

# FAX COVER SHEET



**TO:** Department of Administration,  
Purchasing Division  
**FAX:** 304-558-3970

**FROM:** Michael Kealy  
**FAX:** 850-689-7870

**DATE:** 2-14-24

**# OF PAGES:**

**SUBJECT:** DMV2400000001 RFP Submission

Purchasing Division,

Please accept our RFP Response submission for RFP: DMV2400000001.

Vendor Name: Total Communication Solutions (TCS)

Buyer: WV DMV

Solicitation No: DMV2400000001

Bid Opening Date: Jan 17, 2024

Bid Opening Time: 1:30 pm EST

Fax Number: 850-689-7870

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2024 FEB 14 PM 1:35

WV PURCHASING  
DIVISION

**BID RECEIVED LATE**

**BUYER** *[Signature]*

**WITNESS** *[Signature]*

**DISQUALIFIED**

# West Virginia DMV

Cloud-based Contact Center Solution

2.14.24



**Submitted by: Bob Williams**  
**Total Communications Solutions**  
**106 Union Avenue**  
**Manasquan, NJ 08736**

Bob Williams  
727-466-7786  
SLED Sales Director

[Bob.williams@tcsny.net](mailto:Bob.williams@tcsny.net)



**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) Michael Kealy Founder

(Address) 106 Union Ave, Manasquan NJ 08762

(Phone Number) / (Fax Number) 201 668 0554

(email address) mkealy@tcsny.net

**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contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise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.

Total Communication Solutions

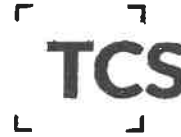
(Company) Michael Kealy

(Signature of Authorized Representative) Michael Kealy Founder

(Printed Name and Title of Authorized Representative) (Date) 201 668 0554

(Phone Number) (Fax Number) mkealy@tcsny.net

(Email Address)



Total Communication Solutions  
108 Union Avenue  
Manasquan, NJ 07836  
P: 201.688.0654  
Tcsny.net

2.14.24

West Virginia Department of Motor Vehicles  
5707 Maccorkle Ave. S.E.  
Charlestown, WV 25317

Dear David Pauline,

TCS understands the objective of the RFP is for West Virginia Department of Motor Vehicles, WV DMV to identify, qualify, and select a reliable and experienced supplier partner capable of providing and installing your cloud-based Contact Center. Our response demonstrates TCS's breadth and depth of experience and ability to contribute to the overall success of this initiative. Specific advantages of partnering with us include:

- **Industry Leading Solution.** The proposed solution supports WV DMV with a Zoom Cloud-based Contact Center solution. As a Platinum Partner, dedicated Zoom resources with the TCS team help ensure the priorities, goals, and requirements of WV DMV are the driving force behind solution and services delivery.
- **Zoom Partnership.** TCS partners with Zoom to help customers across the U.S. engage with customers and coworkers. Our team of experts enable seamless migration, installation, and additional requests for support. TCS's partnership with Zoom provides WV DMV access to expert resources at the highest level of Zoom Partnership.
- **A Dedicated, Knowledgeable, and Trusted Team.** TCS's experienced account team includes your dedicated account manager, Bob Williams, who coordinates engagement by TCS technical experts and is responsible for coordinating all of School's solution needs and ensuring maximum satisfaction.

Should you have any questions regarding our response, please contact your account executive, Bob Williams at 727-466-7786 or via email at [Bob.williams@tcsny.net](mailto:Bob.williams@tcsny.net) We look forward to building a partnership between the WV DMV and TCS through this RFP process.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Williams", is written over a horizontal line.

Bob Williams  
Director of Accounts SLED, East Coast  
Total Communication Solutions

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## Executive Summary

West Virginia Department of Motor Vehicles is looking to upgrade their contact center technology that tightly integrates with the existing document management solution and delivers automation to reduce call volumes. The new contact center system should not only meet the requirements outlined in the RFP but also the future needs of the West Virginia Department of Motor Vehicles and scale as needed to accommodate more users. In reviewing the WV DMV's scope of services, we understand the desired deliverables and outcomes. We are confident our experience, qualifications, and solution meet and exceed the needs of WV DMV.

### About TCS

Total Communication Solutions (TCS) is a certified Zoom implementation partner focused on helping State, Local & Education or Education, K-12 and Higher Ed organizations upgrade their phone & contact center capabilities with Zoom. Customers are served by a specialized team balanced by expertise, location, and availability to deliver complete technology solutions and services that meet the specific needs of our customers. TCS has built their practice around Zoom, our engineers and implementation staff support our customers using the Zoom technology daily. Because of our specialization, we are experts in not only the implementation but ongoing support of Zoom.

Our partnership with Zoom allows us to deliver white glove implementation and managed services to meet our customers timelines and improve communication experience.

With over a decade of experience serving the public sector, we can help you clear those technology hurdles in a way that meets the current needs of WV DMV and prepares you for tomorrow's IT challenges. The depth and breadth of this team assures the WV DMV feels heard and has personalized customer service.

### About Zoom

Since Zoom started in 2011, we have been directed by our north star: building the world's greatest video communications platform for the modern enterprise. A beta version of Zoom was launched in September 2012 that could host conferences with up to 15 video participants. In January 2013, version 1.0 of the program was released, with an increase in the number of participants per conference to 25. Over the course of 2015 and 2016, the platform integrated our software with Slack, Salesforce, and Skype for Business. With version 2.5 in October 2015, Zoom increased the maximum number of participants allowed per conference to 50 and later to 1,000 for business customers. In April 2017, Zoom launched a scalable telehealth product allowing doctors to host remote consultations with patients. In 2015, Zoom Presence (originally released in 2014) became the product known as Zoom Rooms and in May 2017, Zoom announced integration with Poly's conferencing systems, enabling features such as multiple screens and device meetings, HD and wireless screen sharing, and calendar integration with Microsoft Outlook, Google Calendar, and iCal.

In 2019, we added Zoom Team Chat, our team collaboration tool included with every Zoom license, and Zoom Phone, a rich cloud telephony solution that is as simple, reliable, and easy to use as our video platform. Our next major product launch came in 2021 when we launched Zoom Events, our all-in-one events platform that allows users to create unique, engaging virtual experiences. Zoom Phone Power Pack is an add-on for Zoom Phone with Power users launched in 2021. We then expanded our unified communications stack in early 2022 with the launch of Zoom Contact Center, a flexible and efficient omnichannel contact center solution before launching Zoom Whiteboard, a tool for persistent collaboration, and Zoom IQ, our conversation intelligence software, later in the year. In January 2023, we launched Zoom Virtual Agent, our intelligent conversational AI and chatbot solution that accurately understands and instantly resolves issues for customers.

## West Virginia DMV, Cloud-based contact Center Solutions

### Total Solution

To provide a complete solution for WV DMV we have engaged Zoom, a long-standing TCS partner. Zoom contact center is a cloud-based phone system that is part of the Zoom unified communications platform. Our solution offers a range of features and functionality that are designed to help organizations of all sizes, like WV DMV, streamline communications and collaboration.

Our team of experts have a thorough understanding of Zoom solutions, allowing us to help your organization connect anywhere, on any device. Our partnership with Zoom provides access to expert resources

- Highest level of Zoom Partnership
- Zoom Contact Center Sales (ZSA)
- Zoom Contact Center Technical Sales (ZTSA)
- Zoom Phone Certified Integrator
- Zoom Contact Center Deployment Fundamentals (ZDA)
- Zoom Contact Center Deployment Fundamentals (ZDA)
- Zoom Phone Deployment Fundamentals (ZDA)
- Zoom Contact Center Deployment Advanced (ZDA)
- Zoom Phone Deployment Advanced (ZDA)
- Zoom Phone Sales (ZSA)
- Zoom Phone Technical Sales (ZTSA)
- Zoom Phone Project Manager

### Experience

Zoom sells products to enterprises of all sizes and in every vertical and has customers in over 200 countries. At the close of the first quarter of Fiscal Year 2024 (April 2023), Zoom delivered our eight straight quarter with revenue of over one billion dollars and had:

- Approximately 215,900 Enterprise customers, up 9% year over year.
- A trailing 12-month net dollar expansion rate for Enterprise customers of 112%.
- 3,580 customers contributing more than \$100,000 in trailing 12 months revenue, up approximately 23% from the same quarter last fiscal year.

Additionally, we are a leader in Gartner's Magic Quadrant for 2022, the sixth consecutive year Zoom has been awarded such an honor: <https://blog.zoom.us/zoom-leader-2021-gartner-magic-quadrant-meeting-solutions>.

### VoIP Expertise

Organizations of all sizes and types, across industry verticals and geographies, choose Zoom. As of January 2023, we've sold 7 million Zoom Phone seats around the world, as organizations seek to replace outdated legacy solutions, consolidate communications onto a single platform, and enable remote and hybrid teams. While Zoom does not at this time publicly report the number of clients using a specific service, this recent announcement, made on February 27 of this year, signifies the fact growth and success of the solution, first launched in 2019. This 7 million threshold comes quickly on the heels of Zoom Phone surpassing 4 million seats, which was only announced in August of 2022, further signifying how quickly the market is adopting the ease and cost-effectiveness that is Zoom Phone.

## Proposed Product(s) and Services

### Zoom Contact Center

As we understand from the RFP, NISD does have departmental interest in expanded call center needs beyond the telephony platform offering and our recommended Contact Center solution can provide expanded functionality to support these departments. Zoom Contact Center helps institutions and organizations deliver prompt and personalized responses to their constituents, customers, and other contacts over a variety of channels, including voice, chat, SMS, and video – every time, the first time.

