this important contract, CSC/Datatrac's **<REDACTED>** will deliver technical and customer service excellence, resulting in improved information delivery for the American public. As illustrated in Figure 2-2, our proposed approach also achieves GSA's seven primary objectives through a solution that provides a stable evolution with managed innovation and the implementation of the right performance metrics to provide GSA the best mission results.

Figure 2-2. CSC/Datatrac's Framework for Completing the Customer Communications Puzzle
<REDACTED>

The implementation of comprehensive processes and procedures is critical to the success of our contact center solutions. We recognize the underlying technical infrastructure must be of the highest caliber. CSC/Datatrac uses **<REDACTED>** for multi-channel transaction queuing

and processing and the **<REDACTED>** products for handling telephony contacts. **<REDACTED>** products are also incorporated into our integrated software solutions to **<REDACTED>**.

<REDACTED> In July 2004, GSA awarded Datatrac one of five FirstContact IDIQ contracts for multi-channel contact center services and solutions. Receiving the FirstContact award allowed Datatrac to be part of an elite group of contractors supporting the *only* Federal Government IDIQ vehicle focused exclusively on contact center services and solutions. Under this contract, we provide top-tier contact center management and operations on behalf of GSA to **<REDACTED>**. This project has grown steadily under our task order, based on our customer-focused approach of providing the highest quality service. We look forward to further positioning GSA for the next step in e-gov service delivery—the USA Contact program.

Through our participation on FirstContact, CSC/Datatrac continues to gain valuable first-hand knowledge of the GSA business environment and that of its Federal Government customers— **<REDACTED>**. Together, CSC/Datatrac and GSA have forged an excellent partnership based on mutual trust and respect, which are our core values. We have:

  ▪ **<REDACTED>**

In December 2006, Datatrac was acquired by CSC and operates as a "stand-alone" business unit of the North American Public Sector. CSC/Datatrac continues to deliver high-quality service to our Federal customers, backed by the resources of a major corporation.

Our proven record as a high-quality contact center provider for the Federal Government is consistently confirmed by our customers, including our support on the following programs:

  ▪ **<REDACTED>**

<REDACTED>

CSC/Datatrac's experience and past performance demonstrate our commitment to customer satisfaction and success throughout the lifecycle of the contracts we support. **<REDACTED>**. Like GSA, CSC/Datatrac is a customer-driven organization that provides high-quality service that earns us a superior service delivery reputation.

The approaches offered in this proposal have grown out of CSC/Datatrac's dedication to assisting our customers in meeting the public's growing demand for information delivery. CSC/Datatrac provides flexible, innovative, and comprehensive contact center solutions tailored to complete each customer's individual "**<REDACTED>**" through processes that are continuously evolving and improving the way information is delivered. CSC/Datatrac is eager to partner with GSA for this important opportunity in "**<REDACTED>**".

3.0   Experience and Past Performance (L.7.2.1.3)

\<REDACTED> For the past **\<REDACTED>**, we have helped our Government customers adapt the processes and technologies of private sector contact centers to meet the unique demands of the Federal sector. During this time, we have successfully performed **\<REDACTED>**Federal projects requiring the planning, implementation, operation, and management of integrated contact centers for **\<REDACTED>**Federal customers. CSC/Datatrac responds to more than **\<REDACTED>**.

As an incumbent contractor on the GSA FirstContact contract, Datatrac has successfully supported GSA in putting many **\<REDACTED>**by providing quality multi-channel contact center functions to FirstContact customers.

As a leader in Gartner's Help Desk Magic Quadrant, CSC's global customer contact centers support more than **\<REDACTED>** million customer calls annually for more than **\<REDACTED>**commercial and Federal customers in more than **\<REDACTED>**countries. This large-scale dimension broadens and deepens CSC/Datatrac's experience and capabilities to support USA Contact and complete the customer communications puzzle. **\<REDACTED>**

CSC/Datatrac's contact centers process requests received through diverse channels and in a variety of languages. Our skilled ISs assess needs and select the most efficient response consistent with the customer's preference. We routinely research and re-evaluate our technical solutions to provide best value to our customers. For example, CSC/Datatrac's **\<REDACTED>**.

3.1   Minimum Required Experience (L.7.2.1.3.1)

As shown in Table 3-1, CSC/Datatrac's contact center experience exceeds GSA's minimum requirements for experience in providing information and referral services to USA Contact.

Table 3-1. CSC/Datatrac's Qualifications by Requirement

\<REDACTED>	\<REDACTED>	\<REDACTED>
\<REDACTED>	\<REDACTED>	\<REDACTED>
\<REDACTED>	\<REDACTED>	\<REDACTED>
\<REDACTED>	\<REDACTED>	\<REDACTED>
\<REDACTED>	\<REDACTED>	\<REDACTED>

3.1.1   General Experience (L.7.2.1.3.1)

CSC/Datatrac is a Federal market leader in developing and implementing professional, innovative contact center solutions. These **\<REDACTED>**. Our supporting systems and network IT infrastructure were initially designed and are continually upgraded using Government policy and contact center best practices to provide secure, safe environments for handling Government information in these contact centers. **\<REDACTED>**

CSC/Datatrac provides a number of Federal agencies—including **\<REDACTED>**. Our contracts require a skilled response to multi-channel, multi-language information requests. We employ a variety of technical and case management solutions to increase the range and volume of contacts while maintaining a high degree of accuracy and promptness.

3.2 Documentation of Experience (L.7.2.1.3.2)

3.2.1 Company Profile (L.7.2.1.3.2)

CSC/Datatrac has four core lines of business:

- **<REDACTED>**

Since its inception in **<REDACTED>**, our CCS line of business has provided best-in-class contact center services, currently answering **<REDACTED>**Government agencies have come to rely on CSC/Datatrac for the provision of multi-channel contact center solutions and support, **<REDACTED>**. Within this business unit, we develop and continuously improve business processes and technology tools to provide robust contact centers that leverage industry best practices within commercial-off-the-shelf (COTS)-based application environments. CSC/Datatrac's contact center solutions focus on serving customers through multiple communication channels while providing consistent and accurate information, using a **<REDACTED>**as the guiding principle in all we do.

In December 2006, Datatrac was acquired by CSC and operates as a "stand-alone" business unit (known as CSC/Datatrac) within the North American Public Sector. Established in 1959, CSC is a $14.7 billion company employing more than 77,000 people worldwide, with core business lines to include outsourcing, systems integration, and consulting.

CSC/Datatrac contact centers serving Federal agencies are strategically located in **<REDACTED>**—all of which offer skilled labor markets. CSC/Datatrac currently employs approximately **<REDACTED>**are dedicated to supporting contact center operations.

✓ **<REDACTED>**

3.2.2 Experience in Key Disciplines (L.7.2.1.3.2)

3.2.2.1 Recruiting, Training, and Retaining Contact Center Personnel (L.7.2.1.3.2)

<REDACTED>CSC/Datatrac's outstanding customer service satisfaction ratings are derived from our commitment **<REDACTED>**.

<REDACTED>

CSC/Datatrac uses a combination **<REDACTED>** **<REDACTED>**to advertise open positions in our contact centers. Our multi-stage hiring process includes a **<REDACTED>**. Prospective employees are required to **<REDACTED>**.

<REDACTED>In addition to competitive wages, an integral part of our compensation plan is **<REDACTED>** Employee training and coaching reinforce our customer-centric commitment and approach. **<REDACTED>**

In addition to customized training for each project, we support individualized employee goals and career paths through a generous tuition reimbursement program **<REDACTED>**. As part of CSC, Datatrac employees have access to a wealth of training opportunities, including **<REDACTED>**.

3.2.2.2 Supporting Projects that Have Diverse Language and Skill Requirements (L.7.2.1.3.2)

Since **<REDACTED>**, Datatrac has been staffing contact centers with **<REDACTED>.** In addition to supporting unique language requirements, we have also provided Telecommunication Device for the Deaf/Teleprinter/ Teletype/Teletypewriter (TDD/TTY) service for the **<REDACTED>**in support of hearing- or speech-impaired individuals.

3.2.2.3 Evaluating and Implementing Integrated Knowledge and Case Management Solutions that Support Multiple Access Channels (L.7.2.1.3.2)

Based on continual evaluation of CRM COTS applications, CSC/Datatrac continues to use **<REDACTED>**for our contact center line of business because of its flexibility, scalability, proven abilities, and integration with other contact center and legacy systems. CSC/Datatrac's **<REDACTED>**have implemented **<REDACTED>**solutions that we use to support a variety of Government customers. **<REDACTED>**, and we use **<REDACTED>**software to track activity for all contact types (e.g., phone, TTY, and email).

Our information systems and telephony professionals hold certifications **<REDACTED>**. Our facilities and equipment specialists are experienced with integrating telephony, fax, and electronic systems to support multiple-access channels. CSC/Datatrac constantly evaluates new technology in the CRM and contact center marketplace to provide for the most competitive and comprehensive solutions. Most recently, we evaluated **<REDACTED>**as possible solutions for our contact center line of business.

While **<REDACTED>**is our primary offering, we also work with **<REDACTED>**. We provide a help desk and technology depot service for the **<REDACTED>**, for which we participated with **<REDACTED>**in evaluating a help desk ticketing system and selected the **<REDACTED>**application to track contacts, record trouble tickets, and provide reports. This system is a flexible, web-based solution geared toward help desk applications. As part of our **<REDACTED>**.

3.2.2.4 Developing and Implementing Quality Assurance and Improvement Programs in Support of Contact Center Services, Including Tools Used to Support the Programs (L.7.2.1.3.2)

Of CSC/Datatrac's **<REDACTED>**core principles for the delivery of contact center services, **<REDACTED>**is the most important. In fact, it is our intense focus on **<REDACTED>**that differentiates CSC/Datatrac from other leading contact center solutions companies. By leveraging best practices, constant evaluation, and employee input, our **<REDACTED>**delivers the highest quality service to our customers, as shown in Table 3-2.

Table 3-2. CSC/Datatrac Performance Measures <REDACTED>

<REDACTED>	*<REDACTED>*
<REDACTED>	
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	

\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>

\<REDACTED\> are proud to take ownership of the quality of service we provide. Our **\<REDACTED\>**enables our contact center staff to respond quickly to changes in the marketplace and provide updated information immediately for our ISs to use on calls. Through our **\<REDACTED\>**, we are able to identify new topics that customers call about **\<REDACTED\>**

We recognize that being a leading provider of contact center services means continuously striving to improve performance. Our **\<REDACTED\>**focuses on continually improving our service through:

▪ **\<REDACTED\>**

\<REDACTED\>. Each method offers unique benefits that, when combined effectively, enable management to **\<REDACTED\>**. Additional detail about **\<REDACTED\>**is provided in Section 5.5, *Quality Control/Quality Improvement Plan*.

Datatrac's outstanding past performance on projects of similar complexity demonstrates our technical capability to perform

✓ Our customers attest that we have delivered quality services in a timely and cost-effective manner.

✓ We provide trained ISs with security clearances on our current *\<REDACTED\>* contracts.

✓ We are experienced in:
  ▪ *\<REDACTED\>*

Table 3-3. Quality Monitoring/Calibration Methods and Tools

\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>

3.2.2.5 Supporting Projects with Stringent Systems and Information Security Requirements Similar to those Required for Federal Information Systems (L.7.2.1.3.2)

\<REDACTED\>As an IT services company, CSC/Datatrac is experienced in developing, implementing, and maintaining strict security requirements, not only for IT systems and resources, but also for personnel security, personal information/data protection, and Health

Insurance Portability and Accountability Act (HIPAA) requirements. We have extensive knowledge of **\<REDACTED\>**

CSC/Datatrac addresses all aspects of security in our solutions—information, technical, personal, and physical. **\<REDACTED\>** CSC/Datatrac's standard **\<REDACTED\>** is reviewed and updated annually, at a minimum, and delivered to our Government customers as changes occur.

3.2.2.6   Implementing Electronic Services to Support Automated Self-Help Applications (L.7.2.1.3.2)

We have **\<REDACTED\>**in implementing and managing **\<REDACTED\>**solutions for our customers. For the **\<REDACTED\>**, we developed an **\<REDACTED\>**

3.2.2.7   Short-Notice Ramping Up Operations to Support Crisis and/or High Priority Situations, Including the Provision of Support 24 Hours a Day, 7 Days a Week (L.7.2.1.3.2)

CSC/Datatrac is skilled in responding to crisis or high-priority situations, including those calling for 24-hour-a-day, seven-day-a-week (24x7) coverage. CSC/Datatrac has adeptly responded to unexpected events that have increased call or email volume into a contact center. **<REDACTED>**depending on the situation.

<REDACTED>. Each location is capable of operating 24x7 and is equipped with **<REDACTED>**that is capable of sustaining contact center operations for an extended period of time.

