

NOTICE

Please note that this bid from Nuvalence. for CRFQ_DMV2400000001 was received at the Purchasing Division office prior to the established bid opening date and time on February 14, 2024, and was read at the public opening.



Greg Clay

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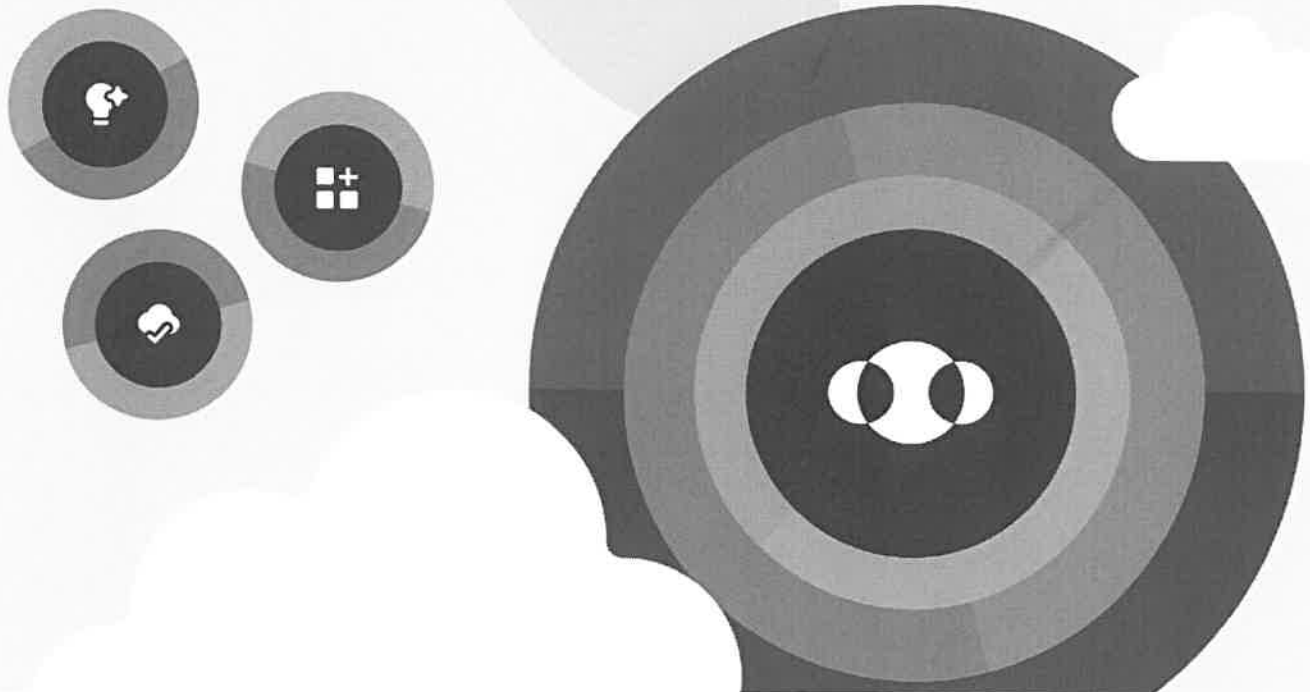
NUVALENCE.AI
Impactful Software Solutions.

DMV Cloud-based Contact Center Solution

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Date of Submission: Feb/12/2024
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Department of Administration, Purchasing Division
2019 Washington Street East
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February 12, 2024

Dear West Virginia DMV,

Nuvalence is thrilled to present our proposal for the West Virginia DMV Cloud-based Contact Center Solution. As a software development organization, we specialize in creating intelligent, high-quality digital platforms tailored to our clients' unique needs. Our proposal is not just a response to an RFP; it's a commitment to transform the West Virginia DMV's customer interaction experience.

Our track record in the public sector, marked by deploying large-scale contact center solutions that successfully managed over 2.2 million calls within the first 120 days, stands as a testament to our capability in implementing advanced conversational AI systems. This expertise positions us uniquely to deliver a DMV Contact Center Solution that is efficient, user-friendly, and technologically superior, ensuring an intuitive and satisfying customer experience.

At Nuvalence, we understand the criticality of rapid deployment and value achieving in government projects. Leveraging our published open-source Solution Accelerators, we guarantee a timely and efficient implementation. These accelerators have demonstrated a remarkable 44% faster time-to-value and 50% quicker delivery in state agency projects, exemplifying our ability to provide high-quality, AI-ready platforms. This approach significantly reduces the time-to-value, enabling the West Virginia DMV to quickly benefit from the enhanced capabilities of a modern, AI-driven contact center.

Our solution is designed not just for immediate needs but also with an eye on the future. It offers scalability and adaptability to evolve with the West Virginia DMV's changing requirements, ensuring a long-term, sustainable digital transformation. We are committed to delivering a solution that is not only technologically advanced but also deeply attuned to enhancing the customer experience and operational efficiency of the West Virginia DMV.

Sincerely,

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Nuvalence Introduction

Nuvalence is a next-generation consulting firm, specialized in delivering intelligent, high-quality digital platforms that are tailored to meet the unique needs of our clients. Our approach is product-driven, focusing on crafting impactful software solutions that deliver real-world outcomes.

Our team, composed of software engineers, product managers, and designers, is committed to accelerating innovation while transforming how public sector agencies operate. For Nuvalence, technology is not just an enabler but a transformative agent, redefining how public services impact the lives of constituents and enhance the efficiency of staff.

Building on our foundational commitment to innovation and excellence, Nuvalence's specific experiences in digital transformation within the public sector further illustrate our capabilities and commitment to improving the lives of our end users. Two specific projects that we want to highlight as they directly relate to the initiative West Virginia is about to embark on.

“Shattering the Constituent Experience”

Our project with a major state Department of Motor Vehicles is a testament to our expertise in revolutionizing traditional government services. By introducing a cloud-based digital intake system, we significantly enhanced the efficiency and accessibility of DMV services, setting new standards for online government interactions. As part of this transformation, we achieved the following business results:

- **96% of residents only needed one visit** to complete their transaction compared to a 65% baseline success rate.
- **Over 1 million online applications** were received and processed within **31 months since launch**.
- Processing time for a motor vehicle representative to process a digital intake initiated application reduced to **15 minutes from the baseline of 30 mins**.
- **31% of pre-screens, enabled applicants to proactively address issues**, helping avert unsuccessful in-person visits and reduced motor vehicle representative processing time.

“Supporting Self-Service Support for Unemployment Insurance”

Similarly, our collaboration with a state Department of Labor to deploy a Google CCAI-powered contact center underscores our expertise in integrating AI and cloud technologies for the betterment of the constituents. This solution not only addressed the immediate challenges of high call volumes but also established a foundation for sustainable, long-term operational improvements. As part of this transformation, we achieved the following business results:

- Managed over **2.2 million calls in the first 120 days** since launch, with **33% of calls resolved** autonomously.
- Consolidated **10 IVRs** into a single streamlined CCAI agent, including seven self-service flows.
- Achieved a **40% faster time to utility** with the delivery of an MVP virtual agent, designed to evolve into a full omnichannel solution.
- The virtual agent responds in **12 languages** and is able to assist in complex intake processes and handle authenticated tasks.

Requirements

The WV DMV is currently grappling with increasing demands on its services, reflected in heightened call volumes and a substantial influx of document processing requirements. These challenges are compounded by the limitations of their existing technology infrastructure, resulting in inefficiencies and delays that impact both citizen satisfaction and operational performance.

Current Challenges

High Call Volumes and Wait Times: The WV DMV faces an overwhelming number of calls and emails, leading to extended waiting times and delayed responses.

- **Manually Intensive Document Processing:** A significant portion of WV DMV's work involves processing a high volume of paper documents manually, which is time-consuming and labor-intensive.
- **Resource Allocation for Routine Inquiries:** A substantial amount of staff time is devoted to addressing common questions and routine matters, which could be automated.
- **Mainframe-based Systems:** Key systems, particularly the driver system, are still reliant on older mainframe technology, hindering the transition to more efficient, modern solutions.

Desired Future State

WV DMV envisions a transition to a more efficient, technology-driven operation that can better serve the citizens of West Virginia. They seek a Contact Center as a Service (CCaaS) solution integrated with a Document Management system, leveraging General Artificial Intelligence (GenAI) capabilities to achieve the following objectives:

- **Reduction in Inbound Call Volumes:** Utilize GenAI to handle routine inquiries autonomously, thereby decreasing the burden on human agents.
- **Improved Citizen Satisfaction:** Enhance citizen experience through real-time communication and a more personalized, efficient service.
- **Single Source of Truth for Staff:** Implement a platform that provides comprehensive and accurate information to WV DMV staff.

- **Integration with Other Business Tools:** Ensure seamless integration with CRM systems, email, chat, etc., to offer a unified experience across various communication channels.
- **Advanced Analytics and Reporting:** Gain insights into citizen interactions, agent performance, and overall operations to inform decision-making and improve strategies.
- **Diverse Communication Methods:** Offer various modes of communication, including voice, chat, and email, allowing citizens to choose their preferred method of interaction.

Transforming the West Virginia DMV with Google's Contact Center AI Platform

Our recommendation for WV DMV is to leverage Google's Contact Center AI Platform. CCAIP is a sophisticated cloud-based solution that goes beyond traditional contact center capabilities by leveraging the power of artificial intelligence to streamline processes, enhance agent productivity, and ultimately, deliver exceptional citizen experiences. CCAIP can address WV DMV's specific needs while providing a strong foundation for growth as their technology stack and requirements continue to evolve.