To help our clients gain an advantage, our unique Contact Center as a Service (CCaaS) platform is built around three distinctive pillars:

- Rich built-in video capabilities
- Combined unified communications and contact center experience
- Intelligent self-service and routing, with a conversational AI-powered virtual agent

Optimized for video and built on the secure, open, and reliable Zoom platform, Zoom Contact Center can help increase productivity, streamline communication, improve first contact resolution, increase NPS and CSAT scores, and retain representatives through our easy-to-use, intuitive technology.

### *Innovative Contact Center Features*



We designed Zoom Contact Center with scalable features, innovative functions, intuitive dashboards, and remote-friendly software so clients can uncover new efficiencies that keep representatives happy and customers and contacts coming back.

### *A unique waiting room experience*



### West Virginia DMV, Cloud-based contact Center Solutions

Giving customers the ability to engage with NISD – especially while waiting in queue for a representative– is not only efficient but generates a positive experience. Our unique video waiting room can be customized according to the queue and display relevant content, such as promotional and welcome videos, FAQs, and informational documents that promote NISD’s services and offerings.

#### Advanced skills-based routing

No one likes to feel passed around. Our sophisticated skills-based routing and intuitive flow designer let contact centers design caller journeys across all their channels to ensure callers reach the right representative, the first time. Our open CCaaS platform integrates with CRMs like Salesforce and uses caller information to make an intelligent decision on how best to route them. This sophisticated routing process leads to increased efficiency, faster call resolution time, and dramatic improvements in the caller experience.

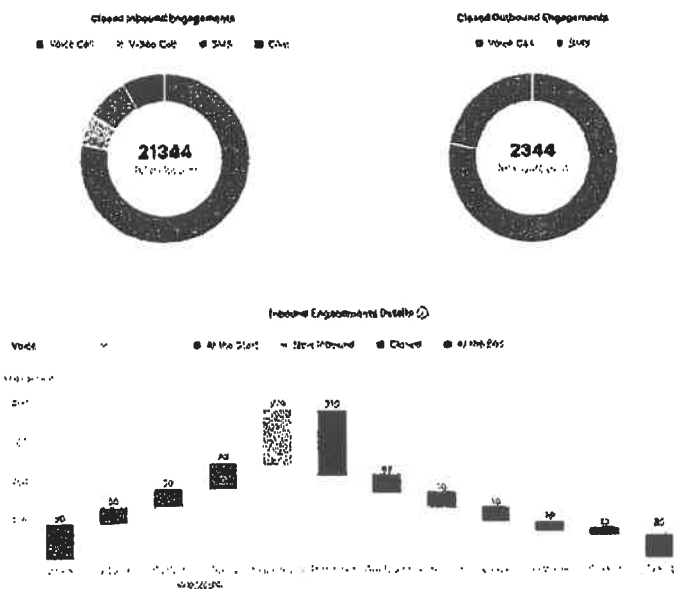
#### Integrations for increased efficiency

Toggleing between applications isn't just frustrating, it's inefficient. Our plug-and-play integrations with popular applications like Salesforce, Zendesk, and ServiceNow equip reps to manage all of their interactions within one business application and spend less time toggling between apps.

What's more, Zoom Contact Center's extensible, flexible CCaaS platform provides software development kits (SDKs) and APIs that integrate with critical business applications and systems. Whether accessing our SDKs to integrate Zoom Contact Center with a touch device, or using our fully integrated, video-optimized Zoom Kiosk, we're here to help automate tasks for reps and provide high-touch interactions and personal connections with callers.

#### Robust data analytics

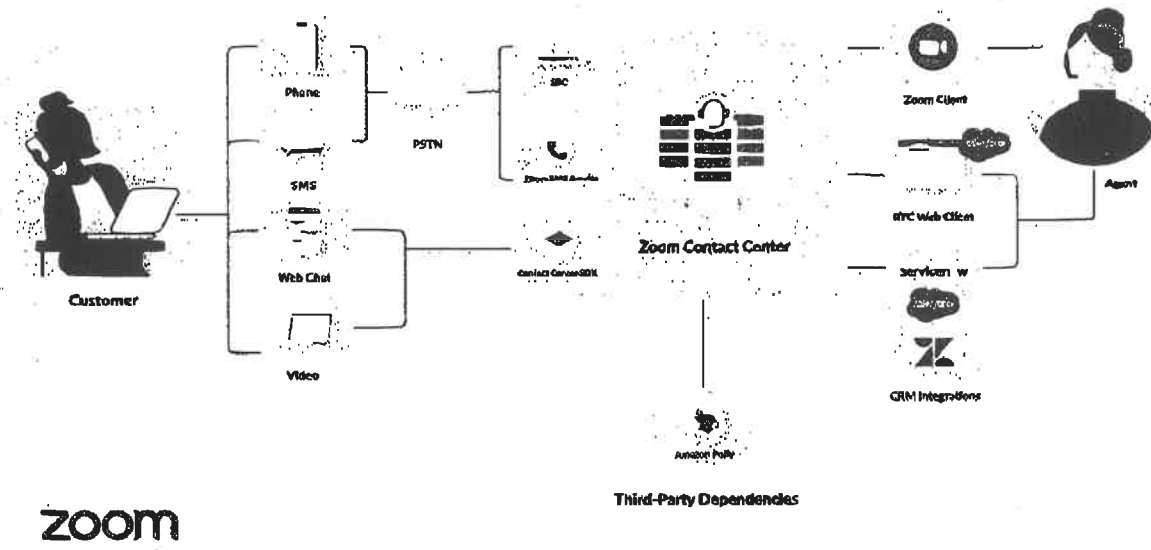
The ability to measure a representative's performance can help supervisors understand not only their employees' pain points but their callers' needs as well. Zoom Contact Center provides more than 25 logs, dashboards, and reports for managing, monitoring, and measuring rep productivity and customer service levels. Having clearer insight into this as well as call time and customer interactions can lead to higher customer satisfaction and ultimately, higher retention.



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## The cloud contact center difference

Cloud contact centers are the driver for innovation and digital transformation. They are easy to upgrade and manage, scalable, and designed to support remote representatives. With 73% of contact center agents and supervisors working from home indefinitely, cloud contact centers drive institutional growth and are a competitive differentiator for customer interactions. Zoom's cloud-based contact center was built for scale to support the hybrid workforce and organizations of all sizes.



Zoom Contact Center provides a no-code IVR designer called Flow Editor, which makes it easy to provision call/interaction routing in minutes, through drag-and-drop modules, on an infinite digital canvas. Zoom's Flow Editor is an easy-to-use graphical programming environment, designed for creating and adjusting channel workflows. A flow is a connected series of actions that make up the inbound participant experience. The Zoom Contact Center service supports sophisticated routing decisions, from information it can pull from Business Systems such as Salesforce. For example, when a customer calls in, the system could perform a database dip to identify the caller and provide a personalized menu experience, before routing them to a specific team or agent. Self-service capabilities within the IVR are supported as standard, helping DETR automate basic inquiries and deliver an enhanced customer experience to the callers that require a more meaningful engagement. To ensure customers are being routed accurately, flow reports can provide valuable insight.

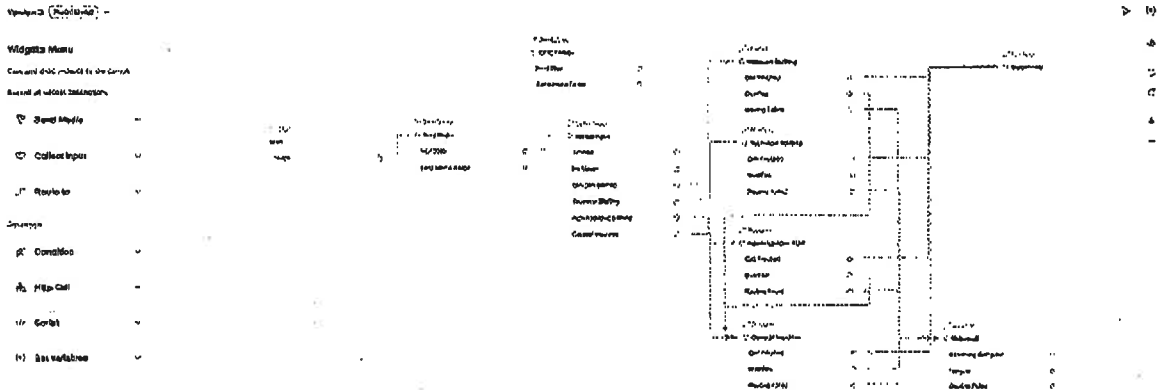
## West Virginia DMV, Cloud-based contact Center Solutions

Admins can use the historical flow detail report to make effective data-driven decisions by viewing metrics in a detailed table format, and also a flow chart report to see metrics visually presented using charts.

### Security

Zoom supports secure voice calls across all supported SIP devices, desktop, and mobile clients. Zoom Phone supports standards-based encryption using SIP over TLS 1.2 Advanced Encryption Standard (AES) 256-bit algorithm for calls and during phone provisioning sessions. In addition, call media is transported and protected by SRTP with AES-256 bit algorithm for Zoom desktop and mobile clients, and with AES-128 bit algorithm for

Call Flow Voice Example



devices. Users can also choose to use end-to-end encryption during one-on-one Zoom Phone calls between users on the same Zoom account that occur via the Zoom client. During a call, the user can select "More" and see an option to elevate the session to an end-to-end encrypted phone call. The upgrade takes a second and helps add an extra layer of privacy to phone calls occurring over Zoom. When enabled, E2EE provides an encrypted call using cryptographic keys known only to the devices of the caller and receiver. Users can also have the option to verify E2EE status by providing a unique security code to one another.