> *<REDACTED>*

CSC/Datatrac is fully prepared to bring additional staff on board to handle crisis situations. All facilities have **<REDACTED>**within a short period of time. For emergency support of **<REDACTED>**▮ by the CO or Contracting Officer's Technical Representative (COTR). In the case of unanticipated call spikes, such as those that occur during a natural disaster, terrorist attack, or other emergency situation, **<REDACTED>**.

By way of illustration, **<REDACTED>**.

> ✔ *<REDACTED>*

3.2.2.8   Preparedness for and Recovery from Disasters and/or Major Service Disruptions (L.7.2.1.3.2)

CSC/Datatrac takes every reasonable measure to ensure the safety and integrity of our systems and customer data in accordance with the *GSA IT Security Procedural Guide: Developing a Contingency Plan*. Each of our contact center contracts has a **<REDACTED>**to support the needs of our customers. Each of our **<REDACTED>**contact center locations has **<REDACTED>** as we established our contact center sites to ensure **<REDACTED>**. We immediately **<REDACTED>**and experienced no lapse in service for **<REDACTED>.** Our approach to disaster recovery is provided in more detail in Section 4.3, *Contingency/Disaster Recovery Plan*.

3.2.2.9   Evaluating and Implementing New Technology (L.7.2.1.3.2)

CSC/Datatrac continuously improves our contact center technology infrastructure to better serve our contact center customers and their constituents. **<REDACTED>**.

Figure 3-1. CSC/Datatrac's Configuration Management Approach
<REDACTED>

As part of CSC/Datatrac's **<REDACTED>**, we participate in a program that supports the employment of severely disabled employees through our partnership with **<REDACTED>**We configured and installed equipment for **<REDACTED>**.

One result of our technology evaluation approach resulted in implementing **<REDACTED>** also streamlined our transfer process by eliminating the need for ISs to manually **<REDACTED>**, making the process faster and more accurate.

3.2.3   Operational and Management Processes and Programs (L.7.2.1.3.2)

<REDACTED>Our capabilities and experience in operational and management processes and programs begins with our highly skilled management team. **<REDACTED>**Director of CSC/Datatrac's CCS line of business, reports directly to the business unit Vice President. █ **<REDACTED>**of management experience in customer interaction includes a high commitment to service excellence and the successful operation of **<REDACTED>**. Our proposed Program Manager (PM), **<REDACTED>**, likewise, has extensive experience in managing multi-channel contact centers, including the **<REDACTED>**

Under their direction and guidance, we maintain a comprehensive **<REDACTED>**address functions such as **<REDACTED>**We maintain appropriate levels of Human Resources (HR), accounting, and support personnel to provide essential administrative support for ongoing operations. One of our key operational support programs includes having **<REDACTED>**.

3.2.4   Specialized Expertise and Capabilities (L.7.2.1.3.2)

We are an IT company with vast experience in designing, developing, and implementing IT systems. In **<REDACTED>**, we built on this experience to offer contact center solutions with a solid foundation in IT. It is this firm foundation in IT that **<REDACTED>**. For example, our **<REDACTED>**

CSC/Datatrac's commitment to providing innovative solutions that **<REDACTED>**is the foundation of our contact center solution. Our comprehensive systems and telephony experts are certified and experienced in all current relevant applications, allowing us to **<REDACTED>**. Our competency in **<REDACTED>**is key to the configuration of **<REDACTED>**that can simultaneously save our customers money while improving service to the public. Our **<REDACTED>**and operating a contact center and are key to differentiating us from the competition. Our **<REDACTED>**is constantly reviewed and evaluated, and our **<REDACTED>**ensures that information given to callers is accurate and Government-approved. Our management team follows the **<REDACTED>**.

3.2.4.1   Experience with Teaming Partners and Successes (L.7.2.1.3.2)

<REDACTED>Three of our teaming partners proposed for USA Contact—**<REDACTED>**are CSC/Datatrac partners on existing contact center work **<REDACTED>**where our seamless integration of capabilities has earned us high customer satisfaction scores and praise. Part of this success is directly attributed to our effective subcontract management approach. **<REDACTED>**.

These partnerships have also successfully grown our small business partners' overall business in terms of size and capability. **<REDACTED>**has successfully entered into the contact center service industry through our partnership, gaining valuable experience and company qualifications in contact center programs.

<REDACTED>The overwhelming success of this pilot has enabled us to continue this program and to use the services of our partner, **<REDACTED>**.

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3.2.5   Conclusion

Datatrac's 20-year history of working on Government programs, coupled with CSC's more than 50 years of Federal contracting experience, gives us valuable experience in Government contracting. Unlike our large commercial competitors, **\<REDACTED\>**.

3.3   Past Performance (L.7.2.1.4)

3.3.1   **\<REDACTED\>** (L.7.2.1.4)

\<REDACTED\>	
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*

\<REDACTED\>

\<REDACTED\>	*\<REDACTED\>*	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*	*\<REDACTED\>*

\<REDACTED\>

\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*
\<REDACTED\>	*\<REDACTED\>*

\<REDACTED\>

Innovative Technologies/Re-engineered Business Processes Implemented

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>

3.3.2   **<REDACTED>** (L.7.2.1.4)

<REDACTED>	
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>

Project Objectives/Performance Goals

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>.

Two Unanticipated Work Challenges and Remedial Actions

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

Innovative Technologies/Re-engineered Business Processes Implemented

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>

3.3.3   **<REDACTED>** (L.7.2.1.4)

<REDACTED>	
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>

Project Objectives/Performance Goals

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>

Two Unanticipated Work Challenges and Remedial Actions

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

CSC

Innovative Technologies/Re-engineered Business Processes Implemented

<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*
<REDACTED>	*<REDACTED>*

<REDACTED>.

CSC

4.0 Technical Approach (L.7.2.1.5)

CSC/Datatrac's technical solution for the USA Contact program helps GSA complete the **<REDACTED>**. Figure 4-1 shows how **<REDACTED>**integrate and interlock to meet GSA's objectives for this procurement.

Figure 4-1. CSC/Datatrac's Technical Solution
<REDACTED>

A key piece of **<REDACTED>**. Our ISs are motivated professionals—trained to provide exemplary levels of service. Many of our managers **<REDACTED>**. Our contact center managers are also **<REDACTED>**. Our contact center operations management teams at each site are implementing **<REDACTED>**|

Interlocking our skilled people **<REDACTED>**.

The **<REDACTED>**offers GSA true competitive advantage. CSC/Datatrac continuously researches technology products, process improvements, and technical advances to improve our response to fluctuating volumes and types of inquiries, **<REDACTED>**

The tools used to manage and operate our contact center are researched, developed, and implemented, and are **<REDACTED>**. Table 4-1 provides an overview of our robust suite of technologies and the GSA technical requirements they support. These tools provide core capabilities to operate a flexible, scalable contact center—the type of center GSA customers require to meet their business needs. All of these tools are being used successfully to support customers today. Further discussion of the tools and their functionalities and uses is provided throughout the technical solution as they apply to each service to be provided.

Table 4-1. Overview of CSC/Datatrac's Technical Solution Tools

<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
<REDACTED>
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<REDACTED>

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4.1   Services to be Provided (L.7.2.1.5.1)

CSC/Datatrac is committed to providing USA Contact customers with the most resourceful and effective contact center solutions possible. As shown in Figure 4-2, we are fully prepared to offer service for all manner of customer contacts, including voice, TDD/TTY, email, facsimile, web chat, and postal mail. Our solutions are based on industry best practices and use **<REDACTED>**software packages to provide flexible, scalable, and **<REDACTED>**to meet the evolving needs of USA Contact customers. We propose these solutions with the full confidence that they will perform to USA Contact customer specifications, as they are currently in-use in support of our existing contact center operations. Recognizing that our customers continually look for additional capabilities, operational efficiencies, and lower cost, CSC/Datatrac continuously evaluates and updates our solutions to incorporate the most efficient and cost-effective technologies available to meet our customers' needs.

Figure 4-2. CSC/Datatrac's Contact Center Solutions

<REDACTED>

4.1.1   Automated Services (C.3.1)

The subsections that follow describe our approach for delivering each required automated service, **<REDACTED>**. Figure 4-3 represents the overall architecture to deliver 24x7 automated services.

Figure 4-3. Proposed Architecture for Automated Services

<REDACTED>

4.1.1.1   Automated Voice Response Services (C.3.1.1)

CSC/Datatrac uses **<REDACTED>**requirements to provide unattended services to telephone callers on a 24x7 basis. We integrate this system with **<REDACTED>**for voice/speech recognition and text-to-speech services. **<REDACTED>**is our preferred vendor because it holds a leadership position in the telephony industry, as shown by **<REDACTED>** (Figure 4-4), and because **<REDACTED>**products, which are rated highly by **<REDACTED>** are capable of meeting all of GSA's AVR requirements without workarounds.

> **<REDACTED>**IVR Solution
> ✓ Includes IVR, voice recognition, and text-to-speech technologies
> ✓ Accommodates callers with touch-tone and rotary dial/pulse telephones through voice recognition that allows users to speak numbers instead of pressing or dialing the numbers on the phone
> ✓ Can be programmed to force completion of scripts or allow callers to interrupt the IVR script to skip ahead or speak to an IS
> ✓ Can be designed to prompt for and record customer information, such as name and telephone number
> ✓ **<REDACTED>**

Figure 4-4. <REDACTED>

<REDACTED>

Callers are greeted by our **<REDACTED>**system, which provides them with self-service options, such as **<REDACTED>**. When recorded IVR messages are used, they are recorded using **<REDACTED>**. Our IVR provides capabilities for callers with touch-tone and rotary dial/pulse telephones to respond to prompts by either pressing/dialing numbers or through a voice recognition capability that allows users to speak numbers.

To provide voice/speech recognition service, CSC/Datatrac **<REDACTED>** also supports VoiceXML and other industry standards for voice-driven applications. For this effort, CSC/Datatrac will enhance this capability with services and products from **<REDACTED>**.

The functionality offered by our IVR solution is described in Table 4-2.

Table 4-2. IVR Advanced Speech Recognition Functionality

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

CSC/Datatrac uses **<REDACTED>**traditional IVR service with sophisticated text-to-speech capabilities. **<REDACTED>**text-to-speech technology features are built to support **<REDACTED>**Using this technology, **<REDACTED>**. Designed to emulate the conversational style of a real person, **<REDACTED>**has an unlimited vocabulary and allows for authorized personnel to remotely update dictionaries. **<REDACTED>** and its voice pauses at the appropriate time for emphasis and clarity.

We have a team of telephony engineers led by **<REDACTED>** CSC/Datatrac has the capacity to turn around emergency script changes **<REDACTED>**.

4.1.1.2 Facsimile Services (C.3.1.2)

CSC/Datatrac provides facsimile services to our contact centers, including automated fax-back and fax-on-demand, by **<REDACTED>**which, in turn, generates an outbound email containing **<REDACTED>**.

4.1.1.3 Voice Mail Service (C.3.1.3)

We use the **<REDACTED>**for our contact centers' voice mail service solution. The server, **<REDACTED>**.

The Government can choose to store the message as part of the **<REDACTED>** Copies of recorded voice mails will be provided upon Government request.

4.1.1.4 Automated Callback (Telephone) (C.3.1.4)

CSC/Datatrac uses **<REDACTED>**to provide a flexible, outbound call-dialing solution for our contact centers' automated callback service. **<REDACTED>**

4.1.1.5 Web Callback (C.3.1.5)

By integrating **<REDACTED>**, CSC/Datatrac provides a hosted callback feature that allows visitors to Government websites to request a callback from the contact center at a later time. **<REDACTED>**.

4.1.1.6   Automated Outbound Dialing Campaign (C.3.1.6)

For this program, CSC/Datatrac will **<REDACTED>**. Reporting capabilities provide quantitative information relative to calls answered by human or voice mail, calls that failed, busy signals received, and calls where maximum wait time was exceeded.

<REDACTED>determine whether calls are picked up by a person or voice mail system and adapt the voice experience accordingly. The system can detect the difference between human and machine, enabling our contact center staff to take the appropriate action. **<REDACTED>**

4.1.1.7   Automated Fax Delivery (C.3.1.7)

CSC/Datatrac's automated fax service has the same **<REDACTED>** described in Section 4.1.1.6, *Automated Outbound Dialing Campaign*. Once a document and calling list is provided by the Government, CSC/**<REDACTED>**. The system can transmit documents of **<REDACTED>**

4.1.1.8 Automated Email Delivery (C.3.1.8)

CSC/Datatrac's automated email solution is based on industry best practices in bulk email delivery and uses **<REDACTED>**. This service allows the Government to **<REDACTED>** for each email message, **<REDACTED>** Reports on email deliveries are available daily, weekly, and monthly, and can be generated *ad hoc*, as required. **<REDACTED>** determined by the Government.

