RFP Response Form

Technology Solutions to Enhance Client Feedback and Community Engagement

PROPOSER INFORMATION

Organization Name: Qualtrics, LLC

Name & Title: Bryce Latimer – State and Local Government Account Executive

Address: 2250 N. University Pkwy, 48-C, Provo, UT 84604

Telephone: 801-319-7201

Email: brycel@qualtrics.com

Website: www.qualtrics.com

PROPOSAL INFORMATION

Date Submitted: 12/21/2016

Amount Requested: **$20,000 - $275,000. A detailed breakdown of costs is provided in the RFP dependent on department needs.**

REFERENCES
Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.
Please do not use employees of the Allegheny County Department of Human Services as references.
Oakland County MI
Catherine Abad

Miami-Dade County, Florida
Adam Mullins

Mecklenburg County, NC
Monica Allen

REQUIREMENTS

Please respond to the following and submit only one Response Form, even when proposing Solutions for multiple categories. Proposers should leave the sections blank that they are not proposing and complete only the sections for the categories they are proposing. Each category will be scored separately and the maximum score for a category is 50 points. Attachments do not count towards page limits.

Proposers may complete one or multiple of the following sections:

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Technology Solutions to Enhance Client Feedback and Community Engagement

A. Collecting Client Experience Data and Feedback (50 points)
B. Harvesting and Analyzing Social Media Content (50 points)
C. Implementing New or Existing Rating Tools (50 points)
D. Engaging Individuals and Communities in Public Planning Processes (50 points)
E. Other Innovative and Creative Solutions (50 points)

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A. Collecting Client Experience and Feedback (50 points). If you are proposing a Solution for this category, fill out the questions below. If you are not proposing a Solution for this category, leave this section blank and move to section B. Your response to this section should not exceed 15 pages.

1. Describe your organization's Solution for category A, Collecting Client Experience and Feedback. Qualtrics understands our role is to provide our clients with a platform and the support services to empower your organization to enhance the customer experience by collecting data, turning that data into insight and then providing the tools needed to act on that insight.

Taking into account the unique requirements outlined by Allegheny County in this brief we propose the following solution:
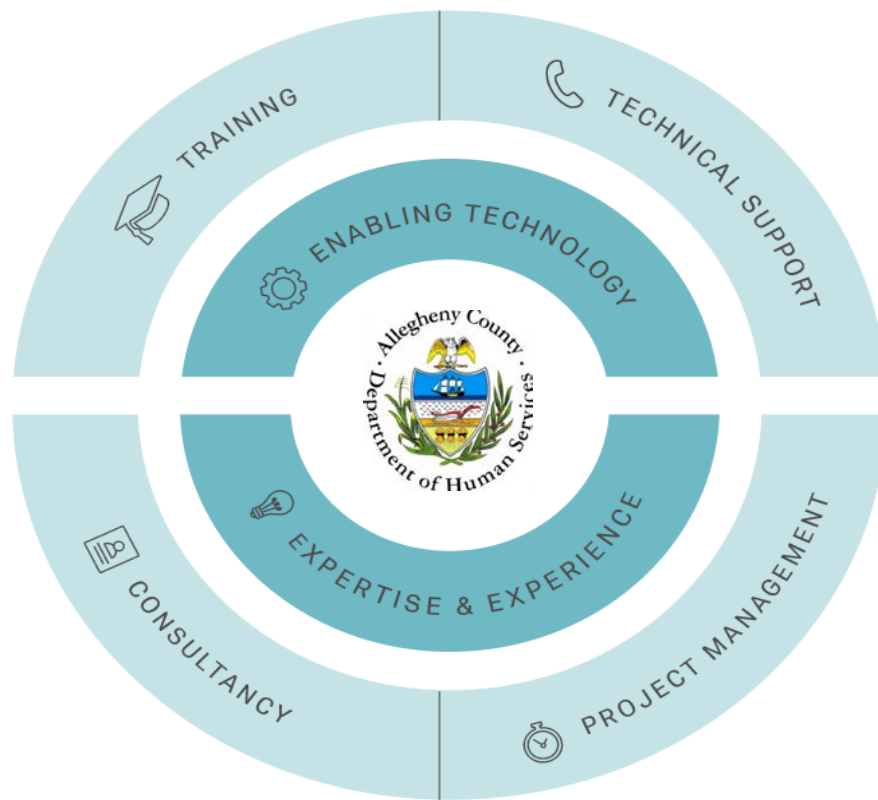
The Key Elements of our Proposed Solution:

1. Enabling World Class Technology
>   **Powerful Survey Engine**

Flexible, configurable surveys to listen to what citizens/customers are saying to you. Widespread listening posts to understand what citizens/customers are saying to others. From surveys to social media and everything in-between, Qualtrics Vocalize brings it all together brilliantly. Leverage 100+ question types, embedded data, branching, display logic, quotas, email triggers, mobile and offline compatibility, randomization and all the advanced features you'll ever need.