Additionally, Zoom invests heavily in privacy and security including a dedicated team to data protection. Security incidents are reported and monitored by Security and Operations teams 24x7. Impacts to service status will be updated at <https://status.zoom.us/>. Account Owner/Admins will be notified without undue delay via email (or as specified in our fully executed service agreement) of any impact to their account.

### Uptime

Zoom data center components are designed to be fully redundant and resilient and uptime reports for the last 30, 60, 90, 180, and 365 day periods are available here: <https://uptime.zoom.us/>. Any security notices will be posted on our public security bulletin: <https://zoom.us/trust/security/security-bulletin>.

SLAs are addressed in Zoom's Master Services Agreement (MSA) and may include 99.9% uptime+, excluding excused downtime (maintenance)

### Scalability

Zoom's unique architecture allows us to quickly and easily scale to meet demand. We maintain excess capacity in all aspects of our infrastructure to accommodate growing business, healthcare, and education needs and to meet peak usage requirements. Our proven infrastructure supports billions of meeting

## West Virginia DMV, Cloud-based contact Center Solutions

minutes a month and our architecture is built to handle growing levels of activity, as our unified communications platform is architected from the ground up to address the most technologically difficult aspect of communications: video. Our modern cloud architecture gives our platform its trademark reliability, quality, and scalability.

### Reliability

Zoom data centers are situated in secure co-location facilities that are ISP carrier-neutral and provide physical security, redundant power, and simultaneous access to top-tier ISPs and peering partners. They are built with fault-tolerant architecture with full redundancy and rapid failover capability. Aligned with our Zoom meetings strategy, Zoom Phone has redundant links from our providers into our global data centers. As Zoom Phone continues to expand to more geographies this same strategy will be replicated. If your organization requires additional locations outside of our footprint, Bring Your Own Carrier is available to support connectivity for local PSTN access in the most remote regions of the world. Zoom Phone also leverages the existing Zoom backbone to transport voice traffic between data centers around the world.

Zoom Contact Center is designed to provide a seamless transition between self-service channels and human assistance. If a customer's question cannot be resolved through self-service, the system allows for a seamless handoff to a live agent. Importantly, this handoff includes the chat history, so the customer does not need to retype their inquiry.

Let's delve into the key features:

#### Omnichannel Contact Center System:

- **Prompt, Accurate, and Personalized Customer Experiences:** Zoom Contact Center empowers businesses to deliver exceptional customer service. It ensures prompt responses, accuracy, and personalization.
- **Conversational AI Chatbot:** Reduce call volume by providing instant, accurate resolutions 24/7 through an AI chatbot.
- **Unified Communications and Contact Center:** Seamlessly connect with back-office experts while engaging with customers.
- **Video-Optimized High-Touch Engagements:** Built-in video capabilities facilitate faster issue resolution through screen sharing, file sharing, and chat.

#### Personalized Customer Journey:

- Create customized waiting room experiences based on the customer's unique reason for calling.
- Encourage self-service before agent interaction.
- Display media-rich content to inform, educate, and inspire customers.

#### Insights and Optimization:

- Gain valuable insights to optimize contact center performance.

In summary, Zoom Contact Center is a future-ready solution that prioritizes both customer satisfaction and agent well-being, regardless of the team size

Admins, supervisors, or agents can use the historical queue chart report to make effective data-driven decisions by viewing metrics in various chart formats like bar and line charts. For definitions of metrics tracked in historical reports, see the metrics glossaries for voice/video and chat/SMS.

You can also access analytics using the desktop client and subscribe to email report notifications.

[https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0060888](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0060888)

Zoom Contact Center offers a robust solution for screen pops integrated with DCS for contact center agents, enhancing the agent's experience and providing crucial information at their fingertips. The

## West Virginia DMV, Cloud-based contact Center Solutions

application is designed to streamline processes and improve efficiency for agents while ensuring a detailed audit trail of call interactions.

### Screen Pops:

The Zoom Contact Center facilitates screen pops directly to the agent's Zoom client. These screen pops can include variables from the self-service IVR menu, such as the topic for the call. This ensures that agents receive relevant information about the caller's intent, allowing them to provide more personalized and efficient service.

### Integration Flexibility:

Zoom Contact Center provides flexibility in integration points, utilizing several features to enhance the agent's workflow:

**Screen Pop to Web-Based Applications:** Agents can receive screen pops in any web-based application through a URL. This capability allows seamless integration with various applications, ensuring a smooth transition between systems.

**Data Push/Pull within IVR Flows:** The system supports data push/pull within IVR flows to customer REST-based API endpoints. This feature enables dynamic data exchange, enhancing the information available to agents during and after calls.

### Audit Trail:

The system automatically populates relevant details, including the representative's name and the date and time of the call, within the screen pop. This ensures that agents have instant access to critical information and can focus on delivering a personalized customer experience.

Additionally, Zoom Contact Center maintains a comprehensive audit trail, capturing details of the call interaction. This audit trail includes what was discussed during the call, providing a valuable record for quality assurance, compliance, and training purposes.

The IVR system in Zoom Contact Center is designed to be user-friendly and does not require coding skills. The workflow designer tools allow companies to create intuitive IVR experiences using drag-and-drop modules. This means that the IVR system employs the same design tool, making it easy for administrators to manage and customize the IVR system according to their specific needs.

Zoom Contact Center includes a visual drag-and-drop IVR designer, which is a no-code IVR designer. This feature allows administrators to build a contact center flow in minutes using drag-and-drop modules, without requiring specific development skills.

Speech recognition is currently on the roadmap and Zoom Contact Center and Zoom Virtual Agent will support these types of features in future releases as Zoom is constantly innovating our platform to deliver the best user experience in the market. Further information can be provided upon further discussion of the DMV's implementation needs.

Zoom Contact Center comes with three basic roles: Admin, Supervisor, and Agent, each with designated permissions. These roles can't be deleted but can be duplicated as a starting point for a new custom role. Admins can use the role management feature to control access to features and settings in the Zoom web portal. For example, admins can assign certain agents as supervisors and give them access to view the queue analytics dashboards so that they can track queue KPIs.

- Admin: All Zoom Contact Center features and settings in the web portal and desktop client.
- Supervisor: Some permissions for management features in the web portal and desktop client.

### West Virginia DMV, Cloud-based contact Center Solutions

- Agent: All desktop client features, but no management features in the web portal.

Each user in a Zoom account automatically has a system role, which can be owner, administrator, or member. These roles are associated with a default set of permissions that control what users can access when they sign in to the web portal. Role-based access control enables your account to have additional user roles. User roles can have a set of permissions that allows access only to the pages a user needs to view or edit. In addition, you can change the permissions of the admin system role. Only the account owner can initially create user roles and assign users to those roles. After a user role has been created, the owner (or others in a role with role management permissions) can assign users to that role, granting those users permission to view and edit a subset of pages belonging to the account. You can see what type of role you currently have on your account profile page. If you are the account owner or admin, you can see what type of role other users have by managing users. You can also set group admins for groups under your account, which do not affect your account roles. Group admins can manage the members and settings for that group. The group admin can also see if the group they manage is set as the primary group for users within the group. The group admin does not need to be an account admin or have role permissions to edit user groups.

### Interface for support for the following input channels is provided:

#### a. Inbound and outbound telephone calls

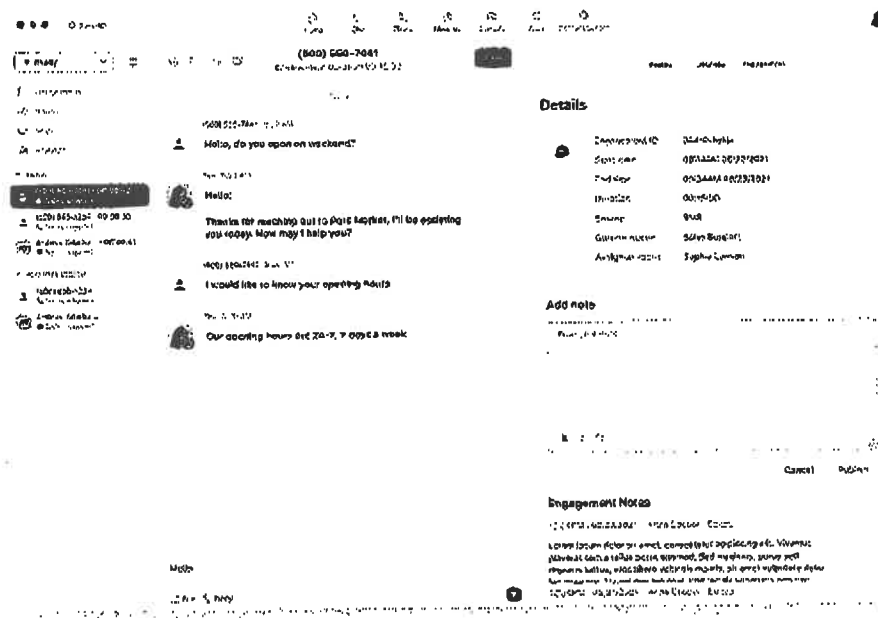
Zoom Contact Center supports voice calling, which includes both inbound and outbound telephone calls.