4.1.1.9   Hosted Online Ordering (C.3.1.9)

CSC/Datatrac provides our fully managed, secure, and scalable hosted online ordering service through **<REDACTED>**. Inherent flexibility allows the service to be configured to the Government's unique requirements. Orders are entered through **<REDACTED>**.

<REDACTED>. CSC/Datatrac tests all configurations prior to implementation to validate adherence to accessibility standards. Information entered through **<REDACTED>** from which reports are generated. ISs have the capability to provide order status in the event that a customer calls to check its status. This service can also be provided as a stand-alone system.

4.1.1.10   Hosted Email Web Form (C.3.1.10)

Using **<REDACTED>**, CSC/Datatrac designs and maintains email web forms to customer specifications. **<REDACTED>**and we test all configurations prior to implementation to verify compliance with accessibility standards.

4.1.1.11   Hosted FAQ Service (C.3.1.11)

CSC/Datatrac will meet GSA's requirements for a secure, highly accessible, scalable, hosted FAQ solution by leveraging **<REDACTED>**. This **<REDACTED>**provides the functionality to host a fully integrated, interactive FAQ service over the Internet and **<REDACTED>** (refer to Sections 4.1.2.1, 4.1.2.4, and 4.1.2.6, respectively, of this proposal). CSC/Datatrac's hosted FAQ service is capable of handling any language, as required by individual task orders. The features of **<REDACTED>**are described in the following subsections.

4.1.1.11.1   Availability/Reliability/Scalability/Interoperability (C.3.1.11)

Hosted on the Internet, this service is accessible 24x7. Links can be added to other Government websites, making multiple Federal **<REDACTED>**.

4.1.1.11.2   Security Safeguards (C.3.1.11)

<REDACTED>provides built-in security features that are customized to customer requirements. **<REDACTED>**manages the communication traffic between **<REDACTED>**.

<REDACTED>. If this option is selected, **<REDACTED>**is generated as part of the account creation process and is emailed to the user, along with a user ID and password. Each time the user accesses the account, the digital signature must be entered and is validated against the user's assigned value.

Section 6.1.4, *Information and Telecommunications Systems Security,* contains detailed information on how the network infrastructure that hosts **<REDACTED>**meets Office of Management and Budget (OMB) Circular A-130 Security C&A requirements.

4.1.1.11.3   End-user Interfaces (C.3.1.11)

<REDACTED>All users use similar GUIs. Customers and Government personnel access the system **<REDACTED>**is Section 508-compliant, and we test all configurations prior to implementation to verify compliance with accessibility standards.

The web interface is user-friendly and intuitive and will look familiar to users of typical consumer websites. **<REDACTED>**also easily configurable to match an existing website's "look and feel." Multiple navigation methods are provided to assist users in finding answers easily. For example, a user could select a full-text query (**<REDACTED>**) or **<REDACTED>**to perform a search against single or multiple categories. **<REDACTED>** The user has many self-service options from which to choose and will be able to click on either of two links to contact the Government agency or contractor via a standardized email form. For more information on this functionality, see Section 4.1.1.10, *Hosted Email Web Form*. **<REDACTED>**is tightly integrated with **<REDACTED>**. Users can browse and search FAQs from a single or multiple knowledgebase(s) by subject and response categories. **<REDACTED>** capabilities include relevance settings with **<REDACTED>**for determining the relevance ranking. This capability will be used for this program to meet the Government's requirement for ranked FAQ results by relevancy and usefulness, among other categories. Once a search result is found, the user can further refine the search by selecting new categories, modifying the query term or operators, or changing the filter field values.

<REDACTED>allows the user to provide feedback on the information received and on the usefulness, effectiveness, and customer satisfaction of the service. For example, the knowledgebase receives feedback when the user clicks *Yes* in response to questions such as "Does this answer your question?" During the user's web session, **<REDACTED>**keeps track of queries performed and their relevant results sets, allowing the user to review them as needed. If the user is unable to find an answer, he or she can submit a new question. **<REDACTED>**can be configured to require users to review existing FAQs before making new submissions. Users can also click a link to subscribe to a specific FAQ, and

<REDACTED> can be configured to **<REDACTED>**to these users when the FAQ is updated.

<REDACTED>supports direct translation from English to a number of common languages, including Spanish, German, Chinese (from both the People's Republic of China and Taiwan), and French. If the Government requests support for a language that is not directly supported **<REDACTED>**, CSC/Datatrac will have the knowledgebase materials translated by an internal resource or **<REDACTED>**.

4.1.1.11.4 Interfaces for ISs, Knowledgebases, Managers, and Administrators (C.3.1.11)

ISs, knowledgebases, managers, and administrators access **<REDACTED>**provides a user experience similar to traditional GUI-based client applications, such as Microsoft Word. Easily accessible help files explain system functions. While the **<REDACTED>**, affected employees will be provided with the **<REDACTED>**.

<REDACTED>verifies the content of new replies and new FAQ answers. Employees have the ability to route inquiries submitted by users to the Government or to the contact center, regardless of physical location, by using Messaging Application Programming Interface (MAPI) to email the information.

4.1.1.11.5 Administration and Notification (C.3.1.11)

<REDACTED>is web-based, which enables both onsite and remote access to administrative functions by authorized personnel. **<REDACTED>**User inquiries are emailed immediately upon receipt, which allows Government and contractor personnel to respond to these inquiries in real-time. The knowledgebase is configured to send email notifications to administrators to advise them of out-of-date or expired content based on pre-defined review dates. **<REDACTED>**

4.1.1.11.6 Content Management (C.3.1.11)

Our experienced CRA team creates and manages authored content within **<REDACTED>** Our CRAs manage all content according to our content lifecycle management process, which is outlined in Section 4.1.5.6, *Content and Knowledge Management*.

4.1.1.11.7 Knowledgebase (C.3.1.11)

<REDACTED>This user-friendly view allows **<REDACTED>** to access and maintain content data. **<REDACTED>**creates a separate database record with a unique row ID for each content record (e.g., FAQ) created by the CRA. **<REDACTED>**

<REDACTED>Routine tasks, such as **<REDACTED>.** The knowledgebase is configured to provide the most flexible and scalable data organization, including the use of categories and subcategories of FAQ topics.

<REDACTED>initially enter data into **<REDACTED>**to preview and test content before publishing it to the production environment. Using **<REDACTED>**This feature also provides the ability to **<REDACTED>**.

CSC/Datatrac uses **<REDACTED>**to allow team members to review and authorize content items before publication. **<REDACTED>**includes a set of pre-defined content types—new types can be created to match established business processes. **<REDACTED>**

4.1.1.11.8 Presentation (Publishing to Web, Forwarding, Printing, etc.) (C.3.1.11)

The presentation of knowledgebase data in the user interface is configured to Government specifications. **<REDACTED>**, allowing data to be indexed and searched without affecting performance. **<REDACTED>**allows customers to search, select, and sort FAQ answers from separate knowledgebases based on **<REDACTED>**

<REDACTED>allows the system to learn from user and customer feedback. **<REDACTED>** Built-in Natural Language Processing (NLP) and statistical engines analyze text, generating concept models for each knowledgebase category. **<REDACTED>**. Concept models are used to **<REDACTED>**with the query process.

<REDACTED>knowledgebase provides the ability to analyze a query or series of queries and recommend related knowledgebase items. Users have the ability to display updates to FAQs or other knowledgebase items and to print FAQs individually or by subject category. During a user session, **<REDACTED>**

4.1.1.11.9 Query Management (C.3.1.11)

To enable customers to track knowledgebase information they have queried, we provide a **<REDACTED>** for each separate customer inquiry. This **<REDACTED>**consists of a number of activity records with sub-tracking numbers that, when combined, represent the entire inquiry. **<REDACTED>**knowledgebase ensures the customer receives accurate information in a number of ways. It recognizes misspellings and detects multiple issues contained within a single query. **<REDACTED>** Whether an inquiry is received as unstructured text or structured text, **<REDACTED>**analyzes the text and suggests an appropriate response.

4.1.1.11.10 Response Management (C.3.1.11)

CSC/Datatrac leverages **<REDACTED>**to meet the response management requirements for this program. When the customer submits an inquiry on the website, the system automatically generates an email response acknowledging its receipt. **<REDACTED>**

When **<REDACTED>**receives an inquiry, the **<REDACTED>**for each of the categories in the knowledgebase. **<REDACTED>**then generates suggested responses and assigns a **<REDACTED>**to each response. Business rules can be implemented via **<REDACTED>** to automatically send responses rated with a high confidence level, while low-confidence responses can be reviewed and updated by the IS prior to sending a response. **<REDACTED>**The IS then selects the appropriate standard response. **<REDACTED>**includes a review and approval process that allows the IS to seek clarification **<REDACTED>**internal notes to the customer's case record. **<REDACTED>**, in turn, can respond to the IS with additional information, as needed.

4.1.1.11.11 Management and Reports (C.3.1.11)

<REDACTED>and is accessible to authorized users through the **<REDACTED>** is used to schedule and generate reports that are published to the web or provided by email. Users have

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the ability to run the report on an on-demand basis from the website. Any data recorded in **<REDACTED>**can be reported upon, providing unlimited flexibility in meeting Government reporting requirements. Through **<REDACTED>**, a selection of preformatted reports are available. Users have the ability to customize these reports using sorting features. Based on the definition and organization of knowledgebase content, FAQs are reported on individually or consolidated based on subject category, topic, or other defined grouping. If the Government requires more analytical reporting capabilities or the ability to visualize data using charts, pivot tables, and reports, **<REDACTED>**can be purchased and integrated into **<REDACTED>**.

4.1.1.11.12 Implementation, Training, and Customer Support (C.3.1.11)

The hosted FAQ service will be implemented **<REDACTED>**from the date of request by leveraging **<REDACTED>**capabilities. Based on our contact center experience under the FirstContact program, we are confident **<REDACTED>**. As part of our contact center solution, we provide system implementation support services, administrator and **<REDACTED>**, and 24x7 customer support to administrative users. As requested, we can also provide the Government with a test suite of the **<REDACTED>**for Section 508 compliance verification of browser and operating system compatibility.

4.1.1.11.13 Data Sharing (C.3.1.11)

CSC/Datatrac facilitates sharing knowledgebase data with other systems and services by exporting the information from **<REDACTED>**into XML format and applying extensible style sheets (XSL). As requested, we provide other Government search services with access to retrieve knowledgebase content or to publish the data to a designated Government or contractor system using mutually acceptable standards and schedules.

4.1.2   Attended Services (C.3.2)

Every customer using USA Contact program attended services will receive the most accurate, complete, consistent, courteous, and timely services possible. To achieve this objective, CSC/Datatrac will implement a seamless, citizen-centric information network architecture. Our proposed architecture (Figure 4-5) supports all GSA requirements for attended services.

Figure 4-5. Proposed Architecture for Attended Services
<REDACTED>

Our solution is based on **<REDACTED>**, a product we have used successfully over the past **<REDACTED>**. This system comprises many different **<REDACTED>**to provide maximum functionality with minimal administrative configuration. We will use **<REDACTED>**to support the USA Contact requirements for attended services.

Our contact center staff uses these tools to provide exceptional service. We use **<REDACTED>**. Our certified technical staff will proactively manage the configuration of the **<REDACTED>**.

4.1.2.1   Responding to Telephone Inquiries (C.3.2.1)

CSC/Datatrac has a proven record of responding to **<REDACTED>**or better of all telephone inquiries within **<REDACTED>**or better of all email inquiries within **<REDACTED>**days of receipt. Our call abandonment rate is **<REDACTED>**. This

performance is demonstrated in Table 3-2 in Section 3.2.2.4, *Developing and Implementing Quality Assurance and Improvement Programs in Support of Contact Center Services, Including Tools Used to Support the Programs*.

4.1.2.1.1 Call Response (C.3.2.1)

During contact center operational hours, the customer has an IVR option to speak with a live IS. If the customer selects this option, **<REDACTED>**. The IS provides the Government-approved greeting and asks how he or she may be of assistance. **<REDACTED>**. This approach provides for consistency of the content provided. The IS captures the data elements required by the Government customer during the interaction.

CSC/Datatrac follows a **<REDACTED>**in facilitating a customer's request. The IS opens an SR and records each activity performed for each customer inquiry. While the IS helps the customer, **<REDACTED>**assists the IS by collecting and storing information input by the IS associating this data to the SR record and activities.

<REDACTED>collects, at a minimum, the date and time of receipt or submission, nature and source of inquiry, customer contact information (identity), information requested or provided to the customer, disposition, response date and time, and fulfillment activities. **<REDACTED>** It is also flexible; customized database manipulation does not affect sustainability in future versions of the product.

<REDACTED>is a web-based application that allows the IS to research information in the local knowledgebase or external resources to answer customer inquiries. This system identifies Government-approved sources (web, local, or remote) and assists the IS in selecting the right resource based on information the caller provides. These approved resources are incorporated directly into the application (e.g., via a web-based frame to execute the URL/application) or by executing a browser/application **<REDACTED>**. In either instance, **<REDACTED>**records that the IS initiated the resource and, if the resource is executed within **<REDACTED>**, it tracks the path followed by the IS.