CCAIP can deliver value across the following areas:

Reducing Call Volume and Wait Times with Conversational AI:

- **Virtual Agent:** 24/7 AI-powered virtual agent(s) handles routine inquiries autonomously, reducing call volume and freeing human agents for more complex cases.
- **Smart IVR:** An intelligent IVR system that understands natural language guides callers efficiently, decreasing wait times and improving caller experience.

Personalized and Proactive Citizen Engagement:

- **Omnichannel Experience:** A unified view of all citizen interactions across various channels, ensuring consistent and personalized communication.
- **Proactive Outreach:** Predictive analytics to identify citizens needing timely information, reducing future call volumes and enhancing service outcomes.

Empowering Agents with Intelligent Assistance:

- **Real-time Knowledge Assistant:** AI-driven assistance providing agents with immediate, relevant information for quicker and more accurate resolutions.
- **Sentiment Analysis:** Real-time analysis of caller sentiment, allowing agents to tailor their approach for a better citizen experience.

Unifying Data and Streamlining Operations:

- **Single Source of Truth:** Integration with existing systems to eliminate data silos and empower data-driven decision-making.
- **Document Automation:** AI-enabled extraction and processing of document data (using Google's Document AI), reducing manual effort and errors.
- **Advanced Analytics:** Comprehensive analytics dashboards to gain insights into operations, optimizing workflows, and driving continuous improvement. Additional integration with Google's Looker Studio provides a rich set of BI solutions to understand and be proactive on the data generated.

Google Advantage

With Google Cloud Platform, WV DMV benefits from scalability, robust security, continuous innovation, and Google's proven expertise in transforming government agencies.

West Virginia DMV Requirements

Below, we provide a description of how Google's CCAIP meets or exceeds the requirements for this program.

3.1.1.1 The Contact Center Solution must provide a unified and multi-channel experience.

The Google Contact Center AI Platform (CCAIP) is specifically designed to offer a unified and multi-channel experience. The platform integrates a unified agent desktop that consolidates multiple communication channels, such as voice, chat, and email into a single interface. This integration ensures that agents have a holistic view of customer interactions across all channels, enabling them to provide a seamless and consistent service experience.

Additionally, CCAIP's omni-channel capabilities allow for context preservation when customers switch between different communication modes. For instance, a conversation beginning as an email inquiry can seamlessly transition to a phone call without losing context, enhancing the overall customer experience. This capability is crucial in modern contact centers where customers expect flexibility and continuity across different engagement channels.

Furthermore, CCAIP's advanced AI and machine learning algorithms work across these channels to provide real-time assistance to agents, offering suggestions, relevant information, and automated responses where appropriate. This not only improves the efficiency of the agents but also ensures that customers receive quick, accurate, and personalized service regardless of the communication channel they choose.

3.1.1.2 The Contact Center Solution must provide data unification, management, and analytics to provide a source of truth for DMV decision making.

Google Contact Center AI Platform (CCAIP) sits at the center of the customer interaction with the DMV. The platform's robust reporting and analytics capabilities extend beyond just monitoring call center operations. It integrates data from various contact center channels and other DMV systems, ensuring a unified view of all interactions and operations.

Key features include:

- **Customizable Dashboards:** CCAIP offers configurable dashboards that can track a wide array of key performance indicators (KPIs) such as call volume, chat interactions, resolution times, and agent performance metrics. These dashboards are instrumental in providing real-time insights into operational effectiveness.
- **Data Integration:** The platform can seamlessly integrate with additional systems used by the DMV, including CRM tools, document management systems, and external databases. This integration facilitates a comprehensive view of the entire DMV operation, ensuring that all decision-making is based on complete and accurate information.
- **Advanced Analytics:** CCAIP leverages Google's cutting-edge AI and machine learning technologies for deeper analytics.
- **Data-Driven Decision Making:** With its advanced data aggregation and analysis capabilities, CCAIP empowers DMV leaders to make informed decisions. Whether it's optimizing resource allocation, enhancing customer service strategies, or identifying areas for process improvement, the platform provides the necessary tools to make data-driven decisions.

3.1.1.3 The Contact Center Solution must interface with DMV's document management solution (currently Application Xtender).

The proposed solution can integrate with Application Xtender through custom software modules built by the team. The specifics of the integration will be defined during the discovery phase of the engagement.

3.1.1.4 The Contact Center Solution must provide a method to authenticate the citizen's identity.

Google's Contact Center AI (CCA) supports versatile and secure methods for authenticating a citizen's identity, crucial for ensuring the confidentiality and integrity of interactions. During project planning, we can tailor these methods to align with WV DMV's specific needs and existing systems.

Key authentication methods include:

- **Integration with State Identity Providers:** CCAI can integrate with the state's identity management systems for seamless authentication. This is particularly effective for digital channels like chat, where citizens can authenticate using their existing state-issued digital credentials.
- **Personal Identification Number (PIN) and Personally Identifiable Information (PII):** For voice interactions, CCAI can use a combination of PINs and PII-based verification. This approach is user-friendly while maintaining a high level of security.
- **Voice Biometrics:** As an advanced option, CCAI can incorporate voice biometric technology for caller verification. This method offers a high degree of accuracy and enhances the user experience by enabling quick and secure authentication through natural conversation.
- **Multi-Factor Authentication (MFA):** For added security, particularly in sensitive transactions, CCAI supports multi-factor authentication, which can combine something the citizen knows (like a PIN), something they have (like a phone), and something they are (like a voice print).

These authentication mechanisms ensure that only authorized individuals can access services and personal information, thereby protecting citizen privacy and enhancing trust in WV DMV's services. Our experience with various authentication methods, combined with CCAI's flexible architecture, will ensure a secure and efficient authentication process tailored to the specific requirements of the WV DMV.

3.1.1.5 The Contact Center Solution must provide a citizen case management process.

Google's Contact Center AI Platform (CCAIP) provides integration capabilities with various case management systems or a general API for customer solutions. This integration ensures that CCAIP can work in tandem with the state's existing case management infrastructure or any preferred third-party system and provides the most flexibility to the state.

This requirement can be satisfied in one of two ways:

- **Custom Solution Design:** In the absence of a pre-existing system, we can collaborate to design a custom case management solution that is tailored to the specific requirements of the WV DMV. This custom solution would leverage CCAIP's advanced AI and analytics capabilities and data integration capabilities for an efficient and responsive case management process.
- **Selecting Commercially Available Options:** Alternatively, we can assist in selecting and implementing the best commercially available case management solution that complements CCAIP. Our experience in evaluating and integrating various systems ensures that we choose a solution that is robust, scalable, and aligns with WV DMV's operational goals.

3.1.1.6 The Contact Center Solution must provide an intelligent virtual agent with natural language processing that is able to handle multiple languages including: Spanish, German, Chinese, and French.

3.1.1.6.1 The Contact Center Solution must provide an unlimited number of seamless transfers from virtual agent to human agent and back.

3.1.1.6.2 The virtual agent must incorporate large language model capabilities and make conversation transcripts searchable.

Google's Contact Center AI Platform (CCAIP) offers a multilingual intelligent virtual agent equipped with advanced natural language processing (NLP) capabilities. The platform supports multiple languages, including Spanish, German, Chinese, and French, in addition to English, ensuring that a diverse range of citizens can interact in their preferred language.

Key features include:

- **Multilingual Support:** The virtual agent on CCAIP can engage in conversations across various languages, including those specified, ensuring accessibility and inclusivity in citizen services.
- **Seamless Transfers Between Agents:** CCAIP facilitates an unlimited number of seamless transfers between virtual and human agents. This feature ensures that routine inquiries are efficiently managed by the virtual agent, while more complex issues are smoothly escalated to human agents for immediate attention.
- **Large Language Model Capabilities:** The virtual agent incorporates large language model capabilities, enabling it to understand and process complex queries more effectively. This leads to more natural and accurate interactions with citizens.
- **Searchable Conversation Transcripts:** CCAIP makes conversation transcripts searchable, providing valuable data for analysis and insight. This capability is essential for continuous improvement of services, training of agents, and personalization of future citizen interactions.

Overall, Google's CCAIP offers a sophisticated, multilingual virtual agent solution that not only addresses routine inquiries autonomously but also ensures high-quality, personalized service through its advanced NLP and seamless integration with human support.

3.1.1.7 The Contact Center Solution must provide smart device interactions like photo, video, channel blending, and convenient on device authentication.

3.1.1.7.1 The Contact Center Solution must allow mobile device App integration.

Google's Contact Center AI Platform (CCAIP) can be integrated with smart devices for a wide range of interactions. The platform's capabilities are designed to cater to the evolving needs of modern contact centers, offering a rich, interactive, and seamless experience across various devices.

Key functionalities include:

- **Rich Media Interactions:** CCAIP supports interactions involving rich media like photos and videos. This capability is vital for a wide range of DMV services, such as submitting documentation or visual evidence for claims or inquiries.
- **Channel Blending:** The platform allows for channel blending, meaning citizens can switch between different modes of communication (like chat to voice call) while maintaining the context and continuity of the interaction.
- **Convenient On-Device Authentication:** For secure and user-friendly authentication, CCAIP supports on-device authentication methods. This feature enhances security while ensuring ease of access for citizens.
- **SDKs for Web and Mobile Integration:** CCAIP provides Software Development Kits (SDKs) for both web and mobile applications, including iOS and Android platforms. These SDKs enable seamless integration of CCAIP functionalities into the WV DMV's existing mobile apps or the development of new, custom applications.
- **True Omnichannel Experience:** Leveraging these SDKs, CCAIP facilitates a true omnichannel experience, ensuring that citizens can interact with the WV DMV through their preferred channels and devices without any disruption in service quality or access to features.