#### b. Emails

Zoom Contact Center admins can enable the Office 365 Email channel to receive and respond to consumer emails through Zoom Contact Center flows. This allows integrating email engagements into existing workflows to provide a unified cross-channel experience.

#### c. Text Messages

Zoom Contact Center supports SMS texting.



#### d. Web forms

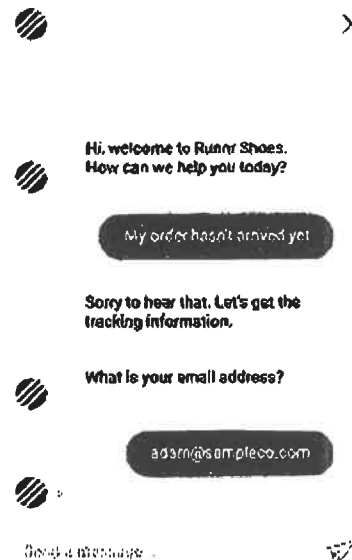
Web forms can be made accessible to consumers from the customer CRM via virtual agent or web chat.

#### e. Zoom customer's branded mobile app

The Zoom Contact Center Mobile App feature is currently on the roadmap.

#### f. Text-based chat with a live agent

Zoom Contact Center supports webchat, which includes text-based chat with a live agent.



Zoom Contact Center offers intelligent self-service with Zoom Virtual Agent, a chatbot AI that accurately understands what customers are asking.

Zoom Contact Center is primarily a digital platform, so it doesn't directly facilitate in-person meetings or visits. However, ZCC seamlessly integrates with Zoom Meetings, which can be used to schedule and conduct virtual meetings.

Completed engagements (previously known as closed engagements) are past engagements that have ended and the agent has completed the wrap-up period. You can view information on closed engagements like the queue the engagement was routed to and how much time the agent spent in the wrap-up period. You can also view recordings using the Zoom web portal.

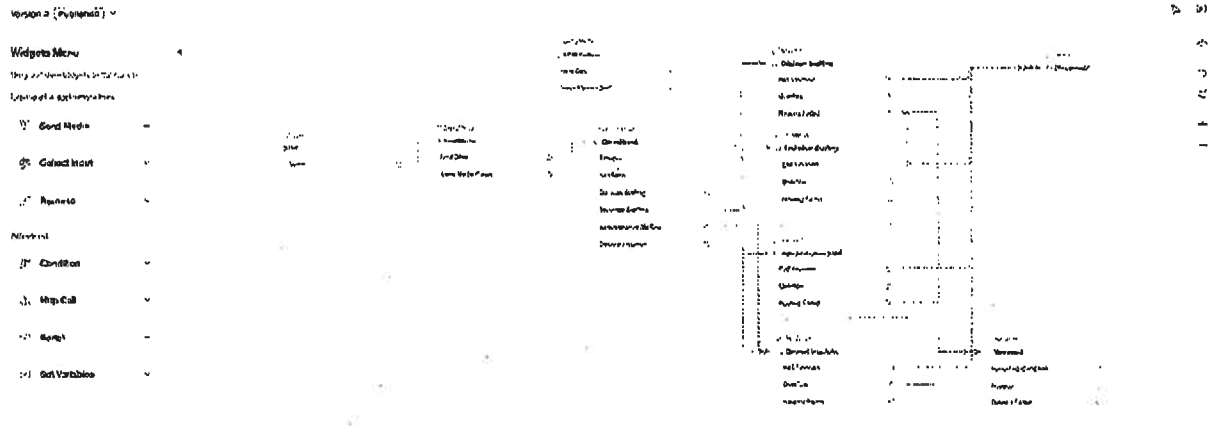
Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0060878](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0060878)

Zoom Contact Center provides a no-code IVR designer called **Flow Editor**, which makes it easy to provision call/interaction routing in minutes, through drag-and-drop modules, on an infinite digital canvas. Zoom's Flow Editor is an easy-to-use graphical programming environment, designed for creating and adjusting channel workflows. A flow is a connected series of actions that make up the inbound participant experience. The Zoom Contact Center service supports sophisticated routing decisions, from information it can pull from Business Systems such as Salesforce. For example, when a customer calls in, the system could perform a database dip to identify the caller and provide a personalized menu experience, before routing them to a specific team or agent. Self-service capabilities within the IVR are supported as standard, helping the DMV automate basic inquiries and deliver an enhanced customer experience to the callers that require a more meaningful engagement. To ensure customers are being routed accurately,

## West Virginia DMV, Cloud-based contact Center Solutions

flow reports can provide valuable insight. Admins can use the historical flow detail report to make effective data-driven decisions by viewing metrics in a detailed table format, and also a flow chart report to see metrics visually presented using charts.

### Call Flow Voice Example



Additionally, Zoom Contact Center admins can create and manage configured agent traits, called skills, to ensure customers are routed to the right agent when contacting your team. Proficiency ratings indicate the agent's level of expertise or knowledge of that skill. For example, a skills category can be language skills so that administrators can route French-speaking callers to contact center agents that have the highest proficiency in French. A Zoom Contact Center license is required. A skill notification indicator can be included in the ringing event.

Admins can obtain phone numbers and assign them as entry points for voice or SMS flows. You can assign the same phone number as the entry point to one voice flow and one SMS flow. This allows consumers to call or text the same phone number to reach either flow.

You can also assign phone numbers for dialing into a video engagement or making an outbound SMS.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0059452](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0059452)

Zoom Contact Center allows for the creation and management of call queues. These queues can be customized based on business hours, ensuring that calls are handled appropriately during these times.

Zoom Contact Center offers a visual IVR designer centered around the concepts of "flows". A flow is a connected series of actions that make up the inbound participant experience. After adding a flow, contact center admins can use the flow editor, which is a graphical programming environment, to configure flow widgets and make connections between widgets to determine the inbound participant experience. Our Flow Editor can be used to create custom workflows for different staff members or agents.

Zoom Contact Center admin can configure business and holiday hours from a central Operating Hours tab in account-level settings, then apply hours to queues or flows. They can also set default business and holiday hours for the account. Multiple locations with different time zones are supported - users simply create queues for each location and set the appropriate business hours. Then, when establishing an IVR flow for that queue, set conditions based on a specific time range and time zone. Learn more here: <https://support.zoom.us/hc/en-us/articles/11491101478029-Configuring-Zoom-Contact-Center-operating-hours>



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Zoom Contact Center is designed to be remote-friendly, enabling agents to connect with customers and colleagues through one intuitive app for customer engagement and real-time access to back-office experts. Staff/agents can work remotely and access Zoom Contact Center as they would on their supported desktop/laptop devices.

The Zoom application may be deployed to laptops (Windows and Mac) making it easy for users within organizations to use their personal or corporate computers. Generally, what is required:

- An internet connection – broadband wired or wireless
- Speakers and a microphone
- A webcam or HD webcam (optional)
- Supported PC and Mac operating systems:
  - macOS X with macOS X (10.10) or later
  - Windows 11 on version 5.9.0 or higher.
  - Windows 10 Home, Pro, or Enterprise. S Mode is not supported.
  - Windows 8 or 8.1
  - Windows 7

The Zoom Contact Center PWA supports all major features such as voice, video, messaging, inbox, analytics, engagement details, disposition, and consumer profile. Users can access the Zoom Contact Center PWA on all supported web browsers, which include:

Supported web browsers include:

### Desktop

- Chrome: Within 2 versions of current version
- Firefox: Within 2 versions of current version
- Edge: Within 2 versions of current version
- Safari: Within 2 versions of current version

### Mobile

- Safari: Within 2 versions of current version
- Chrome: Within 2 versions of current version
- Firefox: Within 2 versions of current version

As an example, if the current version of Chrome is 111, then Zoom supports versions 109, 110, and 111. As new versions are released, the minimum version will also be followed by two versions.

Notes: These are the officially supported options. For best results, we recommend keeping within 2 versions of the current version. Available features may vary.

Zoom Contact Center admins and supervisors can use engagement monitoring to view, listen, whisper, barge, or take over an active engagement.

- Listen: Listen to the voice engagement without the consumer being aware.
- Whisper: Speak to the agent without the consumer being aware.
- Barge: Join the voice engagement and speak to all parties. The call will become a 3-way call.
- Take Over: While using one of the above monitoring options, click Takeover to take over the engagement from the agent. The agent will automatically leave the call, and the supervisor will become the assigned agent.

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**Note:** The Whisper and Take Over options are not available for voice conference calls (where the agent invited one or more people to the call).

Additionally, admins, supervisors, and agents can use the real-time analytics dashboard to make effective data-driven decisions. The real-time analytics dashboard provides critical details like service level, average call handling times, and call volume counts, with the ability to drill down further into specific queues and agents. For definitions of KPIs tracked in the real-time dashboard, see the KPI glossaries for voice/video and chat/SMS. Analytics can also be accessed using the desktop client and customize the real-time analytics wallboard. Learn more here:

Admins can view real-time agent information (also known as the My Agents page) like their contact center availability status of and opt-in/out status. Supervisors of a queue can only view real-time information on agents in the same queue. You can use either the Zoom web portal or desktop client to view real-time agent information. Both methods have access to the same information.