4.1.2.1.2 Call Referral (C.3.2.1)

<REDACTED>allows the IS to interact with the customer in a quick and standardized manner for requesting and providing information. This module also provides a method for scripted and manual call referrals to outside agencies based on the Government-defined business case. The referral method is facilitated through **<REDACTED>**. Using this **<REDACTED>**, an IS can transfer voice mail to an approved resource. **<REDACTED>**

4.1.2.1.3 Case Management (C.3.2.1)

CSC/Datatrac uses **<REDACTED>**to capture and track information related to all customer inquiries and requests. The **<REDACTED>**record lists all activities to satisfy a customer's request(s). All communication methods may have separate business requirements that govern their execution; even different data elements may be collected. **<REDACTED>**allows a user to narrow down a list of SR(s) associated with a customer record, which provides **<REDACTED>** and a listing of activities associated with the request. Figure 4-6 shows a sample hierarchy of a **<REDACTED>**methodology for **<REDACTED>**.

Figure 4-6. Hierarchy of <REDACTED>
<REDACTED>

<REDACTED>user will also be able to follow the activity to view, enter, and modify information associated with the activity. The system assigns a status or disposition to activities within the **<REDACTED>** to identify where the activity is within the process of being fulfilled. For this program, CSC/Datatrac will identify, with the Government, **<REDACTED>**.

During interaction with the customer or inquiry material (e.g. fax, email, web, or postal mail), the IS has the opportunity to enter key information about the customer, the inquiry, the information requested and provided, actions taken, and whether follow-up is required. The type of information to capture is tailored to **<REDACTED>**. CSC/Datatrac is experienced in defining these requirements and ensures the information captured during customer interaction is available for tracking, QC, and reporting when needed.

The **<REDACTED>**also focuses on entry and exit criteria that reduce the risk of improper closure. Each SR has a status tag and required activities to ensure services are provided correctly, efficiently, and completely.

One reason we implement the **<REDACTED>**is to ensure the customer can request a preferred method of communication or fulfillment, regardless of how the inquiry is initiated. The IS has the ability within each activity to associate a preferred method of fulfillment. Using the status or disposition set within the activity or SR record, the system displays activities that are complete, in-progress, in-error, cancelled, or awaiting additional information.

4.1.2.2 Outbound Calling Services (C.3.2.2)

<REDACTED>manually or automatically initiates an outbound call. We ensure all outbound calls are captured, tracked, and **<REDACTED>**that meet customer requirements. The outbound call functionality, detailed below, is available using both telephone and TDD/TTY devices.

4.1.2.2.1 Automated Outbound Call (C.3.2.2)

Automated callback functionality is an integral part of the contact center. This process is described in Section 4.1.1.4, *Automated Callback (Telephone)*. Once the automated system reaches the customer, the IVR connects the IS with the customer**<REDACTED>** After the introduction, the call is treated like an inbound call, where the IS provides service to the customer and captures information based on activities associated with **<REDACTED>**.

4.1.2.2.2 Manual Outbound Call (C.3.2.2)

An IS may need to initiate an outbound call to customers to follow up on a previous call; communicate with a Subject Matter Expert (SME); request additional information from the customer; verify problem resolution; or conduct customer surveys, program promotions, product recalls, sales and marketing, or other special events. An IS may also need to initiate an outbound call to a Government agency to relay customer information, obtain information for a customer, or verify problem resolution. These outbound calls can be initiated through **<REDACTED>**with the use of the **<REDACTED>**. The call is tracked through the **<REDACTED>**to capture information.

<REDACTED>that identifies an outbound call has a standard introduction script to introduce who the IS represents and the reason for the call. This information is communicated in a clear and professional manner to prevent miscommunication. All activities and information associated with the outbound call are available within **<REDACTED>**for tracking and reporting. The status of the activity or **<REDACTED>**follow-up activities required after the IS completes the outbound communication.

<REDACTED>also has a campaign functionality to place multiple outbound calls and populate queues associated with the ISs who have the skills necessary for the type of call being placed. This functionality is used for **<REDACTED>**. By using this **<REDACTED>**functionality, the user has access to contact records in **<REDACTED>**. Alternatively, the IS can enter new contact records for these outbound calls. **<REDACTED>**can be configured to use a custom call script for multiple **<REDACTED>**. These scripts can be saved to be modified or reused to meet similar requirements.

4.1.2.3   Responding to Postal Mail Inquiries (C.3.2.3)

CSC/Datatrac has significant experience in performing all aspects of postal mail operations. We currently provide services to **<REDACTED>**.

Our success is clear. For the past several years, we have experienced **<REDACTED>**in the mailroom, the location where postal mail activities occur. Our experience includes the **<REDACTED>**. All mail is screened to identify explosives or other forms of contamination, such as anthrax. CSC/Datatrac understands how governmental facilities operate a **<REDACTED>**, as well as how large corporate institutions **<REDACTED>**serve a customer base efficiently and effectively. This experience is incorporated in the approaches described below.

4.1.2.3.1   Receiving/Mailing Department (C.3.2.3)

Our postal mail approach directs all incoming postal mail to a centralized post office box. **<REDACTED>**We open and process received mail in a secure and enclosed area designated for mail receipt to reduce mishandling and damage to any material the customer has enclosed. When we receive mail in the center, it is opened, sorted, screened, and scanned into **<REDACTED>**in a controlled environment to reduce the risk of loss, protect customer privacy, and provide a clearer audit path.

Mail will be sorted based on packaging and processed using First-in First-out (FIFO) procedures. Receiving specialists open envelopes and packages using methods designed to prevent damage to the packaging and its contents. **<REDACTED>**. This "cradle-to-grave" process reduces the risk of co-mingling customer information and creates an audit trail of all mail processed. When this process is complete, the mail inquiry is queued for processing by a contact center IS.

When the customer's postal inquiry requests physical material be sent through any of the communication devices available (e.g., voice, fax, email, web, or postal mail), the information for the request is captured by the IS and we process this request following our **<REDACTED>**.

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If the information is in digital format, the IS prints the material, either at a central location (for larger documents, such as a complete agency handbook) or at a local printer (for smaller documents, such as correspondence or a confirmation letter). The IS then packages the document for shipment. The Receiving/Mailing department weighs, inspects, applies postage, and transports the package to a postal drop point for delivery to the customer. Prior to shipping, **<REDACTED>** and any additional requirements levied by the Government. Information to perform content and address inspection is available through **<REDACTED>**. After inspection and weighing, **<REDACTED>**is updated with information relative to transport to the drop location. **<REDACTED>**will be used to create a notification process to flag mail services not meeting the Government's processing timeframe.

When forwarding physical material to an agency, the IS follows a similar process. The IS prints material from a scanned image attached to an SR (unless requirements dictate otherwise) and mails it to the requesting agency using the shipping method requested by the agency (e.g., USPS [U.S. Postal Service], UPS [United Parcel Service], or FedEx [Federal Express]). Using printed copies of scanned images in this process protects the original request from damage; however, the customer's original correspondence will be available upon request. **<REDACTED>**

CSC/Datatrac will prepare for Government approval standard correspondence templates to be used for confirmations, receipt notices, or notifying customers of a delay or an inability to process the request, or to report the requested information is not unavailable. These templates will be created in Microsoft Word and processed through **<REDACTED>**, where data entered in specified sections of the application will be applied to the template. The completed templates will be viewable and subject to QC measures before being processed through the customer's preferred method of communication (e.g., voice, email, fax, or postal mail).

4.1.2.3.2   Scanning (C.3.2.3)

After opening the parcel, the **<REDACTED>**to create **<REDACTED>**noting the postmarked date and time, as well as the date of receipt, nature of the inquiry, type of information requested, disposition, response date, and fulfillment activities. The parcel contents are scanned (both back and front) and attached to the SR record. **<REDACTED>** (if needed). **<REDACTED>** (see Section 4.1.2.1.3, *Case Management*, for details).

CSC/Datatrac uses **<REDACTED>**We selected a scanning-based solution because we determined that manually routing and controlling physical correspondence is inefficient and introduces unnecessary risk. We will, however, tailor our solution to meet the Government requirements communicated by GSA or its customers for this program. Optical Character Recognition (OCR) services are also available.

4.1.2.3.3   Material Storage and Tracking (C.3.2.3)

After **<REDACTED>**is created and the parcel contents are scanned, they are re-packaged and stored in a uniquely identified storage bin. This unique ID is entered into **<REDACTED>**and associated with **<REDACTED>**in case the physical object(s) need to be retrieved. The storage bin is housed onsite for three months and then transferred to an offsite storage location. When the storage bin is transferred offsite, **<REDACTED>**. CSC/Datatrac will facilitate extended storage, as requested by the Government.

4.1.2.4   Responding to Email Inquiries (C.3.2.4)

<REDACTED>Contact center email communication is facilitated through **<REDACTED>**, as described in the subsections below. **<REDACTED>** integrate seamlessly with all POP3/SMTP-compliant email systems. **<REDACTED>**polls specified accounts and imports new emails into **<REDACTED>**for processing. Local IS email accounts are used for notifications and intra-office notifications processed through the **<REDACTED>**. Local accounts are not used for customer interactions because they would bypass the **<REDACTED>**and, therefore, would not be logged or tracked in **<REDACTED>**.

4.1.2.4.1   **<REDACTED>** (C.3.2.4)

<REDACTED>is the server component used by **<REDACTED>**to detect the meaning or intent of incoming free-form email inquiries **<REDACTED>**.

This accuracy-based functionality allows relevance-based auto email response to the customer, as defined by the Government. Every **<REDACTED>**to obtain a list of content types that meet a certain relevancy percentage. This can also be used to populate email messages during an email activity within **<REDACTED>**.

4.1.2.4.2   eMail Response (C.3.2.4)

All email processed through **<REDACTED>**is processed through a **<REDACTED>**to collect required information about the customer's request (e.g., date and time of receipt, nature of inquiry, information requested, disposition, response date, and fulfillment activities). When an email inquiry enters **<REDACTED>**uses smart processing techniques to perform specific tasks, such as **<REDACTED>**. Parsing a non-standard email is not trivial; however, based on our experience, CSC/Datatrac **<REDACTED>** is used to place the email in an activity queue for automated or manual assignment to an IS skilled in eMail Response. A response to the customer's inquiry is generated based on his or her preferred response channel (e.g., voice, fax, email, or postal mail).

To respond to a customer request via email, the IS initiates an email activity within **<REDACTED>**. This email activity provides the IS with a tailored email response screen where the details of the request are presented to the IS. The IS constructs a response manually or uses configured templates for the greeting, body, and closing. The IS attaches digital material (documents and images) to be included in the response. While constructing the response, the IS has access to **<REDACTED>**, the standard knowledgebase, and approved Government resources to find relevant information for the customer's inquiry. At any time during the email process, even after the email has been sent, an IS can re-open **<REDACTED>**email activity to correct the information and can re-send it to the customer, if necessary.

<REDACTED>enables **<REDACTED>**to route outgoing email messages (automatic response or IS-generated) to **<REDACTED>**. The **<REDACTED>**can also be used to notify the appropriate personnel when email responses are in danger of not meeting Government-established timeframes for response.

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All information presented and captured with **<REDACTED>**is stored as data within the **<REDACTED>**, which facilitates reporting and quantitative measurement. The emails sent and received are tracked throughout the process, from **<REDACTED>**to fulfillment. Real-time ability to track all incoming and outgoing email messages and monitor processing activities to determine the volume and nature of inquiries allows for proactive management of resources. Historical data is available to perform trending analysis of volumes and processing times for associated status via date and time stamps within identified record sets. This information is formatted and presented in management reports for review by the Government.

4.1.2.4.3   eMail Referral (C.3.2.4)

If an appropriate response cannot be identified, the IS, or approved contact center authority, using Government-established guidelines, forwards **<REDACTED>**via email to the Federal agency for a direct response. ISs have the ability to forward or refer **<REDACTED>**to an approved authority for further processing and can accept the reply from the authority (if applicable) via email (or any other acceptable communication channel). This transaction is automatically associated with the **<REDACTED>**.

For this program, CSC/Datatrac will work with the Government to refine business rules and prepare formatted responses that meet GSA's needs and expectations. We will retain a listing of Government contacts within **<REDACTED>**that can be used throughout the application for contact purposes or to refer information to specific individuals. **<REDACTED>**associated with the contact record are available for reporting and audit, which enables access to all information related to these Government resources. The Government contact information captured includes agency name, address, and website URL(s), as well as the contact name, address, phone number, fax number, and email address.