Overall, the integration capabilities of CCAIP ensure that WV DMV can provide a comprehensive, interactive, and seamless service experience to citizens, whether they are using web interfaces or mobile apps.

3.1.1.8 The Contact Center Solution must provide natural language processing to help contact center managers by identifying call drivers, sentiment, popular questions, and other information about customer interactions.

Google's Contact Center AI Platform (CCAIP) incorporates advanced NLP and large language models to provide deep insights into customer interactions, assisting contact center managers in identifying call drivers, sentiment, popular questions, and more. Here are some specific capabilities:

Agent Assist for Voice and Chat:

- **Smart Reply:** Automatically displays potential replies to human agents in real-time, improving response efficiency and consistency.
- **Knowledge Assist:** Offers document suggestions relevant to the ongoing conversation, aiding agents in providing accurate and comprehensive information.
- **Real-Time Call Transcription:** Transcribes calls as they happen, allowing for immediate reference during calls and detailed analysis afterward.
- **Real-Time Sentiment Analysis:** Analyzes emotional intent from both agents and consumers, providing a sentiment score that helps in understanding and managing customer emotions effectively.

CCAI Insights:

- **Smart Highlighters:** Automatically highlights key moments in conversations, such as customer complaints or requests for supervisors, facilitating quick managerial response and understanding of interaction dynamics.
- **Cloud NLP Integration:** Gathers insights on customer and agent sentiments, identifies common keywords with entity extraction, and evaluates the sentiments associated with those keywords.
- **Topic Model:** Utilizes Google's language models for unsupervised analysis of conversation data, automatically creating a taxonomy of conversation drivers and themes.

These features of CCAIP not only assist agents in real-time but also provide contact center managers with valuable insights into customer interactions. By identifying trends, sentiment, and frequently asked questions, managers can make informed decisions to enhance service quality, agent training, and overall contact center performance.

3.1.1.9 The Contact Center Solution must provide a robust recording system for recording, storing, and tagging calls.

Google's Contact Center AI Platform (CCAIP) transfers recorded calls to your CRM for posterity and record keeping. Once a call is completed, the call recording is uploaded to the CRM and deleted from the original server for security reasons.

Information about the call is also stored in the solution and allows for analytics, filtering and searching.

3.1.1.10 The Contact Center Solution must provide call search capability including the ability to search for sentiment.

Contact Center AI Insights helps users detect and visualize patterns in their contact center data. Understanding conversational data drives business value, improves operational efficiency, and provides a voice for customer feedback.

You can import your raw contact center interaction data into Insights in order to:

- Run machine learning analytics to gain additional information such as agent and caller sentiment, entity identification, and call topics.
- Automatically identify interesting interactions in need of further review.
- Review a conversation with audio playback, transcript synchronization and analytics annotations.
- Export your data to BigQuery for custom analysis or visualization in Looker.

CCAI Insights seamlessly integrates with all other Contact Center AI Solution products, allowing you to import conversations from Dialogflow and Agent Assist.

3.1.1.11 The Contact Center Solution must provide AI-based omni-channel routing.

Google's CCAI Platform provides AI-based omnichannel routing in several key ways:

Understanding Customer Intent:

- **Natural Language Understanding (NLU):** CCAI leverages Dialogflow's powerful NLU capabilities to analyze incoming customer queries. This applies to both text-based channels (chat, email, social media) and voice conversations.
- **Intent Matching:** The platform accurately matches the customer's intent to predefined categories or actions. For example, understanding if the customer wants to check their order status, make a payment, or troubleshoot a problem.

Intelligent Routing:

- **Skill-based Routing:** CCAI can route interactions to human agents who possess the specific expertise to handle the identified customer intent. This ensures customers connect with the most suitable resource.
- **Contextual Routing:** CCAI considers ongoing conversations and historical customer data for intelligent routing. It helps avoid repetitive questions and forwards customers to agents who are familiar with their case.
- **Prioritization:** The platform can prioritize interactions based on urgency, customer value, or other business-defined criteria. High-priority issues or VIP customers can be escalated more rapidly.

Omnichannel Integration:

- **Centralized Platform:** CCAI acts as a unified command center to manage customer interactions across channels like voice, chat, email, SMS, and social media.
- **Seamless Transitions:** Customers can switch between channels without losing their context. If a customer starts on chat and needs to escalate to a voice call, the agent has access to the previous chat history.

3.1.1.12 The Contact Center Solution must maintain 99.9% uptime.

The uptime metrics for the solution meet this requirement. Any additional code written will be architected and deployed in a way that meets the states availability requirements.

Uptime Monthly

99.9% (43 min, 12 sec monthly downtime)

3.1.1.13 Disaster Recovery must be included in the Contact Center Solution.

CCAI Platform's default configuration is active-active, across three GCP zones. Also, telephony is active-active across three separate providers. This default configuration has given the solution 100% uptime for the past 20 months (as of Nov 2022) and does not require special pricing or configuration.

3.1.1.14 The Contact Center Solution must include an automatic call back function for dropped calls.

Google's Contact Center AI Platform (CCAIP), in conjunction with appropriate telephony infrastructure, can be configured to include an automatic callback function for dropped calls. This feature is essential in maintaining a high level of customer service, especially in situations where call volumes are high or network issues cause call drops.

Key components of the automatic callback function include:

- **Call Drop Detection:** The system is designed to detect when a call is unexpectedly disconnected or dropped and automatically initiate a callback.
- **Hangup and Call Back:** The system allows the agent to “Hang up and automatically call back” in case there is a bad connection and/or has difficulty hearing the caller.
- **Queue Position Retention:** When a customer opts for a callback, their position in the queue is retained. This ensures that they receive attention in the order they initially called, respecting their time and improving overall satisfaction.
- **Automated Callback Process:** Once the customer's turn arrives, the system automatically initiates a callback to the customer's number, connecting them with the next available agent. This process reduces wait times and enhances the customer experience.
- **Custom Callback Number:** CCAIP offers the caller with the ability to be called back at a different number than the one used to make the call.

By implementing CCAIP with an automatic callback function, the WV DMV can significantly reduce the frustration associated with dropped calls and long wait times.

3.1.1.15 The Contact Center Solution must be capable of creating seamless voice and chat support experiences for users of mobile device apps and must seamlessly integrate with existing mobile applications.

Google's Contact Center AI Platform (CCAIP) is designed to offer seamless voice and chat support experiences across various channels. Mobile support is achieved through CCAIP's comprehensive Software Development Kits (SDKs) for both web and mobile platforms, including iOS and Android.

Key aspects of these SDKs include:

- **Easy Integration with Mobile Apps:** The SDKs provided by CCAIP facilitate straightforward integration with existing mobile applications. This means that WV DMV can enhance their current mobile apps with advanced voice and chat capabilities powered by CCAIP.
- **Consistent User Experience:** The integration ensures a consistent user experience across different platforms. Whether a user interacts through a mobile app or a web interface, they will receive the same level of service and support.
- **Rich Interaction Capabilities:** Through these integrations, users of the WV DMV mobile app can access rich interaction features such as real-time chat support, voice call options, and virtual agent assistance, all seamlessly integrated within the app.
- **Omnichannel Support:** The SDKs support omnichannel capabilities, ensuring that the transition between different modes of communication (like switching from chat to voice call within the app) is smooth and contextually coherent.

By leveraging CCAIP's SDKs for mobile integration, WV DMV can significantly enhance their mobile app user experience, providing robust and seamless voice and chat support directly within the app. This integration not only elevates the level of service offered to citizens but also aligns with modern expectations for accessible and convenient digital government services.

3.1.1.16 The Contact Center Solution must allow users to make voice calls using data instead of minutes.

Google's Contact Center AI Platform (CCAIP) is equipped to facilitate voice calls using data, aligning with modern communication standards and user preferences.

Key aspects of this feature include:

- **VoIP Calls:** Allows users to make voice calls using data instead of minutes.
- **Mobile App Integration:** As mentioned in previous responses, CCAIP provides SDKs for mobile integration. These SDKs enable the development or enhancement of mobile applications with voice call capabilities using data. Users can initiate and receive voice calls directly through the WV DMV mobile app using their data connection.
- **Seamless User Experience:** Integrating data-based voice calls into CCAIP ensures a seamless and consistent experience for users across different platforms. Whether accessing services via a mobile app or a web interface, users can opt for voice calls that utilize their data plan.

By enabling voice calls using data in the contact center solution, WV DMV can enhance the accessibility and convenience of their communication channels, meeting the needs of a diverse user base and aligning with contemporary communication trends.

3.1.1.17 The Contact Center Solution must provide fallback calls. When the end-user does not have a strong enough data connection for VoIP, the solution will fallback to a PSTN call while still sending the important customer data packet to the CRM record.

Google's Contact Center AI Platform (CCAIP) effectively meets the requirement for providing fallback calls, ensuring continuous communication even in scenarios where the end-user's data connection is insufficient for VoIP calls. This feature is essential for maintaining seamless customer interaction regardless of network conditions.