You can also control if agents can opt out.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0061938](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0061938)

Zoom Contact Center admins and supervisors can use engagement monitoring to view, listen, whisper, barge, or take over an active engagement.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0062852](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0062852)

Consumer routing profiles allow admins to configure how customers are routed based on customer attributes such as whether they're a new or returning customer. Consumer routing happens before agent routing. "Top Priority" prioritizes specific customers based on attributes (e.g., new or returning). For example, admins can configure a consumer routing profile so that new customers are prioritized. Accumulating Priority prioritizes consumers based on their time waiting in the queue. Consumers accumulate priority while waiting in the queue, so consumers in the queue longer will be prioritized. Accumulating Priority is used together with Top Priority, meaning admins can configure certain consumers to accumulate priority at a high rate, while consumers with Top Priority still have higher priority.

Types of customer routing:

- **First in, first out (FIFO):** By default, Zoom Contact Center uses a FIFO consumer routing method. This means consumers are routed based on the time they entered the queue. Consumers that enter earlier are routed to an agent earlier. Customers are not prioritized in any way.
- **Top Priority:** Top Priority prioritizes specific customers based on attributes like if they are a new or returning consumer. For example, admins can configure a consumer routing profile so that new customers are prioritized.
- **Accumulating Priority:** Accumulating Priority prioritizes consumers based on their time waiting in the queue. Consumers accumulate priority while waiting in the queue, so consumers in the queue longer will be prioritized. Accumulating Priority is used together with Top Priority, meaning admins can configure certain consumers to accumulate priority at a high rate, while consumers with Top Priority still have higher priority.

Notes:

When an agent is assigned to multiple queues with a consumer routing profile, priority customers will be served first. Same Priority customers will be served using FIFO.

If two customers have the same weight within the same queue at time of service, priorities are based on highest priority and round robin.

Zoom Contact Center allows for the configuration of wrap-up duration, which is the amount of time before another engagement is routed to a member. This wrap-up time is designed to give agents time to complete after-call work, such as documenting the details of the call, before they receive another call.

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Admins can enable or disable a wrap-up expiration limit and default disposition. If enabled, when the expiration time is exceeded, the engagement will auto close; agents' status will automatically change from Occupied to Ready; and the default disposition will be automatically set.

If you have multi-level dispositions, agents can select any sub-disposition at any level.

Learn more here: [https://support.zoom.us/hc/en-us/articles/4469989300493-Changing-Zoom-Contact-Center-queue-settings#h\\_01FWH3Z31JZNPYE0XZACX3T0P3](https://support.zoom.us/hc/en-us/articles/4469989300493-Changing-Zoom-Contact-Center-queue-settings#h_01FWH3Z31JZNPYE0XZACX3T0P3).

Zoom Contact Center admins can enable or disable agents' ability to place outbound voice or video calls from queues they're a member of. This is disabled by default.

For outbound voice calling, you can set each agents' default outbound voice queue. This is useful if an agent is a member of multiple queues, and you want to set a default queue for outbound calls.

Zoom Contact Center also allows for the creation of outbound call lists, and the system can be set up to automatically initiate calls to customers listed.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0058784](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0058784)

All inbound and outbound calls can be logged, allowing for notation, categorization, tagging, and escalation. This ensures a comprehensive record of all interactions with stakeholders.

Additionally, Zoom Contact Center provides comprehensive dashboards for real-time and historical reporting. This includes the ability to view voice call logs, which can be accessed by signing in to the Zoom web portal.

Zoom Contact Center's omni channel system includes automatic speech recognition capabilities that can be used to automate customer engagement, which suggests that it can transcribe spoken words into written text. Viewing Zoom Contact Center recording logs also provides access to associated recording durations and transcripts, which can be downloaded for review.

Voice logs for Zoom Contact Center allow admins to view details on logs including details on inbound and outbound voice engagements, closed engagements, and recordings. Zoom Contact Center admins can use usage/activity reports to see the following information in the Zoom Contact Center activity report.

Zoom Contact Center admins can manage all recordings from a centralized control center. You can select multiple recordings and mass delete recordings to free up storage space and meet their organization's compliance and recording retention policies. You can also view recordings using the completed engagements tab in the Zoom desktop client.

After enabling Automatic Call Recording, admins can choose to allow call recording transcription, which transcribes the recording; and can also choose to mark transcriptions available to users that have access to the recording. Users with access can view, download, or delete call recordings using the Zoom desktop client or web portal.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0058752](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0058752)

Zoom Contact Center offers the ability to organize service representatives based on their skills, which allows supervisors to route inquiries directly to the experts equipped to handle specific issues. Skill-based routing is a key feature that supports the automated redirection of stakeholder issues to the right department or team.

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Additionally, Zoom Contact Center's omni channel system can create call routing profiles and assign them to queues, which can be tailored to direct calls to the appropriate staff based on the nature of the inquiry. This ensures that stakeholders are connected with the right department or campus without unnecessary transfers or delays.

Zoom Contact Center allows for the programming of contact center flows using drag-and-drop modules in a no-code interactive voice response designer. This feature can be used to set up automated actions such as reassignments, auto-responses, changes in priority, and redirects for human review. Zoom Contact Center Flow Editor is a powerful tool that allows administrators to customize and manage the inbound participant experience, enhancing the efficiency and effectiveness of the contact center.

Our real-time and historical dashboards provide alerts for KPIs, which can be used to manage and monitor agent productivity and customer service levels, and to proactively make improvements.

Zoom Expert Assist provides agents with AI-powered tools to efficiently resolve customer issues.

The core features that are currently available to agents include:

- Smart Notes : Agents can auto-generate a concise and accurate summary of their interaction with the customer, eliminating the need to manually take notes.
- Knowledge Base (KB) Retrieval : Evaluates the customer's intent and automatically shows the relevant knowledge base article to the agent while interacting with consumers.
- Information Retrieval : Enables agents to pull information from 3rd party systems at the right time based on the intent of the customer.

Expert Assist uses AI technology to analyze what the Consumer is saying and looks for matches against either the Intent Group or the Knowledge Base. Intent Groups allow Zoom AI to understand the intent of a consumer message. An example of an Intent might be "Lookup a ticket". Once Zoom Expert Assist recognizes the intent match, it can then trigger the Info Retrieval feature to pull in the appropriate data from an external API to display the data to the agent. For example, information related to an open ticket. In addition to supporting Intent Groups, the Expert Assist feature can look for matching articles from KBs. When a consumer speaks a phrase into the voice channel, or types a message into the messaging channel, the Expert Assist AI looks for the best match between both Intent Groups and Knowledge Base articles assigned to the Expert Assist instance.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0073563](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0073563)

Zoom Contact Center's published content can be made accessible in different languages, however the languages indicated in 17a are currently on the roadmap.

Zoom strives to ensure that people of all abilities can meet and collaborate with one another by taking into consideration the wide range of hearing, vision, mobility, and cognitive abilities. Zoom applications and web pages are compliant with EN 301 549 Accessibility requirements and both Section 508 and WCAG 2.1 AA recommendations, with a few exceptions. Every feature is tested with various screen readers (NVDA, JAWS, VoiceOver, Talkback), with keyboard-only, with color contrast tools, and against the WCAG 2.1 AA guidelines. Full details about how each product complies with each WCAG guideline can be found in the products' respective VPAT documents at [www.zoom.us/accessibility](http://www.zoom.us/accessibility).

Zoom Expert Assist provides agents with AI-powered tools to efficiently resolve customer issues. Zoom Expert Assist intelligently retrieves and suggests the best responses from a curated set of knowledge bases, customer relationship management (CRM) systems, and other systems of record.

The core features that are currently available to agents include:

- Smart Notes: Agents can auto-generate a concise and accurate summary of their interaction with the customer, eliminating the need to manually take notes.
- Knowledge Base (KB) Retrieval : Evaluates the customer's intent and automatically shows the relevant knowledge base article to the agent while interacting with consumers.

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- Information Retrieval : Enables agents to pull information from 3rd party systems at the right time based on the intent of the customer.

To authenticate Zoom users as they log into the client, we offer a single sign-on (SSO) feature based on SAML 2.0 that creates a safe and quick login process. Single sign-on allows users to log in using their company credentials. Users do not need to register as a user in Zoom. Once Zoom receives a SAML response from the Identity Provider (IdP), Zoom checks if this user exists. If the user does not exist, Zoom creates a user account automatically with the received name ID. Zoom can map attributes to provision a user to a different group with feature controls. Zoom single sign-on (SSO) is based on SAML 2.0. Zoom works with Okta as well as other enterprise identity management platforms such as Microsoft Active Directory, and many others. This feature is essential for DMVs that require secure access control and efficient user management.

Zoom Contact Center administrators can use the role management feature to control access to features and settings in the Zoom web portal. This allows administrators to assign certain agents as supervisors and give them access to view specific dashboards or issues.

Role-based access control enables your account to have additional user roles. The Account Owner can appoint different roles and manage access rights.

Zoom Contact Center admins can create and manage configured agent traits, called skills, to ensure customers are routed to the right agent when contacting your team. Proficiency ratings indicate the agent's level of expertise or knowledge of that skill. For example, a skills category can be language skills so that administrators can route French-speaking callers to contact center agents that have the highest proficiency in French. A skill notification indicator can be included in the ringing event. This feature allows supervisors to route inquiries directly to the experts equipped to handle specific issues.

Role-based access control can be used to assign additional user roles based on the needs of the business, which can include managing groups or teams within the contact center. This ensures that only the relevant team members have access to and can address the issues assigned to them.

Additionally, Admins can set up queues for different types of issues and assign the appropriate teams to these queues. This ensures that when a stakeholder issue is received, it is routed to the default team that is best equipped to handle it.