4.1.2.5   Responding to Facsimile Inquiries (C.3.2.5)

As detailed in Section 4.1.1.2, *Facsimile Services*, CSC/Datatrac's facsimile technical solution is based on the integration of **<REDACTED>**with **<REDACTED>**, providing **<REDACTED>**of all inbound and outbound faxes so they are treated in the **<REDACTED>**is attached to an email message, which is sent to a pre-determined email address. If the transferred information **<REDACTED>**is created. If a **<REDACTED>** is present in the transferred information, the inbound fax activity is associated with the ███████, changing the status tag of **<REDACTED>**and notifying the assigned IS. From this point on, the response is treated in the same fashion as **<REDACTED>** The IS views the fax image to populate required information, following the same processes described in Section 4.1.2.4, *Responding to Email Inquiries*. Sending information to a customer via fax is as simple as creating an outbound fax activity after using email response to select the information to be sent to the customer.

4.1.2.6   Interactive Web Services (C.3.2.6/C.6.14)

CSC/Datatrac uses **<REDACTED>**as the basis for our web service solution, as described below.

4.1.2.6.1　Attended Appointment Scheduling (C.3.2.6/C.6.14)

During a telephone or chat interaction, the customer can request IS assistance in scheduling an appointment or request the IS to schedule the appointment. The IS enters the standard information required for all customer inquiries and open a scheduling activity. This initiates a **<REDACTED>** where the IS schedules the appointment based on the customer's request. After completing the scheduling activity, the IS closes **<REDACTED>** and asks if the customer needs further assistance.

4.1.2.6.2　Instant Messaging and Chat Services (C.3.2.6/C.6.14)

The seamless integration between **<REDACTED>**allows web customers to interact in real-time with ISs using text chat. **<REDACTED>**. CSC/Datatrac is prepared to deploy either solution to make the customer's interaction through chat easily accessible. **<REDACTED>** (see Section 4.1.2.6.3, **<REDACTED>**). The information passed between the IS and the customer is stored within the chat activity record for audit purposes, and the activity is related to **<REDACTED>**in the **<REDACTED>**.

4.1.2.6.3　**<REDACTED>** (C.3.2.6/C.6.14)

CSC/Datatrac uses **<REDACTED>**. When a customer enters a website or clicks a particular link, the **<REDACTED>**to find the information they are seeking.

The **<REDACTED>**allows ISs to share solutions, documents, and applications not available on public websites. To facilitate this, the **<REDACTED>**together. This is interactive to the point that, during a telephone or chat session, **<REDACTED>.**

4.1.2.6.4　Translation Services (C.3.2.6/C.6.14)

To fulfill language requirements when the required language skills are not available onsite, CSC/Datatrac uses **<REDACTED>**. This **<REDACTED>**is available for all communication methods and is easily accessed by the ISs. The customer can specify the language preference within the IVR selection process and **<REDACTED>**.

With the chat and **<REDACTED>**communication methods, CSC/Datatrac can also include **<REDACTED>**. The IS opens an additional **<REDACTED>** where both English and the translated language are available for the **<REDACTED>**.

4.1.3　Other Support Services (C.3.3)

CSC/Datatrac provides all additional support services required by GSA for our current customer base. Our automated systems provide the basis for the delivery of these services.

4.1.3.1　Fulfillment Services (C.3.3.1)

CSC/Datatrac manages fulfillment requests and services based on the material requested. The **<REDACTED>**is configured to enable the self-service direct download of documents and answers to FAQs and other content items. It also provides attended service where the IS retrieves documentation from appropriate resources and prints documents, as necessary, to transmit via fax or postal mail.

As described in Section 4.1.2, *Attended Services*, when a customer initiates an inquiry, **<REDACTED>**generated to capture and store specific requests and the responses supplied by

the contact center. **<REDACTED>**for each fulfillment request, with each request having a unique identification number. The system can accept multiple requests from a customer made during any one phone call or written inquiry. The customer selects a preferred method for receiving the information (download, email, fax, or postal mail), and a corresponding activity is created triggering the associated fulfillment workflow process. When an IS assists a customer on the telephone, he or she asks for the customer's preferred method for receiving the information and proceeds with appropriate actions for processing the request. Fulfillment status reports are generated and reviewed regularly to verify fulfillment requests are completed in a timely manner. For items fulfilled by the Government's fulfillment center, a similar report is provided.

CSC/Datatrac provides all printing equipment and supplies and mailing supplies (including envelopes and postage) and performs all fulfillment functions, such as addressing, insertion, and posting, sending all materials via the least expensive class of U.S. postal mail (unless otherwise directed by the Government).

4.1.3.2 Transcription Services (C.3.3.2)

CSC/Datatrac has qualified staff and equipment for transcribing recorded messages. We use **<REDACTED>**, for transcribing voice mail and other recorded messages.

4.1.3.3 Language Translation Services (C.3.3.3)

CSC/Datatrac has in-house capability for ISs to directly respond to contacts in **<REDACTED>**. The contact language is recorded in **<REDACTED>**so reports can be generated and analyzed regarding language needs. Language support for this program will be provided based on task order requirements.

4.1.4 Directory Listing Services (C.3.4)

CSC/Datatrac will coordinate directory listings for public contact numbers (voice and TTY), as well as the contact center URL for this program, based on task order requirements. We will work with Government representatives to determine if the information is part of the Government-wide Blue Pages project. If a listing is not covered under the project, we will procure the listing—to include phone number, address, and URL—for each agency that serves the area covered by the applicable Blue and Yellow Page directories. CSC/Datatrac will coordinate with designated Government contacts to ensure listings are not duplicated.

4.1.5 Technical and Management Services (C.3.5)

CSC/Datatrac will provide all required technical and management services within the scope of the USA Contact program, as outlined in the subsections that follow.

4.1.5.1 Core Project Management Support (C.3.5.1)

CSC/Datatrac has a core project management structure in place for responding to contact center task requirements of all complexities. With existing facilities and staff in place to support other Federal contact centers, CSC/Datatrac can capitalize on the skills of existing personnel to support additional contact center activities without impacting current service levels or contractual commitments. For this program, the CSC/Datatrac Program Manager (PM) will manage the core project management team. This team comprises all positions essential to successfully implementing and operating a contact center—to include **<REDACTED>**. CSC/Datatrac currently manages the **<REDACTED>**using this management structure.

Our PM is the Government's single-point-of-contact (SPOC) for all contact center issues, including the **<REDACTED>**. Our PM has access to SMEs in each area to fully address questions from our Government customers. We use a **<REDACTED>** for each task. After reviewing GSA's descriptions for complexity of tasks, levels one through four, CSC/Datatrac proposes the approach outlined in Table 4-3 to meeting core project management staff requirements for each of the specified levels.

Table 4-3. Approach to Meeting Core Project Management Staff Requirements

<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>

4.1.5.1.1 Incremental Support (C.3.5.1.1)

Should additional support be required to accommodate specialized or unique requirements, or should the Government add new requirements subsequent to project implementation, CSC/Datatrac will quickly provide additional professional resources in the areas of program, technology, information, and relationship management. We will review the additional requirements and first determine if qualified resources are available within our team to perform the work. **<REDACTED>**.

4.1.5.2 Site Management (C.3.5.2)

CSC/Datatrac's contact centers, **<REDACTED>**. For example, our **<REDACTED>**. When Datatrac began operating contact centers **<REDACTED>**is key to high-quality performance. The **<REDACTED>**is responsible for **<REDACTED>**; however, each site is **<REDACTED>**. The **<REDACTED>**reviews historical data and **<REDACTED>** CSC/Datatrac uses **<REDACTED>**.

Figure 4-7. Sample Screenshot from the <REDACTED>
<REDACTED>

Each **<REDACTED>**is reviewed with our Government customers and agreed upon for **<REDACTED>**.

CSC/Datatrac uses SOPs across all of our operations. We are also in the process of **<REDACTED>**

4.1.5.3 Program Management (C.3.5.3)

Our proposed PM, **<REDACTED>**, will have full responsibility for meeting all customer requirements and will serve as the SPOC for GSA. Although GSA also has direct access to CSC/Datatrac senior management, **<REDACTED>**will be responsible and accountable for our **<REDACTED>** as described below.

<REDACTED>

4.1.5.4 Technology Management (C.3.5.4)

As part of a CMMI (Capability Maturity Model Integration) level three-rated organization, CSC/Datatrac brings a wealth of

<REDACTED>

technology management expertise to USA Contact. CSC/Datatrac's IT processes demonstrate our commitment to service excellence and to producing consistent, repeatable results. CSC/Datatrac's IT support teams use a phased system lifecycle approach, which includes **<REDACTED>**. The CM disciplines of identification, change control, status accounting, and audits are employed throughout the lifecycle phases to ensure the integrity of our systems. CSC/Datatrac's IT support staff keep abreast of technology in their respective fields, allowing them to recommend and provide best-in-class solutions to meet customers' diverse requirements.

As with all technologies we put into operation, CSC/Datatrac-developed systems are meticulously tested by the quality systems team before they are released for production use. System testing verifies that the customer's distinct requirements have been met and validates the system will perform in its intended environment. With so much attention to detail paid to ensure the systems we offer are of the utmost quality, CSC/Datatrac understands it is equally important to effectively manage any changes to those systems.

CSC/Datatrac establishes baseline systems and maintains comprehensive CM procedures for planning, evaluating, implementing, testing, recording, and reporting on any changes to those systems. These procedures include the use of a **<REDACTED>**. CSC/Datatrac uses **<REDACTED>** components. CSC/Datatrac recognizes that maintaining top-quality technology infrastructure and support processes is key to developing successful, quality contact center solutions.

The subsections below discuss the technical and physical parameters included in the planning, deployment, management, and maintenance of contact centers.

4.1.5.4.1 Infrastructure and Network Management (C.3.5.4.1)

CSC/Datatrac plans, designs, implements, operates, manages, and maintains the contact center technical infrastructure and related networks, including all hardware and software essential to support Government requirements. Our systems are integrated to work seamlessly, providing a turnkey service. We provide systems design, integration, implementation, management, and support for all communication contact center communication channels. We also provide QA and fault-tolerance testing to all communication lines connecting GSA and its customers to the contact center.

4.1.5.4.2 Coordination (C.3.5.4.2)

Our dedicated telecommunications staff has **<REDACTED>** Our relationship with telecommunication vendors has enabled us to provide fast implementations for emergency situations. When CSC/Datatrac is responsible for telecommunications (e.g., the Government elects not to use **<REDACTED>**), we are equally successful in monitoring and managing the telecommunications network.

4.1.5.4.3 Monitoring (C.3.5.4.3)

Our telecommunications design provides a secure and monitored environment, including real-time monitoring of call delivery, that has been in operation for **<REDACTED>**has continuously exceeded up-time requirements for our Government customers. We keep a log of problems and resolutions (AARs), outages, service interruptions, and unauthorized access. We

tailor our processes and procedures to match task order requirements. We notify the Government in a timely manner if we experience a problem, disruption, disaster (regardless of its size), or unauthorized access, and communicate the steps planned or taken to correct the problem. We also activate and oversee any emergency and disaster recovery activities in accordance with the Contingency/Disaster Recovery Plan that is reviewed and accepted by all stakeholders.

4.1.5.4.4   Traffic Analysis (C.3.5.4.4)

CSC/Datatrac analyzes all network traffic (voice/data) and usage data to determine network performance levels using a variety of software tools to eliminate bottlenecks in the delivery of data packets. This validates the stability of the network or indicates where we need to change the current configuration to ensure optimization. We provide recommendations regarding network design to comply with service standards and cost efficiencies.

4.1.5.4.5   Optimization (C.3.5.4.5)

CSC/Datatrac uses our extensive experience in implementing contact center infrastructures, along with industry best practices, to design systems that ensure optimal voice and data delivery. Once systems are in place, we monitor network traffic, memory use, and other system performance indicators daily, making recommendations for optimizing systems as improvement opportunities are identified.

4.1.5.4.6   Contingency/Disaster Recovery (C.3.5.4.6)

We take every reasonable measure to ensure the safety and integrity of our systems and customer data. Accordingly, a **\<REDACTED\>**, should a disaster occur.

4.1.5.5   Information Systems Security Management (C.3.5.5)

As an IT services company, CSC/Datatrac is experienced in developing, implementing, and maintaining strict ISS requirements for all IT resources and systems. We have extensive knowledge of **\<REDACTED\>** and continue to ensure that our information systems meet all of the necessary security requirements. Our National Center for Security Research and Training (NCSRT) Special Publication 800-18-compliant security plans are reviewed and updated (as necessary) and delivered to our Government customers on an annual basis, or when changes occur. For additional information on our security approach, refer to Section 6.0, *Security Plan*.

4.1.5.6   Content and Knowledge Management (C.3.5.6)

Managing the wealth of information that is required to accurately and efficiently respond to customers requires the use of **\<REDACTED\>** detailed in Figure 4-8. **\<REDACTED\>**.

Figure 4-8. CSC/Datatrac's \<REDACTED\>
\<REDACTED\>

CSC/Datatrac uses this process to manage all content, to include **\<REDACTED\>**. A detailed description of our AVR development and maintenance support is included in Section 4.1.1.1, *Automated Voice Response Services*.