Key aspects of the fallback call functionality include:

- **Automatic Detection and Switching:** CCAIP's mobile SDKs are designed to automatically detect the quality of the data connection. If the connection does not meet the configured performance threshold for VoIP calls, the system will not initiate a VoIP call. Instead, it automatically switches to a fallback option using the Public Switched Telephone Network (PSTN), which does not rely on a data connection.
- **Seamless End-User Experience:** This fallback mechanism ensures a seamless experience for the end-user, as the transition from VoIP to PSTN call is smooth and does not require any action from the user.
- **CRM Integration:** Despite the fallback to a PSTN call, important customer data packets are still sent to the CRM record, ensuring that valuable customer interaction data is preserved and accessible for analysis and service improvement.
- **Configurable Thresholds and Routing:** The thresholds for PSTN fallback calls can be configured within the Admin Portal. Additionally, routing configurations ensure that when a PSTN fallback occurs, the call is mapped to a pre-configured destination menu in the IVR queue, corresponding to the user's selection in the mobile app.

By integrating CCAIP's fallback call functionality, WV DMV can provide reliable communication channels for their customers, ensuring that calls are completed successfully even in areas with poor data connectivity. This capability not only enhances customer satisfaction but also ensures continuity and quality in service delivery.

3.1.1.18 The Contact Center Solution must provide queued callback allowing the constituent to receive a call back from an agent through a virtual queue.

Google's Contact Center AI Platform (CCAIP) supports the provision of a queued callback feature, enabling constituents to avoid long wait times on hold and receive a call back when an agent becomes available. This feature is integral to improving service efficiency and constituent satisfaction.

Key functionalities of the queued callback feature in CCAIP include:

- **Virtual Queue Management:** Constituents calling the WV DMV can choose to enter a virtual queue rather than waiting on hold. Their position in the queue is maintained just as if they were waiting on the line.
- **Automated Callback System:** When the constituent's turn arrives, the system automatically calls them back, connecting them with the next available agent. This process ensures that constituents are attended to in the order they called, respecting their time and improving service perception.
- **Integration with CRM and Call Systems:** The queued callback feature is integrated with the CRM and call management systems. This means that when the agent connects with the constituent, they have immediate access to the constituent's information and history, allowing for a more personalized and efficient service.
- **Flexibility and Convenience:** Offering a queued callback option provides flexibility and convenience to constituents, allowing them to choose a time that suits them for a callback if immediate assistance is not critical.

By implementing CCAIP with the queued callback feature, WV DMV can significantly enhance the calling experience for constituents. This feature not only reduces the frustration associated with long hold times but also streamlines call center operations and improves agent efficiency.

3.1.1.19 The Contact Center Solution must deliver high quality audio with a maximum packet loss less than 1%.

CCAIP employs a number of systems to ensure call quality, including a multi-carrier architecture, real time network monitoring, and implementation of the latest Opus codec. In fact, calls on CCAIP maintain a MOS of 4.2 or better 99.995% of the time. CCAIP also includes a unique call projection system that places agents in a “Skip” state if agent/site network bandwidth is insufficient to maintain call clarity.

3.1.1.20 The Contact Center Solution must allow users to schedule a time to talk with the support team; AI powered algorithms predict and provide fifteen-minute time slots based on agent availability, ensuring that constituents do not have to wait on hold.

CCAIP offers a “Scheduled Call” feature designed to enhance the experience of callers by allowing them to schedule their interactions with the support team without the inconvenience of waiting on hold.

Key Features:

- **AI-Powered Scheduling:** Leveraging advanced AI algorithms, our system offers the capability for users to schedule a call with the support team. The AI assesses agent availability in real-time and predicts optimal 15-minute time slots for scheduling calls.

- **Enhanced User Convenience:** This feature ensures that constituents can select a time slot that suits their schedule, providing them with a convenient and user-centric way to interact with WV DMV.
- **No Wait Times:** A pivotal advantage of this system is the elimination of hold times for users. By scheduling calls in advance, constituents are directly connected to an agent at the appointed time, thereby streamlining the interaction process and respecting the user's time.
- **Efficient Resource Management:** From an operational standpoint, this scheduling system optimally manages the availability of support agents, ensuring a balanced workload and improved efficiency in handling constituent inquiries.

3.1.1.21 The Contact Center Solution must instantly verify users with their fingerprint, face, passcode, or account number.

3.1.1.22 The Contact Center Solution must allow the agent to request photos, videos, screenshots, and input text.

Google's Contact Center AI Platform, includes advanced features for user verification and the sharing of information during calls or chats. Leveraging SmartActions with Mobile SDKs, the solution provides the following capabilities:

User Verification

- **Biometric and PIN Code Verification:** Consumers can verify their identity using the fingerprint or PIN code they use to unlock their mobile device. This feature serves as a reliable security measure for verifying the ownership of a product or device in question.

Information Sharing

- **Request Photos:** The system prompts callers to take or select up to four photos, facilitating the easy sharing of visual information. For instance, a consumer can send photos of a damaged item for quick assessment.
- **Request Screenshots:** Callers can be prompted to take screenshots within the app. This is particularly useful for capturing and sharing errors or specific issues encountered on a certain page of the app.
- **Request Videos:** Consumers can select or record new videos to send. This is beneficial for situations where a video demonstration is more effective than a verbal or written description, such as showing a product setup.
- **Get Text Input:** This feature prompts consumers to type in information, ensuring accurate data input for things like tracking numbers or email addresses.

Additional Features for Call Security

- **Call Redaction:** Agents can initiate call redaction to temporarily pause call recording when sensitive information, such as credit card details or social security numbers, is being shared.

3.1.1.23 The Contact Center Solution must be able to send SMS.

Google's Contact Center AI Platform (CCAIP) provides robust SMS messaging capabilities, which are essential for modern, multi-channel contact center operations. This feature allows WV DMV to engage with constituents via text messages, offering a convenient and accessible communication channel.

Key aspects of CCAIP's SMS Messaging include:

- **Seamless Text Messaging Experience:** Constituents can interact with WV DMV through SMS just as they would in any other texting scenario, making the experience familiar and user-friendly.
- **Multilingual Chat Support:** The platform supports SMS interactions in multiple languages, catering to a diverse constituent base.
- **Media Sharing:** Constituents can send images and videos via SMS, which can be particularly useful for certain types of DMV inquiries or documentation.
- **Flexible Queuing and Routing:** SMS messages are routed to the appropriate agents based on flexible queue configurations, ensuring efficient handling of inquiries.
- **Chat Transfers Between Agents:** Chats can be transferred between agents as needed, maintaining continuity in constituent service.
- **Multiple Support Numbers:** The platform can implement multiple SMS support numbers for different business lines or services.

Consumer Experience:

- **Menu Navigation Instructions:** If multiple menu options are available, consumers receive clear navigation instructions for their SMS interactions.

Agent Experience:

- **Unified Platform for Chat Management:** Agents handle SMS chats using the same CCAI Platform Adapter as for mobile and web chats, providing a consistent agent experience across different channels.
- **Privacy Considerations:** The platform includes features to address consumer privacy in SMS interactions.

Agent Stats:

- SMS chat metrics are integrated into overall performance stats, allowing WV DMV to monitor and analyze the effectiveness of SMS interactions.

Overall, CCAIP's SMS messaging functionality enhances WV DMV's ability to communicate with constituents, offering a flexible, efficient, and accessible channel for text-based interactions.

3.1.1.24 The Contact Center Solution must allow call deflections based on volume and business needs by; allowing the caller to schedule a call for a later time, providing an email address for response, forwarding the call to another number directly, or forwarding the call to voice mail.

Google's Contact Center AI Platform (CCAIP) offers flexible call deflection capabilities, allowing for efficient management of call volumes and alignment with specific business needs. This feature is crucial for maintaining high service levels during peak times and ensuring that constituent inquiries are addressed effectively.

Key functionalities of CCAIP's call deflection include:

- **Pre-Session SMS Deflection:** allows for more effective channel use and speedier support experience by offering SMS chat support as an alternative to the caller before the call is connected to an agent.
- **Scheduling Calls for Later:** CCAIP can provide callers with the option to schedule a call back at a later time that is convenient for them. This feature helps manage call volumes during peak hours and improves constituent satisfaction by offering them control over when they are contacted.
- **Providing Email Address for Response:** When call volumes are high, callers can be given the option to leave their email address for a response. This allows WV DMV to manage inquiries via email, reducing call pressure and ensuring timely responses.
- **Forwarding Calls to Another Number:** CCAIP can be configured to automatically forward calls to another number based on predefined conditions, such as high call volumes or specific types of inquiries. This helps in effectively distributing the call load and ensuring that calls are handled by the appropriate personnel or department.
- **Forwarding Calls to Voicemail:** In cases where immediate assistance is not possible, calls can be deflected to voicemail. Constituents can leave a message, and WV DMV staff can follow up as soon as they are available. This ensures that no call is missed, and every constituent inquiry is acknowledged.
- **After Hour Deflection:** designed to manage calls that occur outside of the designated operational hours for specific queues or languages. When enabled, this feature automatically deflects calls based on the operational schedule, offering callers various alternatives once they reach the system after hours.
- **Overcapacity Deflection:** designed to manage high call volumes efficiently. It is triggered when a call remains in the queue beyond a set duration or when the estimated wait time exceeds a certain threshold. In such scenarios, the system offers callers a selection of deflection options.

By implementing these call deflection strategies, WV DMV can optimize their resource utilization and enhance service delivery, even during periods of high demand. CCAIP's flexibility and intelligent routing capabilities ensure that constituent needs are met efficiently, maintaining high standards of service.