With Zoom Contact Center Expert Assist, agents can:

- Knowledge Base (KB) Retrieval : Evaluates the customer's intent and automatically shows the relevant knowledge base article to the agent while interacting with consumers.
- Information Retrieval : Enables agents to pull information from 3rd party systems at the right time based on the intent of the customer.

Variables are supported to customize the sender and reply to fields.

Zoom Contact Center includes workforce management tools that can help manage staff absences. With features like dynamic scheduling, administrators can optimize rosters by flexing breaks, lunches, and even start times to cover for absent staff.

Additionally, Zoom Workforce Engagement Management allows for easy management of agent activities across all channels, including reassigning work shifts and managing staff absences.

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With our transfer to staff feature, if a consumer requests to be transferred to a live agent, you need to define the pathway for this transfer. You have the ability to direct the transfer to any component in the workflow. For instance, you can direct the transfer to a chat queue.

Zoom Contact Center engagement surveys allow brands to easily create and deploy surveys to collect, analyze, and act on consumer feedback to deliver phenomenal experiences that drive business outcomes. Currently, engagement surveys only support the voice channel. Zoom Contact Center admins can create voice surveys that support various questions, including multiple choice and long description. Surveys can be linked to voice queues. Admins can also define role permissions to determine who can view survey results on the contact center analytics dashboard. From the consumer perspective, the feature introduces post-call surveys for voice interactions. After the agent hangs up or a specified duration has passed based on the queue settings, the consumer will hear the survey questions. Consumers can respond to single-choice questions using DTMF or speech, provide ratings using DTMF or speech, and provide long descriptions using speech.

Zoom Contact Center provides a comprehensive dashboard for real-time and historical reporting with built-in analytics, which can provide clear insights to help supervisors improve agent performance. Voice logs for Zoom Contact Center allow admins to view details on logs including details on inbound and outbound voice engagements, closed engagements, and recordings. Zoom Contact Center admins can use usage/activity reports to see the following information in the Zoom Contact Center activity report:

- **Direction:** Displays if the engagement was inbound or outbound. Inbound means an agent receives an engagement through a queue. Outbound means an agent made an outbound engagement.
- **Engagement ID:** The unique identifier for the engagement. Click the ID view engagement events.
- **From:** The phone number of the originating caller or SMS sender.
- **To:** The phone number that received the call or SMS message.
- **Start Time:** The start time of the engagement. For inbound engagements, this is when the consumer starts waiting in the queue. For outbound engagements, this is when the agent starts calling a consumer or sends the SMS.
- **End Time:** The end time of the engagement when the consumer or agent ends the engagement.
- **Consumer:** The consumer's caller ID name and number.
- **Agent:** The associated agent's Zoom profile display name.
- **Queue:** The associated queue that routed the engagement (if applicable).
- **Flow:** The display name of the associated flow that handled the engagement.
- **Country:** The country of the associated usage charge if the engagement was charged.
- **Call Type (only available for the voice calls usage report):** Displays the call type (international /local, toll-free / virtual service number, call in / call out).
- **Type (only available for the SMS usage report):** Displays SMS for SMS engagements that were charged.
- **Caller ID (only available for the voice calls usage report):** The consumer's caller ID name and number.
- **SMS Messages Sent:** The number of charged SMS messages sent by the agent during the engagement.
- **MMS Messages Sent:** The number of charged MMS messages sent by the agent during the engagement.
- **Messages Received:** The number of charged SMS messages received by the agent during the engagement.
- **Number Charged:** The phone number that was billed for the voice call or SMS usage.
- **Rate:** The usage rate charged for each SMS message.

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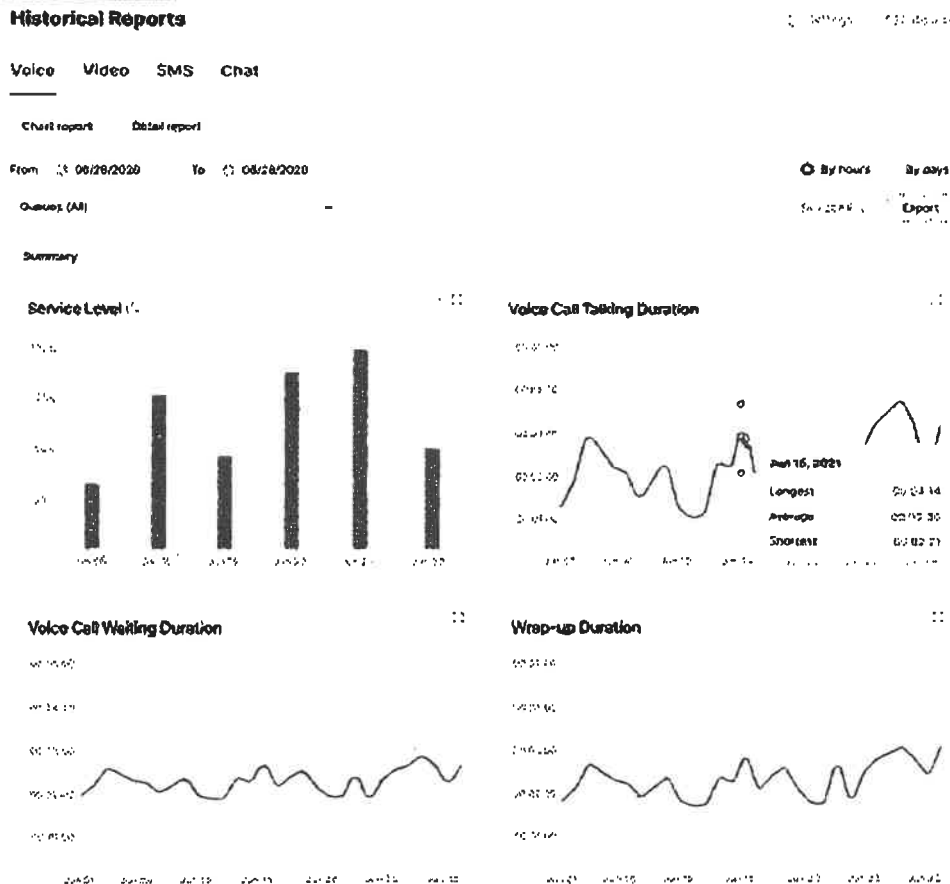
- **Total Charge:** The total charge for the SMS engagement. This is calculated as follows:  
Sum of the SMS Messages Sent, MMS Messages Sent, and Messages Received, multiplied by the Rate.
- **Charge Type:** Displays how the total charge was calculated; for example, per minute.

Admins, supervisors, and agents can use the real-time queue analytics dashboard to make effective data-driven decisions. The real-time queue analytics dashboard provides critical details like service level, average call handling times, and call volume counts, with the ability to drill down further into specific queues and agents.

Agents have the ability to see an analytics dashboard which reports only on their own activity, and also a "Team View" which shows the real-time status of every member of their team. Additionally, because permissions in Zoom Contact Center may be as granular as is possible, custom views are easy to prepare for any agent, supervisor or administrator, regardless of the scope of their work.

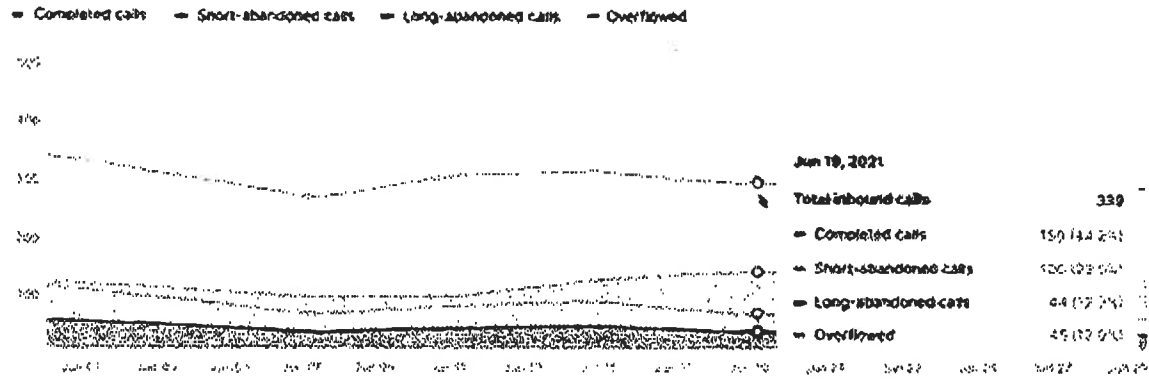
Admins, supervisors, or agents can use the historical reports to make effective data-driven decisions by viewing KPIs like missed calls and abandoned calls. Reports can be retrieved for the last two years. Analytics can also be accessed using the desktop client and subscribe to email report notifications.