CSC/Datatrac's content teams work closely with Government SMEs to collect and maintain information. In fact, **\<REDACTED\>** are provided in Table 4-4.

Table 4-4. Phases of CSC/Datatrac's \<REDACTED\>

\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>

\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>

.

Content changes made throughout the **\<REDACTED\>**are documented and reported on in the monthly status report that is submitted to the customer. **\<REDACTED\>**. This activity is also summarized in the monthly status report.

\<REDACTED\>Changes to content—including additions and deletions—are **\<REDACTED\>** depending on the severity of the change. In this way, **\<REDACTED\>**.

The **\<REDACTED\>**. This allows CSC/Datatrac to provide support to the Government in providing **\<REDACTED\>**if requested.

CSC/Datatrac recognizes that communication with the various agencies is **\<REDACTED\>** We document a history of these contacts, including **\<REDACTED\>**. Upon request, CSC/Datatrac provides detailed reports regarding these communications. CSC/Datatrac provides access to the **\<REDACTED\>**.

4.1.5.7 Contact/Case Management (C.3.5.7)

Using **\<REDACTED\>**, we initiate, facilitate, track, and close SR records based on the customer requirements. The CRM system assists the IS in following guidelines and parameters in providing information to the customer while capturing the required information for QC and reporting. **\<REDACTED\>**. An example of this would be **\<REDACTED\>**. All services provided to the customer are considered activities; therefore, all services are **\<REDACTED\>**.

4.1.5.8 Relationship Management (C.3.5.8)

\<REDACTED\>will have overall responsibility for the implementation, operations, and management of the USA Contact program. He will be instrumental in **\<REDACTED\>**. Areas of responsibility will include **\<REDACTED\>**

As requested, CSC/Datatrac will coordinate directory listings for the public contact number and the URL of the contact center. We will coordinate with Blue Pages project representatives to ensure efforts are not duplicated and that the no-cost or low-cost listings provided by the Blue Pages project are fully used. Through our work with **\<REDACTED\>**, CSC/Datatrac understands it can take up to 18 months to get a listing updated in the Blue Pages or Government section of telephone directories. CSC/Datatrac will work to ensure the listings in the Blue or Government pages are accurate and up-to-date, as any corrections could entail up to another 18 months to be finalized.

CSC/Datatrac will also prepare the necessary status reports showing the current listings, any new listings, and listings for which orders have been placed. The report will include the most recent listing cost, as well as the renewal date for each directory.

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4.1.5.9 Customer Satisfaction Assessments (C.3.5.9)

<REDACTED>CSC/Datatrac encourages open communication and feedback from contact center customers as an integral part of our QA process. Survey results are **<REDACTED>**. The analysis of survey results is used **<REDACTED>**. We ensure all survey activities are performed in compliance with Federal regulations and statutes. Our automated survey process is detailed in Section 4.2.2.7, *Customer Survey Automation*.

4.2 Facilities and Technology Infrastructure (L.7.2.1.5.2)

CSC/Datatrac will fulfill GSA's requirements for a state-of-the-art, multi-channel contact center using **<REDACTED>**

<REDACTED>

We have operated, managed, and maintained Federal contact centers in **<REDACTED>** facility since **<REDACTED>**. We chose this location for a contact center because it is **<REDACTED>**

<REDACTED>was selected as the site for **<REDACTED>** is in close proximity to other corporate offices, providing additional administrative support as needed. **<REDACTED>**

We are confident that **<REDACTED>**will provide GSA with the scalability needed to meet GSA and other agency requirements, as set forth in the Section C of the solicitation.

4.2.1 Facilities to be Provided (C.5)

Each of the proposed facilities meets the Government's general facility requirements, as illustrated in the floor plans shown in Figures 4-9 through 4-12. CSC/Datatrac currently provides ongoing maintenance, upkeep, and management for all of our contact center facilities. Having managed **<REDACTED>**contact centers, we understand we are not permitted to identify the facilities as supporting Government business on building walls or signage.

4.2.1.1 General Requirements (C.5.1)

The design of each of our contact center facilities makes efficient use of available space, providing a comfortable work environment aligned with industry standards. The facility accommodations include, but are not limited to, Sites are built in compliance with applicable Federal, State, and local standards, and regulations are reviewed periodically to ensure continued compliance. All of our facilities are fully Section 508-compliant and currently accommodate the diverse needs of our disabled employee population.

<REDACTED>CSC/Datatrac restricts access to contact center information systems to authorized personnel by requiring.

4.2.1.2 Facility Infrastructure (C.5.2)

CSC/Datatrac's facilities meet or exceed all requirements outlined in the solicitation. CSC/Datatrac will continue our responsibility for the acquisition, installation, and maintenance of all cable, wiring, and support infrastructure required to operate the facilities, including, but not limited to, cable distribution systems, conduits, terminals and connectors, raised flooring, and other equipment needed to interconnect and support the contact center systems and operations.

Figure 4-9. Floor Plan for <REDACTED>Facility

<REDACTED>

Figure 4-10. Floor Plan for <REDACTED>Facility

<REDACTED>

Figure 4-11. Floor Plan for <REDACTED>Facility
<REDACTED>

Figure 4-12. Floor Plan for <REDACTED>Facility

<REDACTED>

4.2.1.3   Site Selection and Facility Design Requirements (C.5.3)

Each of our facilities is in an area that provides

> ✓   **<REDACTED>**

<REDACTED. Our sites are designed to comply with all applicable Federal, State, and local Government standards and regulations, such as the Occupational Safety and Health Act of 1970 (as revised) and the Americans with Disabilities Act of 1990.

CSC/Datatrac contact centers provide an office environment conducive to providing customer support, supporting private conversations, and facilitating communication among staff. The design is also conducive to IS development, as supervisors are adjacent to their teams and can easily and quickly provide coaching and feedback. Our contact center facilities provide:

- ▪ **<REDACTED>**.

Although our solution for USA Contact uses **<REDACTED>**

4.2.1.4   Project Housing (C.5.4/C.5.4.1)

CSC/Datatrac is experienced in designing contact center layouts to **<REDACTED>**.

4.2.1.5   Facility and Systems Access (C.5.5)

The sites proposed to house the USA Contact projects are already equipped with physical access security. **<REDACTED>**

<REDACTED>

4.2.2   Technology Infrastructure to be Provided (C.6)

CSC/Datatrac provides and maintains all contact center system hardware, software, and accessories to meet task order requirements. **<REDACTED>**

<REDACTED>*fully compliant with the 1998 Amendment to Section 508 of the Rehabilitation Act*, and CSC/Datatrac will ensure all other applications are fully accessible by individuals with disabilities, as required by Section 508. We test all configurations prior to implementation to verify compliance with accessibility standards.

4.2.2.1   Call Processing Technology and Services (C.6.1)

We provide all inquiry-processing technology and services required to handle the workload presented by the Government. **<REDACTED>**

<REDACTED>

4.2.2.2   Email Routing and Management (C.6.2)

<REDACTED>for routing and managing email contacts. CSC/Datatrac customer support supervisors and managers closely monitor email message responses **<REDACTED>**. Features of our email routing and management solution are provided in the following subsections.

<REDACTED>

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4.2.2.3   FAQ System (C.6.3)

As described in Section 4.1.1.11, *Hosted FAQ Service*, we use **<REDACTED>**to provide a reliable, scalable, and secure FAQ solution compliant with the solicitation requirements.

4.2.2.4   Knowledge Management System (C.6.4)

CSC/Datatrac uses **<REDACTED>**to configure an integrated knowledge management system for storing, organizing, searching, and retrieving the information needed to respond to contact inquiries. **<REDACTED>**. As described in Section 4.1.1.11, *Hosted FAQ Service*, **<REDACTED>**. The general public also has real-time access to the knowledgebase for searching and retrieving FAQs via a CSC/Datatrac-hosted website.

4.2.2.5   Contact Management System (C.6.5)

<REDACTED>easily facilitates tracking a contact's inquiries from initial contact through resolution, regardless of the access channel used. A contact has **<REDACTED>**. These activities identify the information the customer received from the contact center, as well as any information the customer provided to the IS or via the web-based FAQ service. Blended channel communications are captured within a **<REDACTED>**as separate activity records. **<REDACTED>**A detailed description of our contact management methodologies is included in Section 4.1.5.7, *Contact/Case Management*.

4.2.2.6   Workforce Management System (C.6.6)

CSC/Datatrac uses **<REDACTED>**to analyze work volume, employee availability and schedule preferences, and trends to accurately forecast call volume and staffing requirements. **<REDACTED>**.

Historical reports, such as the one shown in Figure 4-13, are available to the operations team to monitor **<REDACTED>**.

Figure 4-13. Sample Call Volume Report
<REDACTED>

4.2.2.7   Customer Survey Automation (C.6.7)

CSC/Datatrac integrates customer satisfaction surveys **<REDACTED>**in accordance with the rules provided by the Government in task order requirements. **<REDACTED>**. The results of the survey are then analyzed by **<REDACTED>**. Our customer satisfaction assessment process is described in Section 4.1.5.9, *Customer Satisfaction Assessments*.

4.2.2.8   Compliment and Complaint Management (C.6.8)

Customers can submit compliments, complaints, suggestions, and comments via **<REDACTED>** while providing the information to the Government.

4.2.2.9   Service Monitoring and Quality Control (C.6.9)

CSC/Datatrac uses **<REDACTED>**maintains monitoring recordings for 90 days (or longer if required by our Government customers). Recordings are purged according to contract requirements.

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4.2.2.10   Training (C.6.10)

Each of the proposed contact center facilities has **<REDACTED>**.

4.2.2.11   Literature Fulfillment (C.6.11)

CSC/Datatrac provides fulfillment services using **<REDACTED>** regarding requests and customer communications. For literature that requires manual fulfillment, the IS receives an alert, retrieves the documentation from appropriate resources, and prints the requested literature to a dedicated laser printer. Both black and white and color printing capability is available. **<REDACTED>** ability to track fulfillment requests from origination through fulfillment.

4.2.2.12   Voice Mail and Electronic Mail (C.6.12)

CSC/Datatrac uses **<REDACTED>**to facilitate internal and external communications. **<REDACTED>**for responding to customer inquiries within the contact center. CSC/Datatrac uses **<REDACTED>**

4.2.2.13   Online Ordering System (C.6.13)

<REDACTED>provides a reliable, scalable, and secure online ordering solution that is capable of handling secure credit card transactions. This solution features:

- **<REDACTED>**.

The online ordering system is Section 508-compliant. CSC/Datatrac tests all configurations prior to implementation to validate adherence to accessibility standards.

4.2.2.14   Web Chat System (C.6.14)

<REDACTED>allows CSC/Datatrac to present USA Contact customers with a reliable, scalable, secure online chat feature that mimics the subscribing website and is compatible with most browsers. Customers can submit requests to initiate a live web-based chat session with an IS using **<REDACTED>**to meet all of the capabilities outlined in Section C.6.14 of the solicitation, **<REDACTED>**. Universal queuing determines the appropriate IS, whether the IS is available to take the web call, and then sends the request to the available IS. **<REDACTED>**.

<REDACTED>are Section 508-compliant, and CSC/Datatrac tests all configurations prior to implementation to validate adherence to accessibility standards.

4.2.2.15   Power Supply (C.6.15)

All **<REDACTED>**contact center sites have existing emergency electrical power generation capability, as well as a UPS to ensure continuity of contact center operations. **<REDACTED>**.

4.2.2.16   Database Design (C.6.16)

We offer both **<REDACTED>**database solutions to provide capable, resilient, and scalable database storage solutions **<REDACTED>**. Both types of database systems are Relational Database Management Systems (RDBMS) and **<REDACTED>**.

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4.2.3   Telecommunications Services to be Provided (C.7)

CSC/Datatrac will review telecommunications requirements with GSA and its customers to ensure planning and design encompasses all stakeholder expectations. Our goal is to provide services to GSA customers with no interruption of service and with scalability to accommodate future needs. We accomplish this by **<REDACTED>**

4.2.3.1   Local Telecommunications Services and Internet Access (C.7.1)

<REDACTED>

4.2.3.2   Intercity Telecommunications Services (C.7.2)

The proposed contact center sites currently have standard equipment to accept intercity telecommunications services, along with **<REDACTED>** We understand the Government may provide its own intercity telecommunications services and/or equipment, and we will tailor our solution to conform to the agency's requirements.

<REDACTED> As defined by task order, we are prepared to offer services and equipment to facilitate domestic and international toll-free services with nationwide, single-number coverage, call routing features, call termination features, ANI capabilities, AVR service(s), outbound long distance service(s), and management reports.

CSC/Datatrac welcomes the opportunity to provide all required services to the Government and will support the Government if it elects to use a preferred service provider (or change providers during contact center operation). **<REDACTED>**.