3.1.1.25 The Contact Center Solution must provide unique visual queue configuration settings to direct queues to a particular website or direct queues to a visual message.

Automatic redirection

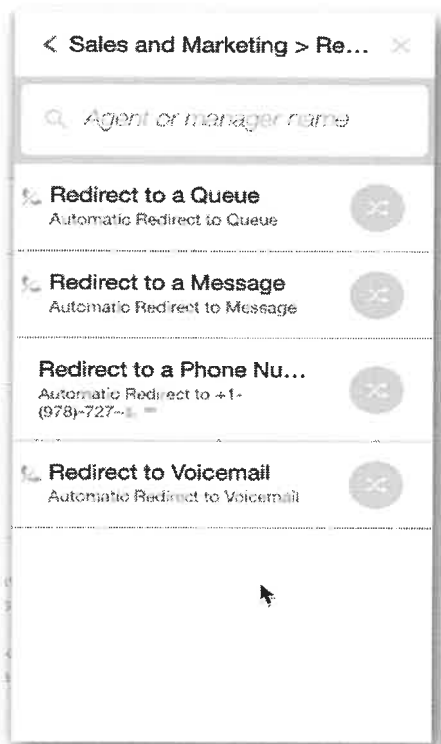
Queues can be set up in many different configurations - some intended to be routed to an agent, and others present different user flows for consumers. Automatic redirection allows for consumers to be routed to different options based on your needs.

Example use cases

- There's a natural disaster in the region where your contact center is and you want to play a message stating that your support operation is currently unavailable (message).
- You want to use your regular menu flow, but give an option that sends callers outside of CCAI Platform (phone number).
- Most queues don't want to use voicemail, but one option the customers can select goes right to voicemail so you can collect detailed information and call the customer back when the correct team member is available (voicemail for IVR queues only).
- Customers can get to the same queue from multiple places in the queue structure, so you redirect repeating options using queue redirect (queue for IVR queues only).
- Present your users with product offerings based on their locations by directing to a specialized web page based on user ID (website for Mobile and Web queues only).

Agent experience

When transferring IVR calls, Agents will be able to visualize if a call is going to be redirected in the UI. This experience is available for IVR. For Mobile, Web, and SMS, the redirection will not be visually shown.



3.1.1.26 The Contact Center Solution must provide administrative functionality for WV DMV to create users, assign roles, and create reports.

Google's Contact Center AI Platform (CCAIP) offers comprehensive administrative functionalities that enable WV DMV to effectively manage users, assign roles, and create customized reports, ensuring efficient operation and oversight of the contact center.

Key aspects of CCAIP's administrative features include:

- **Flexible User Role Management:** CCAIP provides six default user roles with predefined permissions, catering to the common needs of a contact center. Additionally, WV DMV has the flexibility to create custom roles, tailoring the permissions to fit specific operational requirements. This feature ensures that staff members have access to the tools and data necessary for their specific functions.
- **Granular Access Control:** Access permissions for users can be configured with varying levels of granularity. Users can be granted view-only access, edit permissions, or limited access based on the relevance and sensitivity of the data. This granularity helps in maintaining data security and operational integrity.

These administrative capabilities of CCAIP enable WV DMV to maintain a high level of control and customization over their contact center operations.

3.1.1.27 The Contact Center Solution must detect calls to the main support number from the device's dialer and convert the call to a mobile call.

CCAI Platform has Call Routing capability to identify the number dialed and route the calls appropriately. As part of this mechanism, API provides direct access point capability for IVR calls.

Direct Access Points allow you to direct voice calls to a specific queue in the IVR queue structure. The API Direct Access Point (DAP) allows for routing logic to be implemented directly from an API source that can be outside of your CRM. The request is processed via JSON in order to route calls to a specific queue based on the phone number (ANI) of the caller. POST and GET HTTP request methods are supported. Unlike other DAP options, "AND" logic can be used with multiple key/value pairs.

Optionally, the specific inbound support number can be included so that when a Support phone number is entered, all key and value pairs AND the support number need to match in order for the caller to be routed to the selected queue.

3.1.1.28 The Contact Center Solution must determine which queue, language, and channel the constituent should reach when the SDK is invoked in various parts of the App.

Google Contact Center solution consists of Dialogflow (Virtual agents). There are multiple parameters that can be passed either directly from the SDKs (mobile SDKs or Web SDKs) or from virtual agents to CCAIP.

Web SDK- When a chat is started, custom data can be sent with the chat object. Custom data can be anything from OS, Version, location, or any other data that may be relevant to the respective chat.

Pass Data Parameters allows you to gather specified data from incoming SIP headers and CCAI Platform metadata and pass it to a Virtual Agent or an Outbound SIP destination. These parameters can be set to gather either static or dynamic data, which is subsequently sent to a specified field on the outgoing header.

Intelligent Routing with Dialogflow:

Dialogflow's intent detection and fulfillment capabilities provide the core for understanding the constituent's needs as expressed within your application. Intents defined within Dialogflow can encapsulate information signaling appropriate queues, the user's preferred language, and even the context of their desired channel.

Routing Parameters: Dialogflow fulfillment webhooks or responses can return metadata to your application.

This metadata includes parameters to steer routing decisions, such as:

- Target Queue: e.g., "technical_support", "billing_inquiries"
- Language Code: e.g., "es", "fr"
- Channel Indicator: e.g., "chat", "voice"

Data parameter type	Customer Support Virtual Agent				Task Virtual Assistant			
	Web	Mobile	IVR	SMS	Web	Mobile	IVR	SMS
Fixed	X	X	X				X	
CCAI Platform metadata	X	X	X				X	
Signed parameters	X	X						
Dynamic								
Unsigned parameters	X	X						
SIP headers				X			X	
Form							X	

3.1.1.29 The Contact Center Solution must provide GenAI capabilities.

3.1.1.29.1 GenAI must personalize customer interactions by providing agents with insights into customer preferences and past interactions.

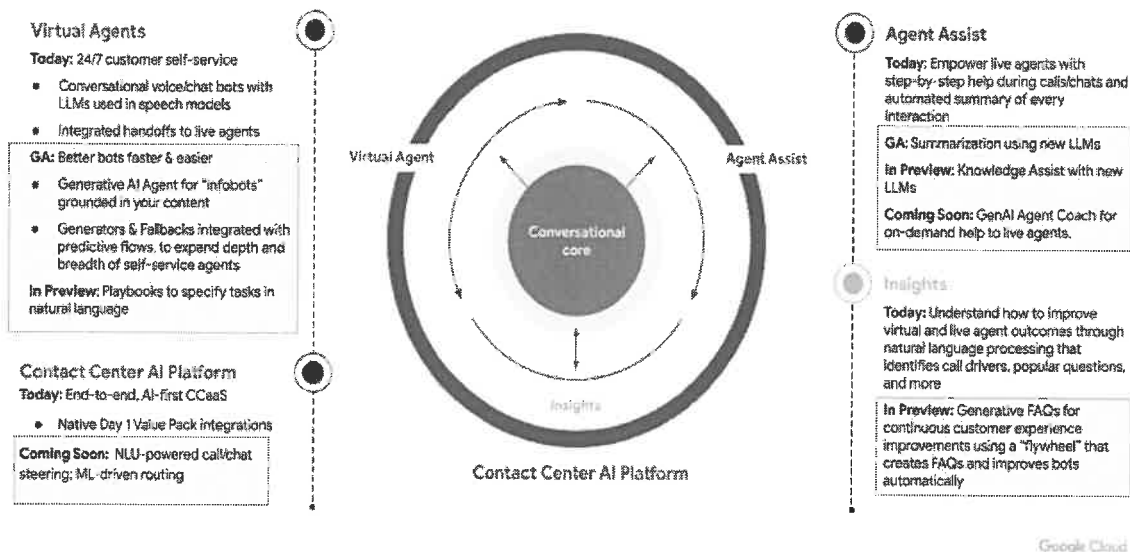
Google, being a leader in Artificial Intelligence, has embedded AI and Large Language Models into CCAIP in a few ways.

With CCAIP, by leveraging GenAI, WV DMV can expect:

- **Smarter Virtual Agents:** GenAI empowers the virtual agent to handle complex inquiries with personalized responses, drawing on past interactions and vast datasets. Should an agent be needed, seamless handoffs ensure immediate human attention.
- **Automated Efficiency:** GenAI analyzes call drivers, sentiment, and popular questions to automate repetitive tasks. Think FAQs tackled instantly and calls intelligently routed to the most skilled agents, reducing wait times and boosting agent productivity.
- **Data-Driven Insights:** GenAI dives deep into CRM data and call transcripts, uncovering valuable trends. This predictive power fuels personalized engagement strategies, real-time agent suggestions during conversations, and even insights into future call topics for proactive preparation.

Supercharging Conversational AI with GenAI

Extend and deepen your customer journeys by adding new capabilities



CCAIP is embedded with intelligence and Generative AI throughout key workflows ensuring that both agents and customers have a personalized and efficient experience when interacting with each other.

3.1.1.29.2 GenAI must automate tasks such as answering FAQs and routing calls to the appropriate agents.

CCAIP employs GenAI to automate crucial tasks, significantly enhancing operational efficiency and the overall experience for both agents and citizens. The platform focuses on automating routine inquiries and optimizing call routing, as detailed below:

Virtual Agent as Frontline FAQ Expert:

- CCAIP's virtual agent, utilizing GenAI, efficiently handles routine inquiries through advanced natural language understanding. This approach greatly reduces the need for human intervention in answering frequently asked questions (FAQs).
- The agent accesses a comprehensive knowledge base to provide accurate and conversational responses, offering an enhanced experience compared to traditional IVR systems.