Learn more here: <https://support.zoom.us/hc/en-us/articles/4470198951693-Viewing-Zoom-Contact-Center-historical-reports>



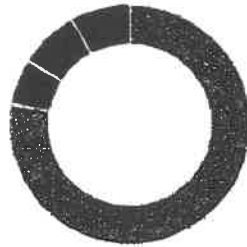
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Inbound Voice Call



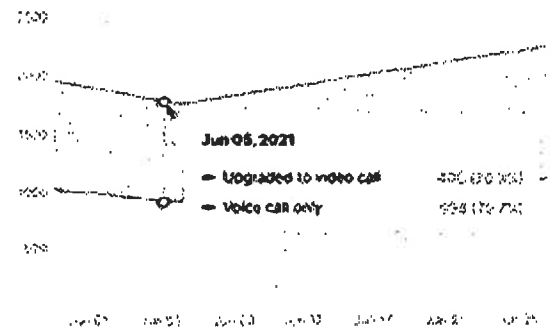
Dispositions

Happy Unhappy Order issue No disposition



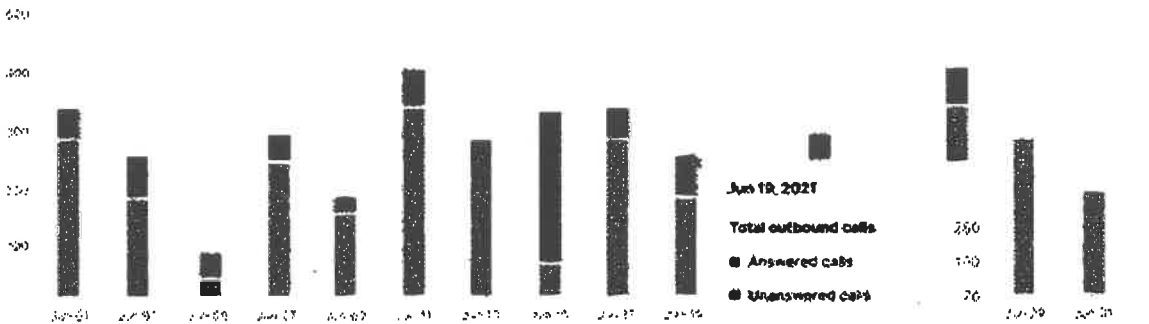
Engagement Upgrade

Voice call only Upgraded to video call



Outbound Voice Call

Answered Calls Unanswered Calls



ZCC customers can view all relevant data about the customer through data integration with a number of third-party CRM platforms, including Salesforce, Zendesk, ServiceNow, and MS Dynamics, as well as a number of other internal data systems to access and view data about a student related to an issue.

Zoom Contact Center will show a caller verified check mark icon to help agents identify robocalls and spam voice calls. The caller verified icon appears if the carrier has authenticated the calling party and they are authorized to use the voice calling number. The caller verified check mark icon only applies to inbound voice engagements. The caller verified icon appears in the inbound voice engagement notifications for these inbound call scenarios:



# Implementation

## TCS implementation Services

The TCS Zoom Contact Center Professional Services (PSO) team are experts in project management, discovery, design, and deployment for the Zoom Contact Center solutions. The combined use of best practices and industry standards as well as a wealth of expertise delivers results. From project concept to the final deliverable; no matter the size or complexity of the requirements; TCS implements the Zoom system according to WV DMVs goals, timelines, and budget.

The TCS PSO team follows the Project Management Institute (PMI)/ Project Management Body of Knowledge (PMBOK) standards for project management. PSO will use a project management workbook that tracks all aspects and data related to the project. Included in this workbook is an "Issues list" tab, where all project issues and risks are identified, assigned to a resource, and tracked to completion. Instead of an automated tool, TCS finds it best that project status with data is reported in weekly project status reports/meetings and is available to the customer via the shared document storage drive. TCS requires a jointly accepted and signed Assessment, Requirements, and Design Document, system testing, and Customer UAT testing. Regarding the Project Manager, WV DMV can rely on TCS to assign a proficient technical project manager for the Zoom Phone implementation at WV DM. This dedicated project manager will serve as the primary point of contact and take charge of all aspects of project planning and management throughout the phone deployment process. The WV DMV team can rest assured that this expert will ensure a smooth and efficient implementation of Zoom Phone services at WV DMV.

The project approach methodology follows four phases: initiation, assessment and design, build and test, and cut over.

To provide specific timelines, project plans, and work breakdown structures, TCS's PSO team will need to perform discovery. Every customer's environment, requirements, and timelines differ. The following are the basic tenets of any Zoom Contact Center engagement. This is for illustration purposes only and can vary depending on customer engagement. It takes approximately 2 days to assign the implementation team after the SOW is signed.

## Zoom Contact Center

### PHASE 1: Initiation

- **Project Kickoff Meeting:**
  - Introductions among team members and stakeholders.
  - Identification of stakeholders.
  - Determination of the primary point person for the project.
- **Project Steps:**
  - Setting the start date for the project.
  - Defining project phases.
  - Planning the site cut over.
  - Establishing necessary completion dates for assessments.
- **Establish Meeting Schedule:**
  - Deciding on the frequency and schedule of project meetings.
- **Communication Tools:**
  - Selecting and implementing communication and collaboration tools.
- **Walkthrough of Project Plan:**
  - Detailed review of the entire project plan.
  - Ensuring understanding of roles and objectives.
- **Team Assignments:**
  - Allocation of responsibilities and tasks among team members.
- **Create Stakeholder Teams:**
  - Formation of cross-functional teams (IT, communication, customer support, sales).

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- Agent or supervisor transferred voice calls in the same account
- Calls from Zoom Phone users in an external account
- Incoming voice calls from the US public telephone network when the originating carrier has provided an A-level attestation per STIR/SHAKEN guidelines

STIR/SHAKEN is an industry-standard caller authentication standard that requires carriers to digitally sign calls originating from their customers. STIR/SHAKEN helps users identify robocalls and spam calls by verifying if the carrier has authenticated the calling party and they are authorized to use the calling number.

Scanning for malicious file(s) should be done by the user's system with an installed anti-virus and anti-malware solution.

### Integrations

Zoom Contact Center is designed to integrate with a number of third-party CRM and customer specific platforms, allowing agents to see customer information during interactions. There are several Student Information System software that are compatible with Zoom, further discussion regarding intended Student Information System is needed.

Zoom's API allows for secure and scoped access by third parties to administer and access data. For more information, please refer to our API documentation on the Zoom Marketplace:

<https://marketplace.zoom.us/docs/api-reference/introduction> and <https://marketplace.zoom.us/docs/api-reference/zoom-api>.

Zoom's APIs enable developers to request information from Zoom, including user details, meeting reports, and dashboard data. This can be used to pull relevant stakeholder data from the DMV's system of record and append it to customer communication. For instance, when a staff member is communicating with a student, the API can pull the student's information from the system of record and make it instantly accessible to the staff member. This reduces the time staff must spend accessing data from other systems or through additional rounds of communication with stakeholders.

Moreover, Zoom can be integrated into a custom Learning Management System (LMS) or education website using its APIs and SDKs. This integration can further streamline the process of appending relevant stakeholder data to customer communication.

For more information, please refer to our API documentation on the Zoom Marketplace: <https://marketplace.zoom.us/docs/api-reference/introduction> and <https://marketplace.zoom.us/docs/api-reference/zoom-api>.

Zoom's APIs and webhooks can be used to integrate with a variety of systems, including phone systems. This can be used to pull relevant stakeholder data from a system of record and display it during an incoming call. For instance, when a call comes in, the API can pull the caller's information from the system of record and display it to the staff member handling the call.

Zoom's APIs allow for updating user settings, which can be used to manage user roles and permissions in an automated manner. For instance, when a staff member's role changes in the DMV's system of record, the API can be used to automatically update their role in Zoom.

Please note that the specific implementation of this integration would depend on the capabilities of the DMV's system of record and the specific requirements of the use case. It may require custom development work to ensure the integration functions as desired.

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Admins, supervisors, and agents can use the real-time analytics dashboard to make effective data-driven decisions. The real-time analytics dashboard provides critical details like service level, average call handling times, and call volume counts, with the ability to drill down further into specific queues and agents. For definitions of KPIs tracked in the real-time dashboard, see the KPI glossaries for voice/video and chat/SMS. Analytics can also be accessed using the desktop client and customize the real-time analytics wallboard. Learn more here: <https://support.zoom.us/hc/en-us/articles/4423986646669-Viewing-Zoom-Contact-Center-real-time-analytics>

The real-time analytics dashboard offers crucial insights such as service level, average duration of call handling, and the count of call volumes. It also allows for a more detailed examination of specific queues and agents.

Zoom Contact Center engagement surveys enable brands to easily create and deploy surveys for collecting, analyzing, and acting on consumer feedback to deliver exceptional experiences that drive business outcomes. Zoom Contact Center administrators can create surveys with diverse question formats, including multiple-choice and long-form descriptions. Surveys can be linked to voice or video queues, while admins can define role permissions for accessing survey results on the contact center analytics dashboard.

From the consumer's viewpoint, the feature introduces surveys for voice or video engagements. After the agent ends the call or a specified time, based on the queue settings, consumers will hear or see survey questions. For voice engagements, they can respond to single-choice questions using DTMF or speech, provide ratings via DTMF or speech, and give detailed descriptions using speech.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0057836](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0057836)

Zoom Contact Center can pass open issues information to the agent when an engagement is initiated by the CRM.

Zoom Contact Center admins can set performance settings like the duration used for brief outbound engagements, and how the Service Level metric is calculated.

Learn more here: [https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0058529](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0058529)

Operational logs, queue analytics, reports, and user data can be downloaded as a .CSV file and manipulated in a spreadsheet tool. And, while custom creation of metrics is currently not available, Zoom Contact Center provides a multitude of included metrics that customers can organize to create the reporting needed.

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- **Discovery Workshop:**
  - Identification of communication challenges.
  - Evaluation of call flows.
  - Defining integration needs and specifics.
  - Discussing service enhancements.
- Establishing a structured timeline for implementation.