4.2.3.3   Network Design (C.7.3)

CSC/Datatrac has designed **<REDACTED>**, shown in Figure 4-14, **<REDACTED>**

Figure 4-14. Proposed <REDACTED>
<REDACTED>

<REDACTED>.

4.2.3.4   Network Termination Equipment (C.7.4)

We provide all equipment necessary (Table 4-5) for terminating the telecommunications and Internet access services to the contact center. This includes all inside wiring and connectors between the network service demarcation point and the contact center system.

Table 4-5. Proposed Equipment

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

4.2.3.5   Service Coordination (C.7.5)

CSC/Datatrac works with **<REDACTED>** and we are familiar with coordinating with telecommunications providers for service provision, trouble resolution, and service restoration.

4.2.3.6   Telephone Number Ownership (C.7.6)

CSC/Datatrac currently provides **<REDACTED>**. We welcome the opportunity to provide the Government with a toll-free number as part of our solution; however, should the Government

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choose to furnish its own toll-free number, we will work closely with the customer and its provider to support the connectivity within our switch. If requested, CSC/Datatrac will provide the toll-free number, and we will work closely **<REDACTED>**ensure the timely transfer of the number to the Government at the conclusion of the task.

4.2.3.7   Internet Domain Ownership (C.7.7)

CSC/Datatrac will work with GSA and its customer to determine the best solution for Internet domain ownership. **<REDACTED>** We will also take over ownership of an existing domain, if required.

4.3   Contingency/Disaster Recovery Planning (L.7.2.1.5.3/C.3.5.5.4)

As part of our Security Plan, CSC/Datatrac will develop and implement contingency/disaster recovery plans and procedures that are compliant with all applicable guidelines and regulations. Our approach to disaster recovery and continuity of operations focuses on **<REDACTED>**

4.3.1   Contingency/Disaster Recovery (L.7.2.1.5.3/C.3.5.5.4)

CSC/Datatrac's core contact center C/DR Plan is **<REDACTED>** Based on the level of service interruption, an appropriate response with detailed procedures is developed (Table 4-6).

Table 4-6. Types of Service Disruptions

<REDACTED>	
<REDACTED>	<REDACTED>
<REDACTED>	
<REDACTED>	<REDACTED>

The C/DR Plan and processes contained in this section demonstrate our commitment to providing a comprehensive plan to maintain operations for GSA and its USA Contact customers. **<REDACTED>**

Consistent with Government and commercial best practices, we calculate Risk Level (RL) using **<REDACTED>**, as shown in Table 4-7.

Table 4-7. <REDACTED>

<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>

<REDACTED>

4.3.1.1   Program Operations Recovery (C.3.5.5.4.1)

In the event of periodic or catastrophic failures that restrict or terminate contact center operations for either a location or a specific program, CSC/Datatrac uses **<REDACTED>** to provide this service. **<REDACTED>**

4.3.1.1.1   Facility Recovery (L.7.2.1.5.3)

Facility recovery begins with power. As discussed in Section 4.2.2.15, *Power Supply*, our contact center sites have **<REDACTED>**Should a catastrophic event occur, restoration will be

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accomplished as quickly as possible and in an orderly fashion that ensures nothing is overlooked. Table 4-8 shows a sample site restoration schedule.

Table 4-8. Sample Site Restoration Schedule

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

4.3.1.1.2 Voice Recovery (L.7.2.1.5.3/C.3.5.5.4.2)

Network Routing. CSC/Datatrac uses an inbound and outbound telephony call processing system to transport voice calls to and from ISs **<REDACTED>**.

Operational Impact. CSC/Datatrac uses documented procedures for **<REDACTED>**.

Simulated Tests. The voice recovery routine is reviewed, maintained, and tested **<REDACTED>**.

4.3.1.1.3 Infrastructure Recovery (L.7.2.1.5.3)

CSC/Datatrac uses **<REDACTED>**

4.3.1.1.4 Data Recovery (L.7.2.1.5.3/C.3.5.5.4.3)

Backup Routines. All contact center-related data repositories are backed up **<REDACTED>**.

Effectiveness. In addition to the **<REDACTED>**

Operational Impact. During "normal" business operations, backups are completed **<REDACTED>**

Data Integrity and Recovery. Data capture is event driven, with information being written to the database throughout the transaction. **<REDACTED>**.

Simulated Tests. The backup routine is reviewed, continually maintained, and tested **<REDACTED>**

4.3.1.1.5 Notification Process (C.3.5.5.4.4)

CSC/Datatrac will immediately notify the appropriate Government personnel of any disaster-related issues **<REDACTED>**. For more details, see Section 4.3.1.2, *Roles and Responsibilities*.

4.3.1.2 Roles and Responsibilities (L.7.2.1.5.3)

<REDACTED>is the key to the success of contingency operations.
<REDACTED>described in Table 4-9.

Table 4-9. ██████████████

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

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<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

<REDACTED>Figure 4-15 depicts the notification procedures used in the event of an emergency.

Figure 4-15. Contingency Notification Process

<REDACTED>

4.3.2   Contingency/Disaster Recovery Plan Testing (L.7.2.1.5.3)

CSC/Datatrac's C/DR Plan is **<REDACTED>** A sample C/DR test plan is provided in Attachment C.

4.4   Emergency Response Capability (L.7.2.1.5.4)

CSC/Datatrac has existing facility and infrastructure capacity and is capable of supporting

<REDACTED>

<REDACTED>

<REDACTED>

4.5 Special Project Support (C.3.6)

CSC/Datatrac will provide technical and management support to analyze, plan, design, implement, operate, and manage special services, such as web hosting, for USA Contact projects on a task order basis. **<REDACTED>**.

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5.0 Management Plan (L.7.2.1.6)

The success of any contact center initiative hinges on **\<REDACTED\>**

5.1 Program Management Plan (L.7.2.1.6.1)

Effective, efficient management plans complete another part of **\<REDACTED\>**.

Figure 5-1. \<REDACTED\>
\<REDACTED\>

Our Program Management Plan presents the approaches, techniques, methods, and tools that balance **\<REDACTED\>**for each contact center solution.

5.1.1 Program Management Structure (L.7.2.1.6.1)

\<REDACTED\>Our program management structure is led by **\<REDACTED\>**Our core program management team is responsible for **\<REDACTED\>**.

5.1.1.1 Organizational Structure Lines of Authority and Roles and Responsibilities (L.7.2.1.6.1)

Our organizational structure, including lines of authority for managing this contract, as well as respective roles and responsibilities, is portrayed in the organization chart in Figure 5-2. Our USA Contact project organization is based on **\<REDACTED\>**the designated authority capable of contractually binding CSC/Datatrac.

CSC/Datatrac's proposed PM, **\<REDACTED\>**.

Figure 5-2. Organizational Chart
\<REDACTED\>

5.1.1.2 Escalation Procedures for Problem/Dispute Resolution (L.7.2.1.6.1)

\<REDACTED\>. As shown in Figure 5-3, we have well-defined processes for addressing each. In every case, **\<REDACTED\>**.

Figure 5-3. Problem Escalation Process
\<REDACTED\>

\<REDACTED\>

5.1.1.3 Subcontractor Management (L.7.2.1.6.1)

\<REDACTED\>Our approach is governed by a subcontractor management methodology that spans the lifecycle of a teaming engagement. This methodology (Table 5-1) begins with **\<REDACTED\>**.

Table 5-1. Overview of CSC/Datatrac Subcontractor Management Methodology

\<REDACTED\>	\<REDACTED\>		\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>
\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>	\<REDACTED\>

\<REDACTED\>Each subcontractor on our team has executed a non-disclosure agreement, committing it to being a part of this team and providing expertise in devising solutions to task

order requirements under the USA Contact IDIQ. As shown in Figure 5-4, we have entered into teaming agreements with each partner for performing work on this contract**<REDACTED>**.

Figure 5-4. CSC/Datatrac's Subcontractor Management Process
<REDACTED>

A description of each of our teaming partners and why CSC/Datatrac selected that company as a member of our team is provided in Table 5-2.

Table 5-2. CSC/Datatrac Teaming Partners for USA Contact Program

<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>

5.1.2   Operational and Management Processes and Programs (L.7.2.1.6.1)

<REDACTED>CSC/Datatrac will develop a program approach customized to GSA's needs, as well as the needs of its customers, to ensure **<REDACTED>**.

CSC/Datatrac will provide timely operational and management reports to meet the requirements identified in Section C.11 of the solicitation. The reports we will provide are discussed in Section 5.4.2, *Management Reports*.

5.2   Staff to be Provided (C.4)

The provision of **<REDACTED>**are key elements of our Staffing Plan. In the pages that follow, we describe our staffing approach for key personnel, support staff, and ISs.

5.2.1   Key Personnel (C.4.1)

<REDACTED>The roles and responsibilities for each of our key personnel functions are provided in Table 5-3.

Table 5-3. CSC/Datatrac's Key Personnel Roles and Responsibilities

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

5.2.2   Support Staff (C.4.2)

CSC/Datatrac will provide all support staff required to meet the SOW requirements, including, but not limited to**<REDACTED>**.

5.2.3   Information Specialists (C.4.3/C.4.3.3/C.4.3.4)

ISs are primarily responsible for responding to customer inquiries via multiple channels (phone, email, web chat, etc.). **<REDACTED>**ensures all our ISs possess the basic competencies outlined in Section C.4.3.2 of the solicitation. Languages to be supported include:

- English
- Cantonese
- Japanese

- ▪ Spanish
- ▪ Mandarin
- ▪ French
- ▪ German
- ▪ Korean
- ▪ Vietnamese

The levels of ISs include those outlined in Table 5-4.

Table 5-4. Information Specialist Levels

<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>	<REDACTED>

5.3 Human Resources Management Plan (L.7.2.1.6.2/C.8)

<REDACTED>

5.3.1 Recruitment and Retention (L.7.2.1.6.2/C.8.1)

<REDACTED>CSC/Datatrac's commitment to providing GSA with a high quality contact center solution begins with **<REDACTED>**

In addition to wages, an integral part of our compensation plan is our employee benefits program, which currently includes **<REDACTED>** Our recruiting approach is described in Figure 5-5.

Figure 5-5. CSC/Datatrac's <REDACTED>
<REDACTED>

CSC/Datatrac employs a variety of recruiting resources, including, but not limited to, **<REDACTED>**.

We understand our responsibility to perform background checks on all prospective employees for USA Contact task orders in accordance with applicable agency personnel security requirements prior to providing them for service under the contract. These will include, at minimum, criminal misdemeanor/felony record and credit history checks.

<REDACTED>

5.3.1.1 DOL SCA Wage Rate Categories (L.7.2.1.6.2)

<REDACTED>SCA wage rates are incorporated in Table 5-4 in Section 5.2.3, *Information Specialists*.

5.3.1.2 HSPD-12 Compliance (L.7.2.1.6.2)

As an IT services company, CSC/Datatrac is experienced in developing, implementing, and maintaining strict security requirements for IT resources and for human resources**<REDACTED>**Our HSPD-12 compliant personnel screening process is shown in Figure 5-6.

Figure 5-6. HSPD-12 Screening Process
<REDACTED>

5.3.1.2.1 Background Investigations (L.7.2.1.6.2)

Applicants will complete the following security documents, and CSC/Datatrac will submit them to the agency security office.

- ▪ Standard Form (SF) 85P, "Questionnaire for Public Trust Positions"

- FD Form 258, "Fingerprint Card" (two copies)
- "Disclosure and Authorization Pertaining to Consumer Reports Pursuant to the Fair Credit Report Act"
- Foreign National Relatives or Associates Form

<REDACTED>

5.3.1.2.2   Employment Eligibility (L.7.2.1.6.2)

CSC/Datatrac HR personnel screen new candidates to verify they have valid social security cards and are U.S. citizens. **<REDACTED>** When candidates are selected for employment, they will complete the required security documentation.

In accordance with existing laws, regulations, and provisions of the contract, CSC/Datatrac will not employ any illegal or undocumented aliens on this contract. **<REDACTED>**.

5.3.1.2.3   Continued Eligibility (L.7.2.1.6.2)

CSC/Datatrac adheres to strict rules for continued eligibility**<REDACTED>**

5.3.2   Training (L.7.2.1.6.2/C.8.2)

<REDACTED>Key to completing the **<REDACTED>**is a training program **<REDACTED>**.

5.3.2.1   Training Curriculum (C.8.2.1)

<REDACTED>As described in Table 5-5, CSC/Datatrac's training process consists of **<REDACTED>**.

Table 5-5. CSC/Datatrac's <REDACTED>Training Process

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

- **<REDACTED>**.

Table 5-6 provides a sample training schedule and sample course curriculum.

Table 5-6. Sample Course Curriculum

<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>

5.3.2.2   Training Facilities (C.8.2.2)

<REDACTED>Each training room has the capacity to hold up to **<REDACTED>** students.