AI-Powered Routing for Optimal Agent Assignment:

- GenAI technology within CCAIP analyzes various factors like conversation patterns, call drivers, and agent skill sets to intelligently route calls in real-time.

- This strategic routing ensures that incoming calls are directed to the most qualified agents to handle specific inquiries, thereby minimizing wait times and boosting first-call resolution rates.

Seamless Escalation When Needed:

- The system includes customizable escalation protocols, allowing for smooth transitions from the virtual agent to human agents under certain conditions.
- Escalation may occur when the virtual agent encounters queries beyond its scope, detects caller frustration or complexity in issues, or identifies specific keywords or topics that necessitate human intervention.

By leveraging CCAIP's GenAI capabilities, WV DMV can automate routine tasks, streamline call routing, and ensure efficient handling of inquiries. This not only improves the service experience for citizens but also enhances agent productivity and satisfaction.

3.1.1.29.3 GenAI must get insights from CRM data and understand call drivers and call topics.

Google's Contact Center AI Insights (CCAI Insights) supports this requirement as part of the CCAIP suite, harnessing the power of GenAI to deliver actionable intelligence.

- Natural Language Processing (NLP) powers CCAI Insights' analysis, dissecting call transcripts to uncover hidden patterns, sentiment, and key topics that traditional methods might miss.
- Customizable dashboards and reports transform complex data into clear, visual insights for agents, supervisors, and leadership, empowering everyone to make informed decisions.
- CCAI Insights allows seamless data export to BigQuery for further analysis using Google Cloud's powerful data warehousing platform.
- Looker integration empowers you to create stunning and informative dashboards.

3.1.1.29.4 GenAI must provide contact deflection, predictive routing, and turn by turn guidance on the conversation flow based on the customer intent.

This solution includes Agent assist, which helps to improve customer and agent satisfaction by providing:

Recommended responses to customers

- Agent Assist recommends phrases used by high-performing agents to improve the quality and consistency of customer experience.
- Smart Reply follows a conversation between a human agent and an end user and surfaces suggested responses to the human agent. Suggested responses are calculated by a custom model that has been trained on your own conversation data.

Find answers from the knowledge base

- Agents are suggested knowledge base content to solve a customer’s issue, reducing customer wait time and providing more accurate information to customers.
- The Generative Knowledge Assist can answer questions from your human agents based on the documents you provided. You can specify your domain name or upload any number of documents, and Vertex AI Search and Conversation indexes them. This information is made available to your Generative Knowledge Assist feature to access in real time.
- FAQ Assist suggests relevant FAQ answers to human agents during a conversation with an end-user. This feature can be used to help a human agent answer common end-user questions while the human agent and end-user are in a conversation.

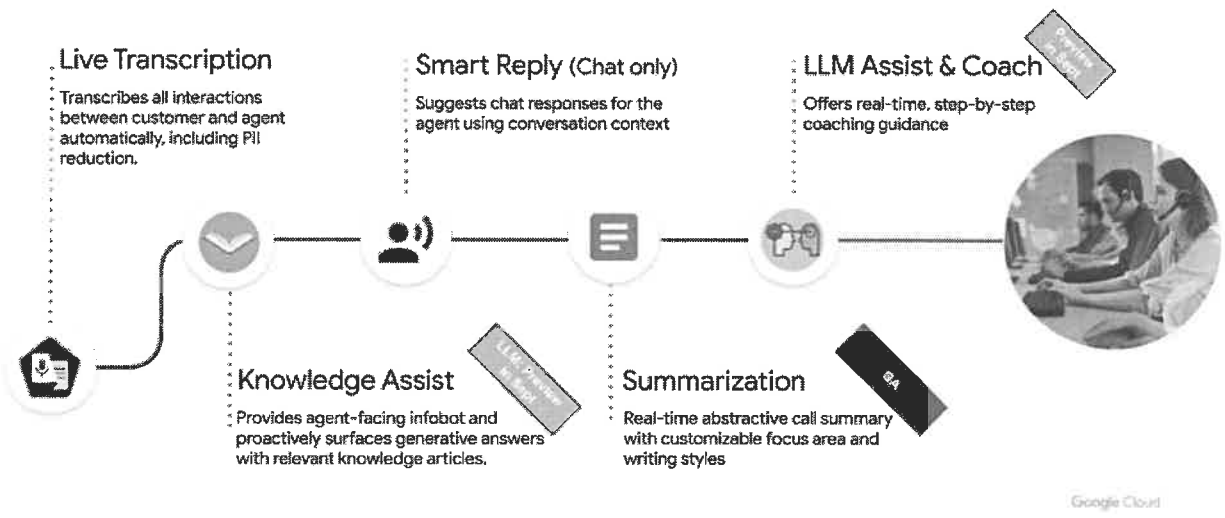
Agent Assist follows the conversation and parses FAQ documents stored in knowledge bases to suggest answers to end-user questions. A human agent can examine these suggestions while the conversation proceeds and make a decision about which suggestions to share with the end-user.

Live transcription for calls

By leveraging CCAI transcription, the solution converts streaming audio data to text in real time for agents to reference during the call or for analysis after the call. These transcriptions can also be used with CCAI insights to gather real-time data about agent conversations (for example, Topic Modeling).

Agent Assist

AI empowers human Agents to be more productive and provide better service, by providing in-the-moment assistance



3.1.1.30 The Contact Center Solution must provide a multimodal, omnichannel customer experience using web and mobile SDKs (iOS and Android) to embed the support experience across all channels (VoIP) via WebRTC and PSTN, chat, and SMS for consistent customer experience across all devices.

CCAIP supports an omnichannel approach that empowers citizens with choice and convenience, while simplifying operations for the WV DMV. It provides a variety of benefits such as:

- Shorter wait times and faster resolution, increasing citizen satisfaction and agent productivity due to reduced channel switching.
- Unified and consistent experience regardless of the interaction method, removing channel silos.
- Seamless integration into existing digital platforms via web and mobile SDKs (iOS and Android), offering citizens immediate access to help wherever they are.
- Support for VoIP calls via WebRTC for high-quality, cost-effective voice communication. Traditional PSTN calls are also covered, ensuring compatibility with any device. Additionally, text message capabilities allow WV DMV to reach citizens where they prefer, offering flexibility and convenience.

Regardless of the chosen channel, all interactions flow seamlessly within the CCAIP platform. Agents have access to the full context of a citizen's journey across all touchpoints, enabling them to deliver personalized and consistent support regardless of how the conversation began.

3.1.1.31 The Contact Center Solution must provide visual IVR to provide customers with self service via web or mobile interfaces. The visual IVR must function just like an IVR or virtual agent using a visual interface.

Google's Contact Center AI Platform (CCAIP) introduces an innovative approach to self-service with its visual IVR feature, designed to provide an intuitive and interactive experience for citizens using web or mobile interfaces. This visual interface functions as an IVR or virtual agent, offering a more accessible and efficient way to navigate services and information.

Key Features of CCAIP's Visual IVR:

- **Interactive and Intuitive Interface:** The visual IVR replaces traditional phone-based menus with a graphical interface, making it easier for citizens to navigate through options. It includes buttons, images, and clear instructions, akin to an interactive flowchart.
- **Customization and Personalization:** The system can be tailored to display information relevant to individual citizens based on their past interactions or profiles. This personalization ensures that each citizen receives the most pertinent information and service options.
- **Integrated Knowledge Base:** The visual IVR includes a comprehensive knowledge base, providing instant access to FAQs, forms, and step-by-step instructions. This empowers citizens to find answers and complete tasks independently.

- **24/7 Availability:** Unlike traditional phone systems, the visual IVR is available around the clock, offering constant support to citizens even outside regular agent hours.

Benefits of Visual IVR in CCAIP:

- **Reduced Call Volume:** By enabling citizens to handle simple inquiries through the visual IVR, the system effectively reduces the call load on agents, allowing them to focus on more complex issues.
- **Improved Citizen Experience:** The ease of navigation and quick access to information through the visual interface leads to faster resolutions, enhancing overall citizen satisfaction.
- **Accessibility and Convenience:** With its always-available nature, the visual IVR provides a convenient option for citizens to access services and information at their convenience, enhancing the accessibility of WV DMV services.

CCAIP's visual IVR is a transformative tool that aligns with the WV DMV's objective of streamlining operations and improving the citizen service experience. By leveraging this technology, WV DMV can ensure that citizens have an efficient, user-friendly way to interact with their services.

3.1.1.32 The Contact Center Solution must provide inbound and outbound voice, SMS, and chat that can handle multiple channels simultaneously and pivot between channels during a customer interaction.

CCAIP's omnichannel capabilities represent a significant advancement in contact center technology, offering a seamless and flexible communication experience that aligns with modern customer expectations. The platform's ability to handle inbound and outbound voice, SMS, and chat interactions simultaneously, and to pivot between these channels during a customer interaction, sets a new standard in customer service efficiency and satisfaction.