**PHASE 2: Assessment and Design**

- **Group Management Assessment and Design:**
  - Evaluate current group structures and functionalities.
  - Identify group management pain points and limitations.
  - Assess scalability for accommodating future growth and changes.
  - Design improved group management features for flexibility and ease of use.
  - Develop clear guidelines and protocols for group creation, modification, and deletion.
- **Queue Management Assessment and Design:**
  - Analyze existing queue setups and configurations.
  - Identify bottlenecks or inefficiencies in current queue management.
  - Assess the alignment of queues with service level agreements (SLAs).
  - Design enhanced queue management strategies to optimize routing and prioritize queues effectively.
  - Develop automation features for better queue handling and distribution.
- **User Templates Assessment and Design:**
  - Review current user templates and their adequacy for diverse user roles.
  - Identify gaps in user template customization and flexibility.
  - Assess the ease of user template management and updates.
  - Design improved user templates with customizable settings for various roles.
  - Develop standardized user templates for efficient onboarding and role-based access.
- **Flow Editor Assessment and Design:**
  - Evaluate the functionality and usability of the flow editor.
  - Identify complexities or limitations in creating and modifying call flows.
  - Assess the adaptability of the flow editor for diverse call scenarios.
  - Design an intuitive and user-friendly flow editor interface.
  - Develop features for easy navigation, drag-and-drop functionality, and real-time flow visualization.
- **Assessment of Current Routing Methods:**
  - Evaluate existing routing mechanisms for effectiveness.
  - Analyze historical data to grasp call patterns and agent performance.
  - Identify essential skills and criteria for call routing.
  - Determine specific parameters for skill-based routing.
  - Establish skill proficiency levels for various call types.
  - Assess and profile agents based on their skills.
  - Create a comprehensive database of agents' skills and experiences.
- **Zoom Virtual Agent Chatbot:**
  - **Assess Chatbot Objectives:** Define AI-driven goals and outcomes for the Chatbot's learning capabilities.
  - **Identify AI Use Cases:** Determine areas where AI can enhance the Chatbot's ability to learn from interactions.
  - **Data Requirements:** Assess data needs for AI training, including relevant datasets and sources.
  - **Model Training:** Train the AI model using the collected data to improve the Chatbot's understanding and responses.
- **Add Intents to Understand Customer Queries:**
  - **Identify Common Queries:** Analyze frequent customer queries to create corresponding intents.

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- **Define Intent Parameters:** Determine specific parameters and phrases associated with each intent.
- **Create Knowledge Base Integration:**
  - **Knowledge Base Creation:** Develop a knowledge base manually or extract information using CRM APIs or web crawling.
  - **Integrate Knowledge Base:** Connect the knowledge base content to the Chatbot for information retrieval.

**PHASE 3: Build and Test**

- **Build Multi-Select Flow Editor:**
  - **Development of Multi-Select Capabilities:** Incorporate and design multi-select features within the Flow Editor.
  - **Customization for Workflow Enhancement:** Customize the Flow Editor to accommodate multi-select functionalities.
  - **Integration with Existing Platform:** Ensure seamless integration of the enhanced Flow Editor into the Contact Center platform including APIs for Integrations
  - **Testing and Validation:** Thoroughly test the multi-select feature to ensure smooth navigation and usability.
- **Implement Send Media Functionality:**
  - **Development of Media Sending Options:** Integrate media sharing capabilities into the Contact Center interface.
  - **Customization and Interface Enhancement:** Customize the interface to accommodate media sending functionalities.
  - **Testing and Validation:** Test media sending features across various scenarios to verify effectiveness and compatibility.
- **Integration of Input Widgets:**
  - **Widget Integration Development:** Integrate input widgets for efficient data collection within the Contact Center interface.
  - **Customization and Placement:** Customize widget placement for optimal data gathering during interactions.
  - **Testing and Validation:** Test input widgets to ensure seamless data collection and user interaction.
- **Setup Proficiency-Based Profiles:**
  - **Configuration of Proficiency Criteria:** Define and configure proficiency metrics for skill-based routing.
  - **Implementation of Proficiency Profiles:** Set up proficiency-based routing profiles considering agents' skills and expertise.
  - **Testing and Validation:** Test proficiency-based routing to ensure accurate call routing based on skill levels.
- **Implement Agent Routing Profiles:**
  - **Development of Customized Routing Mechanisms:** Build customized routing profiles to enhance call handling.
  - **Integration and Configuration:** Integrate and configure routing profiles for efficient call distribution.
  - **Testing and Validation:** Test agent routing profiles to ensure proper call routing based on customized criteria.

**PHASE 4 – Cut over / Go-live**

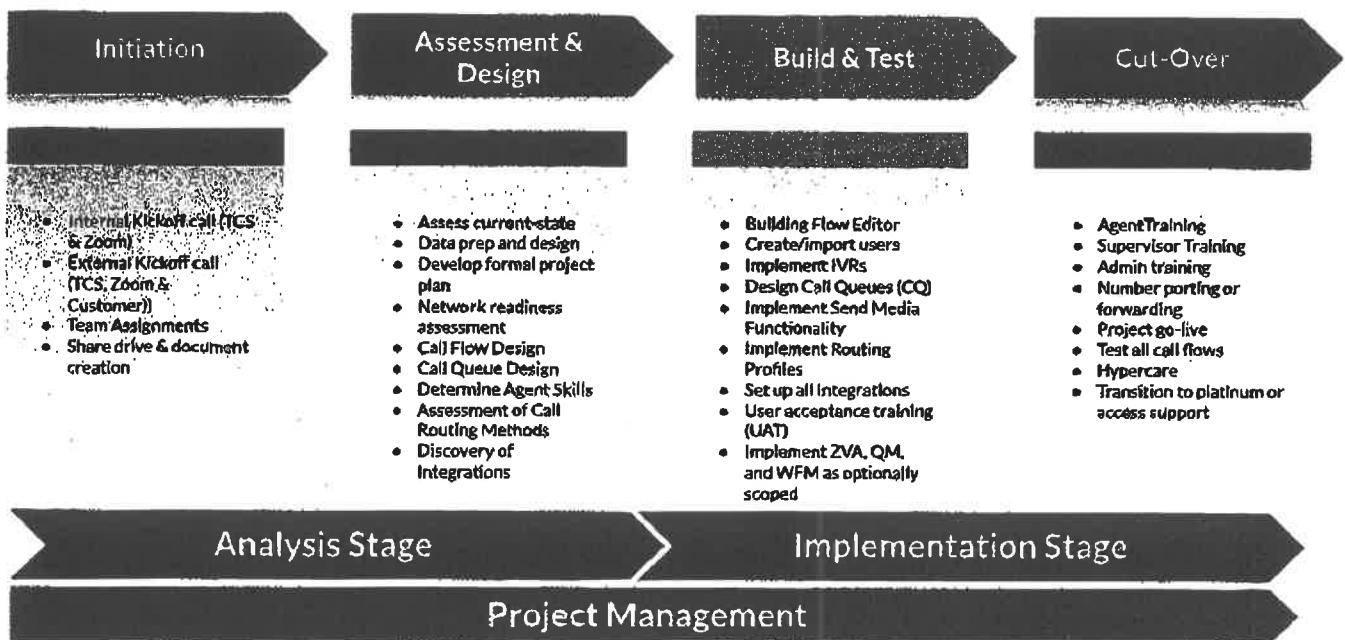
- **Quality Assurance Preparation:**
  - **UAT Testing Strategy:** Implement user acceptance training protocols and methodologies for various Contact Center functionalities.
- **Optimization Readiness:**
  - **Performance Evaluation:** Assess the Contact Center's current performance and identify 48 hours before go live if all systems are a go.
- **Training**

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- **Training Materials:** Develop training manuals, guides, and digital resources for user education.
- **Training Schedule:** Plan training sessions for agents, supervisors, and administrators.
- **Validation Process Setup:**
  - **Validation Plan:** Implement a step-by-step validation plan covering system functionality.
  - **Testing Environment Preparation:** Set up test environments to validate Contact Center operations.
- **Execution and Cut Over:**
  - **Quality Assurance Testing:** Execute comprehensive QA tests to identify and rectify any issues.
  - **Training Delivery:** Conduct training sessions for users to familiarize them with new functionalities.
  - **Validation and Final Checks:** Validate system functionalities and performance according to set criteria.
- **Post-Cut-Over Review:**
  - **Performance Monitoring:** Monitor Contact Center performance post-cut-over for any anomalies.
  - **Feedback Collection:** Gather feedback from users to address any usability or functionality concerns.
- **Transition to Support**
  - Transition customer to Zoom Access support or TCS Platinum Support after 10 days of Hypercare
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Hypercare

# ZCX Implementation



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## Pricing

Costs	Number	Unit costs	Year 1
<b>Zoom Contact center Elite License</b>	20	\$ 1,192.56	\$23,851.20
<b>Virtual Service Phone Number Annual</b>	3	\$60	180
<b>Zoom Contact Center Cloud Storage 1TB</b>	12	\$100	1200
<b>Professional Services Implementation</b>	1	\$12,000	\$12,000
<b>Zoom Virtual Agent Annual - Tier 1(up to 5000 monthly management)</b>	5000	\$45,000	\$36,000
<b>Operation &amp; Maintenance</b>	21	\$43	\$903
<b>Training</b>	included	\$0	\$0
<b>Total Cost:</b>			<b>\$74,134.20</b>

**zoom**

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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
S.1.1	1	Contact Center Solution	\$ 74,134.20	\$ 62,134.2	\$ 62,134.20	\$ 62,134.20	\$260,536.80 \$0.00