5.3.2.3   Instructor and Classroom Criteria (C.8.2.3)

<REDACTED>.

5.3.2.4   Course and Reference Materials (C.8.2.4)

<REDACTED>.

5.3.2.5   Reporting and Recordkeeping (C.8.2.5)

Comprehensive lists of contact center employees who have received   **<REDACTED>**
training or obtained certification—including the frequency of training,
types of training, and results of training—are maintained by CSC/Datatrac's Training and HR
departments. **<REDACTED>**.

5.3.2.6   Training Metrics and Analysis (C.8.2.6)

Training performance is measured by a **<REDACTED>**

<REDACTED>.

5.4   Performance Management Plan (L.7.2.1.6.3)

Performance-based management means managing the service provided using SLAs and service
metrics. CSC/Datatrac believes that to adequately implement service measurements, it is
essential to consider **<REDACTED>** We will use our standard performance management
approach to ensure all service levels are consistently met. Outlined in this plan are the major
processes and methodologies CSC/Datatrac will use to manage service levels for the USA
Contact program.

5.4.1   Performance Management (L.7.2.1.6.3/C.10)

<REDACTED>. Our QA program delivers the highest quality service to our customers, as
shown in Table 5-7.

Table 5-7. CSC/Datatrac Performance Measures on Delivering Quality

<REDACTED>	<REDACTED>
<REDACTED>	
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

<REDACTED>. Our processes for performance management are detailed in Table 5-8.

Table 5-8. CSC/Datatrac's Processes for Performance Management

<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>

<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>	<REDACTED>

5.4.1.1 Projecting and Monitoring Workload (L.7.2.1.6.3)

As described in Table 5-8, CSC/Datatrac uses **<REDACTED>**to project and monitor workload. **<REDACTED>**.

5.4.1.2 Performance Objectives (L.7.2.1.6.3)

CSC/Datatrac will oversee performance planning, and provide GSA with final plans when specific task orders are issued. CSC/Datatrac uses **<REDACTED>**to monitor IS performance and call-traffic data. **<REDACTED>**

5.4.1.3 Managing Authorized Funding (L.7.2.1.6.3)

When funding is received from the Government, it will be entered in the **<REDACTED>** Accounting System. **<REDACTED>**is used for tracking funds and invoicing customers. It provides the PM with up-to-date information regarding the current funding status against the amount invoiced.

<REDACTED>

5.4.1.4 Corrective Actions and Contingent Plans (L.7.2.1.6.3)

CSC/Datatrac will balance workload and performance objectives against funding, based on **<REDACTED>**

5.4.2 Management Reports (C.11)

CSC/Datatrac will provide timely operational and management reports that are comprehensive, accurate, and easy to understand to provide visibility into USA Contact programs. Reports will be accessible via **<REDACTED>**. Sample reports for those customers presented in our past performance (Section 3.3), are provided in Attachment A.

5.4.2.1 Weekly and Monthly Status Reports (C.11.1)

On a weekly and monthly basis, the PM will submit to the Government a status summary of activities that have occurred and projected activities within the program. This report will consist of, at minimum, the information in Table 5-9.

Table 5-9. Information Contained in Weekly/Monthly Summary Status Report

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

5.4.2.2 Operational Reports (C.11.2)

Operational reports will be completed on a daily, weekly, monthly, and annual basis. Each project will have its own report and will be aggregated into an overall summary report for the entire contact center operation. **<REDACTED>**. Daily reports will be compiled into weekly and monthly reports, and subsequently in annual reports. The operational reports are described in Table 5-10.

Table 5-10. Operational Reports

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

CSC/Datatrac understands GSA reserves the right to request additional detail and reporting during the initial three-month period after the start-up phase of each task at no additional cost.

<REDACTED>

<REDACTED>

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

<REDACTED>

5.4.2.6   *Ad Hoc* Reports (C.11.6)

CSC/Datatrac will provide GSA and/or agency representatives with **<REDACTED>***ad hoc* reports annually for each task order issued at no additional cost to the Government. Additional reports will be provided upon request from the CO or his or her authorized representative.

5.5   Quality Control/Quality Improvement Plan (L.7.2.1.6.4)

The cornerstone of CSC/Datatrac's contact center operation is our QC/QA Program. This program provides a framework of processes based on standard methodologies that are customized for each customer's environment, and focus on **<REDACTED>**

5.5.1   Quality Assurance/Quality Improvement (L.7.2.1.6.4/C.9)

CSC/Datatrac's QA and continuous improvement methodologies, processes, and software solutions provide the means by which we will comply with GSA's performance standards**<REDACTED>**

5.5.1.1   Service Monitoring and Calibration (C.9.1)

CSC/Datatrac's approach to service monitoring and calibration, described below, uses proven technology and industry best practices to provide **<REDACTED>**.

5.5.1.1.1   Monitoring Processes (C.9.1)

CSC/Datatrac has learned from years of experience operating contact centers for the Federal Government that successful monitoring processes must be **<REDACTED>**.

5.5.1.1.2   Monitoring System (C.9.1)

The QA team will use **<REDACTED>**to fulfill GSA's requirements for capturing voice and data recordings and to schedule monitoring sessions and provide remote service monitoring. **<REDACTED>**.

5.5.1.1.3 Calibration (C.9.1)

Our core contact center QA team will monitor contacts to **<REDACTED>**

5.5.1.1.4 Continuous Process Improvement (C.9.1)

To ensure continual quality process improvement, CSC/Datatrac's QA team will analyze monitoring results and identify trends. **<REDACTED>**will be provided to in an approved format upon the Government's request.

5.5.1.1.5 Caller Notification (C.9.1)

To ensure legal and regulatory compliance concerning notification and consent when monitoring calls, CSC/Datatrac will develop a recording to be included in the IVR when a caller is transferred to a live IS. The recording will advise callers that their calls may be recorded or monitored for QA purposes.

5.5.1.1.6 Compliance (C.9.1)

CSC/Datatrac will work with the customer to determine which customer calls should be recorded for monitoring and will ensure that call monitoring practices are in compliance with all applicable Federal, State and local laws and statutes.

5.5.1.2 Effectiveness of Service Delivery (C.9.2)

CSC/Datatrac's QA team will assess the effectiveness of service delivery by analyzing monitoring results, as described below. **<REDACTED>**. CSC/Datatrac will provide the results of such assessments to the Government in accordance with task order requirements.

<REDACTED>

5.5.1.2.3 Customer Satisfaction Assessments (C.9.2.3)

CSC/Datatrac will encourage open communication and feedback from contact center customers as an integral part of the QA process. Customer satisfaction surveys will **<REDACTED>**. All survey activities will be performed in compliance with Federal regulations and statutes before beginning those activities.

5.5.1.2.4 Employee Satisfaction Assessments (C.9.2.4)

CSC/Datatrac recognizes that our employees are our most important asset and will therefore establish an annual employee satisfaction assessment process. **<REDACTED>**. CSC/Datatrac will provide the survey results to the Government upon request and will cooperate with the Government on suggested improvements pertaining to the employees' operational environment.

5.5.1.3 Quality Improvement Program (C.9.3)

CSC/Datatrac understands that one of GSA's primary goals is to continuously improve its services to the public. **<REDACTED>** (Table 5-12).

Table 5-12. Methods for Measuring Customer Satisfaction

<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>
<REDACTED>	<REDACTED>

5.6 Deliverables/Documentation to be Provided (C.13)

CSC/Datatrac will provide quality deliverables to the Government based on task order requirements. This may include any or all of the following plans:

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CSC

- Conflict of Interest Compliance Plan
- Customer Satisfaction Plan
- Design, Engineering, Implementation, and Management Plan, to include Site Selection, Facilities, Technology, Networks, and Operations
- Disaster Recovery/Contingency Plan
- HR Management Plan, to include Staffing, Training, and Dismissal Procedures
- Knowledge/Case Management Plan
- Operations Management Plan
- Performance Management Plan
- Phase-In Plan
- Program/Project Management Plan
- Project Plan
- Quality Assurance/Quality Improvement Program Plan
- Security Plan
- Service Level Management Plan
- Test and Acceptance Plan
- Value Engineering/Process Improvement Plan

<REDACTED>. As requested, we will also provide all permits, contracts, copyrights, licenses, and any other legal documentation related to the contact center support services we provide to the Government under the USA Contact contract.

CSC

6.0   Security Plan (L.7.2.1.7)

CSC/Datatrac's IT security experience includes **<REDACTED>**in accordance with Federal security policies and regulations. **<REDACTED>**.

Security represents a significant portion of the customer communications puzzle. Personnel, property, systems, and information must be protected from a variety of threats. As shown in Figure 6-1, the Federal Government provides the **<REDACTED>**

Figure 6-1. CSC/Datatrac Security Compliance Federal Security Regulations
<REDACTED>

The expertise, skills and abilities developed in implementing and managing security for our Federal customers is reflected in the sections that follow.

6.1   Information Systems Security Management (L.7.2.1.7/C.3.5.5)

As a leading IT services company, CSC/Datatrac is experienced in developing, implementing, and maintaining strict security requirements for information systems and personnel in accordance with all applicable security requirements, guidelines, and regulations to ensure the confidentiality, integrity, and availability of customer information and systems.
<REDACTED>

<REDACTED>will coordinate with GSA and its USA Contact customers to enforce security practices and will assist GSA and its customers in conducting periodic, unannounced security inspections of the contact center facilities.

6.1.1   Experience with Certification and Accreditation (L.7.2.1.7/M.2.1.4)

The solutions and practices contained in this section have been successfully used by CSC/Datatrac to support systems C&A for a number of Federal customers, including
<REDACTED>

CSC/Datatrac developed, implemented, and currently maintains a Security Plan for each of these customers in accordance with NIST SP 800-18 and other customer-specific security regulations and directives, to include the following documents:

<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	**<REDACTED>**
<REDACTED>	

6.1.2   On-going Risk Assessments (L.7.2.1.7/M.2.1.4)

CSC/Datatrac will perform on-going RAs to proactively mitigate security risks and to prevent disruption of service to customers. CSC/Datatrac will communicate any security-related issues impacting performance to Government-designated personnel. We will follow the escalation procedures documented in the C/DR Plan and will include information on **<REDACTED>**.

6.1.3   Personnel Security (L.7.2.1.7/C.3.5.5.1)

CSC/Datatrac performs personnel screening in accordance with all applicable Federal, State, and local laws and statutes,

<REDACTED>

including HSPD-12 (see Section 5.3.1.2, *HSPD-12 Compliance*), as part of our administrative hiring process. All applicants undergo credit and criminal history inquiries, employment verification, and **<REDACTED>**.

6.1.4   Information and Telecommunications Systems Security (L.7.2.1.7/C.3.5.5.2)

<REDACTED>CSC/Datatrac's contact centers provide information and telecommunications system security that addresses appropriate levels of access to information, technical, personnel, and physical security for all Government information and systems used in these facilities. CSC/Datatrac protects information and telecommunications systems from unauthorized access through **<REDACTED>**.

6.1.5   Facility Security (L.7.2.1.7/C.3.5.5.3)

All of CSC/Datatrac's contact center facilities that will be used to support the USA Contact program have the security features outlined below.

  - **<REDACTED>**

6.1.6   Contingency/Disaster Recovery (C.5.5.4)

CSC/Datatrac's approach to disaster recovery and continuity of operations is described in Section 4.3, *Contingency/Disaster Recover Plan*.

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7.0 Plan for Special Hiring (L.7.2.1.8)

As proven through our exceptional track record of recruiting, hiring, training, and managing contact center personnel, CSC/Datatrac is committed to providing employment opportunities to individuals with disabilities. CSC/Datatrac currently employs disabled persons **<REDACTED>**

The following sections detail CSC/Datatrac's experience in working with individuals with disabilities and our plan to continue this practice on the USA Contact contract **<REDACTED>**

7.1 Recruitment and Retention (L.7.2.1.8/M.2.1.5)

The CSC/Datatrac AbilityOne (formerly Javits-Wagner-O'Day [JWOD]) Program Plan includes working with NISH and other agencies to identify candidates for IS positions. CSC/Datatrac will reach or exceed the required 5% hiring level for ISs by **<REDACTED>**

7.2 Roles and Responsibilities between CSC/Datatrac **<REDACTED>** (L.7.2.1.8/M.2.1.5)

<REDACTED>.

7.3 Success in Employing Severely Disabled Individuals (L.7.2.1.8/M.2.1.5)

<REDACTED>.

Attachment A, Sample reports is redacted in its entirety

Attachment B: Sample Contingency/Disaster Recovery Plan (L.7.2.1.5.3/C.3.5.5.4)

Attachment B, Sample C/DR Plan is redacted in its entirety

Attachment C: Sample Contingency/Disaster Recovery Test Plan (L.7.2.1.5.3)

Attachment C, Sample C/DR Recovery Test Plan is redacted in its entirety

CSC