Key Features of CCAIP's Omnichannel Capabilities:

- **Simultaneous Channel Handling:** Agents equipped with CCAIP can manage voice calls, text messages, and chat conversations at the same time. This multitasking ability ensures timely responses and maximizes efficiency in service delivery.
- **Seamless Channel Pivoting:** CCAIP enables customers to switch effortlessly between different communication modes - from voice to chat or SMS - during an ongoing interaction. This transition is smooth and does not disrupt the flow of conversation.
- **Context Preservation Across Channels:** A critical feature of CCAIP is its ability to maintain context and communication history regardless of the channel used. This ensures that agents have a comprehensive view of the customer's interaction history, enabling personalized service and eliminating the need for customers to repeat information.

Benefits of CCAIP's Omnichannel Flexibility:

- **Enhanced Customer Satisfaction:** By offering the flexibility to choose and switch between communication methods, CCAIP enhances the overall customer experience. Customers appreciate the convenience of selecting the channel that best fits their current context or preference.
- **Increased Agent Productivity and Efficiency:** The platform's ability to handle multiple interactions across different channels simultaneously allows agents to serve more customers effectively, reducing wait times and increasing overall operational efficiency.
- **Improved First-Contact Resolution:** The combination of multitasking capabilities and context preservation enables agents to resolve issues more efficiently, often during the first interaction, thereby improving customer satisfaction and reducing follow-up contacts.

With CCAIP's advanced omnichannel capabilities, WV DMV can offer a highly connected and responsive service experience to citizens. This approach not only caters to the varied preferences of a diverse customer base but also streamlines operations, making the most of the contact center's resources.

3.1.1.33 The Contact Center Solution shall be hosted in a state owned public or private cloud environment. Vendor(s) must present as part of their proposal a RACI model, a proposed cloud architecture design plan, software licensing list, and projected total cost of ownership (yearly) for both the solution and cloud infrastructure including consideration for network inbound and outbound traffic.

RACI Chart

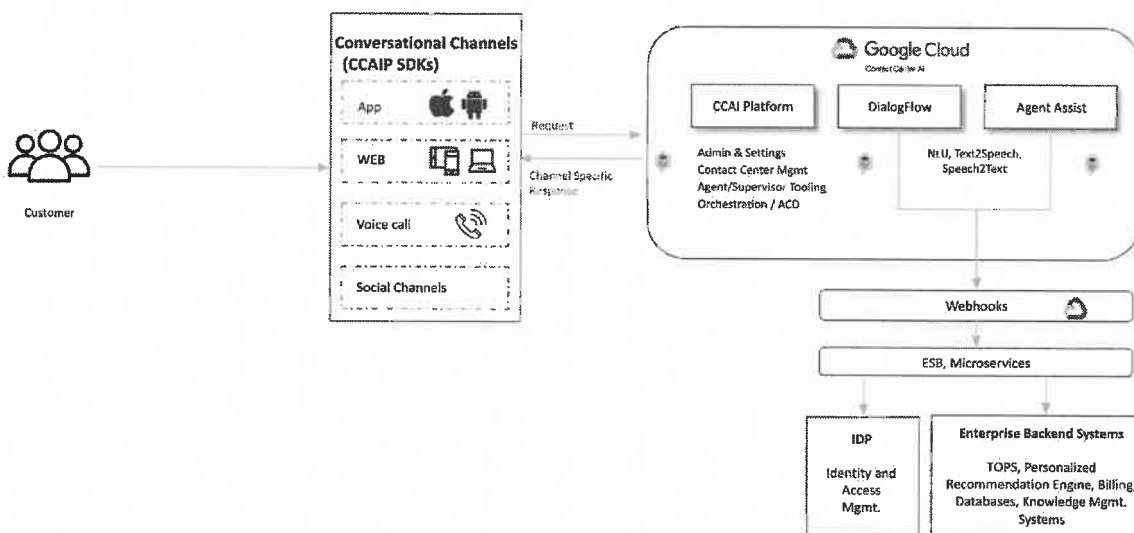
- **Responsible:**
 - **Nuvalence/Google:** Responsible for the development, configuration, deployment, and ongoing management of the Contact Center Solution. This includes adhering to the proposed timelines and ensuring the delivery of the functionalities as per the defined scope.
 - **WV DMV Subject Matter Experts (SMEs):** Responsible for providing specific domain knowledge, operational insights, and detailed requirements to guide the development process. The WV team is also responsible for providing access to the necessary solutions that are needed for integration.
- **Accountable:**
 - **Nuvalence Project Lead:** Holds accountability for the overall development and timely delivery of the Contact Center Solution. Ensures that all project deliverables meet the quality standards and functional requirements.
 - **WV DMV Leadership:** Accountable for providing strategic direction, decision-making support, and ensuring that internal SMEs are actively engaged in the project. Plays a key role in reviewing and approving major milestones and deliverables.
- **Consulted:**

- **Nuvalence Technical Team and WV DMV IT Staff:** Consulted for their technical expertise and insights during the solution development and integration processes.
- **Operational Managers from WV DMV:** Provide practical insights into the operational impact and effectiveness of the solution.
- **Informed:**
 - **Wider Stakeholder Group:** Includes broader teams within Nuvalence and WV DMV, such as executive leadership, who are kept informed of project progress, key decisions, milestones, and changes.

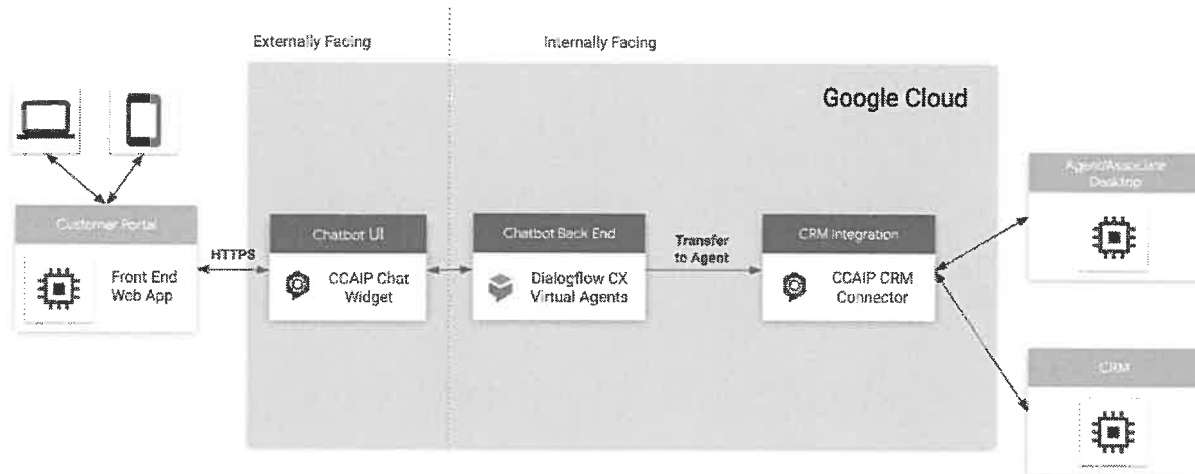
Proposed Cloud Architecture Design Plan

The solution will be hosted in a state-owned Google Cloud environment. Below you will find high level, directional architecture diagrams. These will be refined during project implementation based on the specific approach, requirements of the state and current infrastructure.

High Level Architecture



High Level Chat Architecture



Software Licensing List

The following list includes the software expected to be implemented and developed to support this solution. It encompasses all expected software at the time of the writing of this proposal. During the discovery phase, additional software might be identified as required.

- Google’s Contact Center AI Platform
- Google’s Looker Studio
- Google’s Contact Center AI Insights
- Custom microservices to support integrations and custom functionality
- Future CRM solution

Projected Total Cost of Ownership (Yearly)

Pricing is provided in a separate envelope under the pricing page as required by the RFP.

Implementation Plan

Nuvalence is committed to delivering innovative, high-quality solutions that are tailored to the unique needs of each client. Our approach to software development is characterized by our key principles:

- **Iterative Development:** We believe in an agile, iterative approach to software development. This allows for rapid delivery of initial capabilities, followed by continuous improvement based on real-world use and feedback. This methodology ensures that we can adapt to changing requirements and deliver functional improvements in a timely manner.
- **Focus on Acceleration and Efficiency:** Our strategy involves identifying common components and patterns that can be reused across different projects. This approach not only accelerates the development process but also ensures consistency and reliability in the solutions we provide.
- **Outcome-Driven Design:** At Nuvalence, we prioritize the end goals of the project. Our design and development processes are aligned with achieving tangible outcomes that meet or exceed client expectations. We leverage modern technology and human-centered design principles to create solutions that are both effective and user-friendly.
- **Strategic Relationships and Collaboration:** We collaborate closely with our clients to understand their challenges and objectives, ensuring that our solutions are well-aligned with their needs.
- **Commitment to Quality and Innovation:** We are dedicated to using best-in-class technology and practices to deliver solutions that are not only functional but also secure, scalable, and forward-thinking. Our approach is fueled by a relentless focus on quality and a passion for innovation.

Nuvalence's Iterative and Agile Implementation Approach for WV DMV

This section outlines the first five milestones of a year-long journey of transformation, with each phase carefully designed to address immediate pain points and lay the groundwork for future enhancements.

Continuous Requirements Gathering and Adaptation

- **Evolving with Needs:** Throughout each milestone, we will actively capture and understand the evolving requirements for subsequent milestones. This continual refinement ensures that our efforts are always aligned with WV DMV's current priorities and future vision.
- **Responsive Planning:** Our agile methodology allows us to adapt to new insights and feedback as we progress. This flexibility is key to delivering solutions that truly resonate with the needs of WV DMV and its constituents.

Strategic Focus on Initial Milestones

- **Foundational Steps:** The first five milestones are structured to address some of the most pressing challenges faced by WV DMV. By focusing on these critical areas first, we aim to demonstrate early successes and establish a strong foundation for future improvements.
- **Building Momentum:** Each milestone is designed to progressively build upon the successes of the previous one, ensuring a cohesive and cumulative impact on WV DMV's service delivery capabilities.

Agile and Future-Focused Delivery

- **Adaptive Roadmap:** While our proposal covers a full year of services, this plan deliberately outlines only the first five milestones. This approach stems from our commitment to agile practices, recognizing the potential variability and the need to remain adaptable in our planning.
- **Collaborative Journey:** We will continuously collaborate with WV DMV to plan future milestones. This collaborative approach ensures that the solutions we develop are highly relevant and tailored to the evolving landscape of WV DMV's operational needs and objectives.

Additional Considerations

- **Stakeholder Engagement:** Throughout this journey, we will engage closely with WV DMV stakeholders to ensure transparency, alignment, and shared understanding of the project goals and progress.
- **Quality and Innovation:** At each step, we will maintain our focus on delivering high-quality, innovative solutions that not only meet but exceed WV DMV's expectations.
- **Data-Driven Decision Making:** Leveraging data and analytics, we will continuously assess the impact of our solutions, ensuring data-driven decisions that guide the project towards its desired outcomes.

Milestone 0: Foundations (4 weeks)

Objective

- **Infrastructure and Platform Setup:** Establish the necessary cloud infrastructure and set up Google's Contact Center AI Platform (CCAIP).
- **Initial discovery sessions with the WV DMV team to deep dive into the current state, jointly establish the roadmap and define the requirements of the first milestone.**

Milestone 1: FAQ Chatbot (6 weeks)

Proposed Scope Objectives

- **FAQ Agent:** Deploy a Dialogflow CX Agent for FAQs using Gen AI.
- **ChatBot Integration:** Implement a web-based chatbot for desktop and mobile devices.
- **Analytics/Insights:** Develop an analytics dashboard for the FAQ Agent.

KPIs/Success Criteria

- **Reduction in Email Volume to Agents:** Measure the percentage decrease in emails sent to human agents.
- **Chatbot Interaction Rate:** Track user engagement metrics with the ChatBot.
- **User Satisfaction:** Collect feedback to gauge how satisfied users are with the chatbot's answers.

Milestone 2: FAQ Voice Agent (6 weeks)**Proposed Scope Objectives**

- **CCAI Platform Integration:** Add core components to the CCAI platform.
- **IVR Integration:** Implement an IVR system with a voice agent for FAQs.
- **Voice Agent Deployment:** Integrate Dialogflow CX FAQ Agent with the IVR system.
- **Email Channel Modification:** Replace email contact with the chatbot agent.
- **Expanded Analytics/Insights:** Enhance analytics for voice agent data.

KPIs/ Success Criteria

- **Reduction in Live Agent Call Volume:** Measure the percentage decrease in calls handled by human agents.
- **Call Deflection Rate:** Measure the percentage of calls handled and resolved by the virtual agent.

Milestone 3: Agent Assist (6 weeks)**Proposed Scope Objectives**

- **CCAI Platform Enhancement:** Add features to assist human agents.
- **Live Agent Support Tools:** Implement live transcriptions, response suggestions, and a searchable knowledge base.
- **Contextual Call Transfers:** Expand FAQ Agent for relevant human agent interaction.
- **Discovery for Customer 360 View:** Begin exploring a comprehensive customer view including CRM requirements.

KPIs/Success Criteria

- **Improve Agent Efficiency:** Measure how quickly agents can resolve calls with the aid of contextual information.
- **Agent Satisfaction:** Use surveys to measure agent satisfaction levels after the introduction of Agent Assist.

Milestone 4: Agent Expansion (6 weeks)**Proposed Scope Objectives**

- **CCAI Platform Expansion:** Add self-service options to the CCAI platform.
- **Simple Action Intents Implementation:** Enable callers to self-service simple requests.
- **Ongoing Analytics/Insights:** Continue developing analytics for the virtual agent.

- **MVP Customer 360 View:** Begin implementing a comprehensive customer view.

KPIs/Success Criteria

- **Self-Service Completion Rate:** Measure the percentage of self-service tasks successfully completed by the virtual agent.
- **Time Saved:** Calculate the average time saved per transaction through the use of Simple Action Intents.

Aligning Milestones with WV DMV’s Desired Future State

Each milestone in Nuvalence's implementation plan is designed to progressively address the current challenges of WV DMV while steering towards their envisioned future state.

Here's a breakdown of how each milestone aligns with specific aspects of this desired state:

Milestone	Contribution to WV DMV’s Desired Future State
Milestone 1: FAQ Chatbot	Reduces workload on human agents by automating responses to frequent inquiries. Enhances customer experience through immediate, 24/7 online support, aligning with the goal of modernizing customer interactions.
Milestone 2: FAQ Voice Agent	Significantly lowers call volume to human agents, addressing a key operational challenge. The integration of IVR and voice agent technology marks a crucial step towards an efficient, AI-powered contact system.
Milestone 3: Agent Assist	Improves agent efficiency and satisfaction by providing contextual support and live data, fostering a more responsive and knowledgeable service team. This directly feeds into creating a more effective and employee-friendly work environment.
Milestone 4: Agent Expansion	Introduces self-service capabilities, crucial for reducing dependency on human agents and allowing citizens to self-manage simple tasks. Reflects a significant move towards a technologically advanced, autonomous service model.

Conclusion

As we reach the culmination of our proposal for the West Virginia Department of Motor Vehicles (WV DMV), Nuvalence reaffirms its commitment to a partnership that is not just about implementing technology, but about driving a transformative journey. Our proposed plan is tailored to meet the immediate needs and long-term aspirations of WV DMV and its users.

Key Highlights of Our Proposal:

- **Agile and Iterative Approach:** Our methodology is designed to adapt and evolve, ensuring that the solutions we develop are responsive to the changing dynamics of WV DMV's operational environment and customer needs.
- **Early Value Delivery:** The phased milestones, beginning with the foundational setup and progressing through strategically planned stages, are geared towards delivering tangible benefits early and consistently.
- **Alignment with WV DMV's Vision:** Each milestone and its corresponding KPIs are carefully aligned with WV DMV's desired future state, ensuring that our efforts contribute meaningfully to the realization of their goals.

Our Promise:

- **Collaborative Partnership:** Nuvalence is committed to working closely with WV DMV, engaging in continuous dialogue to ensure that our solutions are attuned to your needs and that of your constituents.
- **Quality and Innovation:** We bring a blend of technical excellence, innovative thinking, and a deep understanding of the public sector to deliver solutions that are not only effective but also set new standards in service delivery.
- **Long-Term Success:** Our focus extends beyond the immediate project deliverables. We are dedicated to the long-term success of WV DMV, seeking to empower you with the tools, technology, and insights needed for ongoing improvement and adaptation in an ever-evolving digital landscape.

As we embark on this journey with WV DMV, we are excited about the possibilities that lie ahead. With Nuvalence as your partner, the path towards a modern, efficient, and citizen-centric service model is not just a vision—it's an achievable reality. We look forward to the opportunity to work together, to innovate, and to transform the service experience of the West Virginia Department of Motor Vehicles.

CRFQ DMV24*01 - EXHIBIT A - CONTACT CENTER PRICING PAGE

TOTAL INSTALLATION & DELIVERY COST

LOCATION - DMV 5707 MacCorkle Ave. SE, Charleston, WV 25304

Item Number	QTY	Description	YEAR ONE	YEAR TWO	YEAR THREE	YEAR FOUR	Grand Total
Google Cloud Platform Subscription	1	Subscription Agreement for Google Cloud	\$296,119.00	\$296,119.00	\$296,119.00	\$296,119.00	\$1,184,476.00
Implementation and Production Services	1	Professional services	\$2,911,200.00	\$0.00	\$0.00	\$0.00	\$2,911,200.00
Ongoing Support and Maintenance	1	Support team for bug fixes	\$0.00	\$151,800.00	\$151,800.00	\$151,800.00	\$455,400.00

NOTES:The cost for "Ongoing support and maintenance" covers a small support team to provide bug fixes to West Virginia but assumes no development of new capabilities. If additional features are required post year 1, an updated pricing for the development effort will be required.

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Erik Lustgarten

(Address) 2 Third Street, Suite 270, Troy NY 12180

(Phone Number) / (Fax Number) +1-518-269-9915

(email address) erik@nuvalence.io

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

Nuvalence

(Company)

Patrick Gavin Hogan

(Signature of Authorized Representative)

Patrick Gavin Hogan

(Printed Name and Title of Authorized Representative) (Date)

Partner

(Phone Number) (Fax Number)

ghogan@nuvalence.io

(Email Address)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: DMV240000001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Addendum No. 1 | <input type="checkbox"/> | Addendum No. 6 |
| <input checked="" type="checkbox"/> | Addendum No. 2 | <input type="checkbox"/> | Addendum No. 7 |
| <input type="checkbox"/> | Addendum No. 3 | <input type="checkbox"/> | Addendum No. 8 |
| <input type="checkbox"/> | Addendum No. 4 | <input type="checkbox"/> | Addendum No. 9 |
| <input type="checkbox"/> | Addendum No. 5 | <input type="checkbox"/> | Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

NUMALENCE
Company


Authorized Signature

Feb 12, 2024
Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.