>   **Powerful Analysis and Reporting**

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Choose from over 30 different graph types, share real-time web reports or export to Word, PowerPoint or PDF to create a professional presentation in minutes. We have designed a suite of reporting options to support powerful insight and analysis of the VOC (Voice of the Customer/Citizen) program so that the data can be used to ensure the program reaches its full potential. Producing high impact insight and ensuring the right people get the right information at the right time is essential.

Access your data in multiple out-put formats (CSV, Excel, SPSS, HTML etc.) and apply advanced reporting feature like weighting, cross tabulation and driver analysis.

Flexible Dashboards
A true voice of the citizen/customer platform allows you to make sense of what's going on in your county. With configurable, hierarchical dashboards for every role and relevant insights for the right people to see, it's easier than ever to zoom in to the individual citizen/customer and zoom out to see the big picture.

Dynamic Case Management – Close the loop
Take action to improve now, while implementing strategies to drive lasting improvements over time. Create automatic actions and alerts based on location, responses, behaviors, department, role and more. Want to loop in the right stakeholders automatically based on the feedback received? You can do that too.

Mobile Optimized Surveys
Qualtrics Mobile delivers the features and benefits of our survey engine to smartphones and tablets. You increase response rates and capture valuable insight – your customers receive a clean, consistent and branded mobile survey experience, every time.

SMS Surveys
Capture pocket feedback, via text message, at the right time and the right place on a mobile device.

Advanced Respondent Management – Target Audience
With Target Audience, you can build and manage a single directory of all your organization's respondents, keeping information up-to-date, accurate, and accessible to all of your users. You can also integrate with any third-party vendor—including CRMs and email marketing platforms—to maximize what you know about each respondent and keep your systems automatically in sync.

Website Intercept Surveys
Qualtrics Site Intercept is all about capturing value from your website visitors with targeted, engaging messages. Whether you want to improve visitor experience with website feedback surveys, push out key information/updates, or increase conversion – we've got you covered. The best part? All this with minimal help of IT.

2. Customized Turn-Key Implementation

A big investment in the set-up phase for any VOC program will deliver benefits over the life of the program. That's why we at Qualtrics have developed a unique implementation methodology where a dedicated cross-functional team of experts led by your client success consultant work in collaboration with you to define the scope of the program and build the requirements. Our job is not complete until we have you up and running with your turn-key solution.

3. Support

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Client Success Consultant - A dedicated Client Success Consultant will be appointed to manage bespoke on-boarding, training, and technical implementation on behalf of Allegheny County. This consultant will be the point of contact for the county and will be on hand to assist to derive optimal value from their Qualtrics VOC solution.

Account Manager - A dedicated account manager will be assigned to be the main point of contact for all Allegheny County administrators and users. Your account manager is responsible for coordinating any necessary Qualtrics resources, and in general ensuring that Allegheny County is satisfied with our solutions.

Technical Support Team - A highly qualified team of experts provide call-in and e-mail support 24/6 to Qualtrics clients. This award winning team are available to talk through the more advanced features of the solution and to makes sure that your questions are answered and any issues resolved.

4. Training

Training is provided to Qualtrics clients at no additional costs. Your license includes 5 training sessions that are customized to your organizations' unique requirements. In addition, Qualtrics University offers live training webinars, pre-recorded tutorials, and on-line support such as e-books and reference guides.

5. Consultancy

Qualtrics VOC consultants have one thing in common – they are passionate about customer success. That means they work tirelessly, using their experience and expertise to ensure your success and the success of your customers. The consultant provides a layer of expertise to compliment the Qualtrics world-class technology. This powerful combination of technology, expertise and passion will enable Allegheny County to set-up and deliver an impactful VOC program. Our consultant will work side by side with Allegheny County's VOC team during the set-up phase to deliver a turn-key solution.

The following customized consultancy services can also be provided by the Qualtrics Experts including:

- Citizen/Customer Experience Audits
- Citizen/Customer Experience Strategy Development
- Executive & Team Workshops
- Organizational Readiness Audits
- Stakeholder Alignment
- Citizen/Customer Journey Mapping
- VOC Program Design, Build & Management Best Practice
- VOC Program Audits and Redesign
- Deep dive Analysis and Reporting
- Quarterly Reports

Qualtrics Insight Platform Overview
Our platform includes several key benefits not limited to, but including:

Project-Based Organization. The Qualtrics Insights Platform uses a project-based organization to help you simply design high-quality projects with just a few clicks. Users can select a pre-built survey project or design their own. This functionality will enable seasoned researchers as well as new professionals to quickly and easily gather insights.

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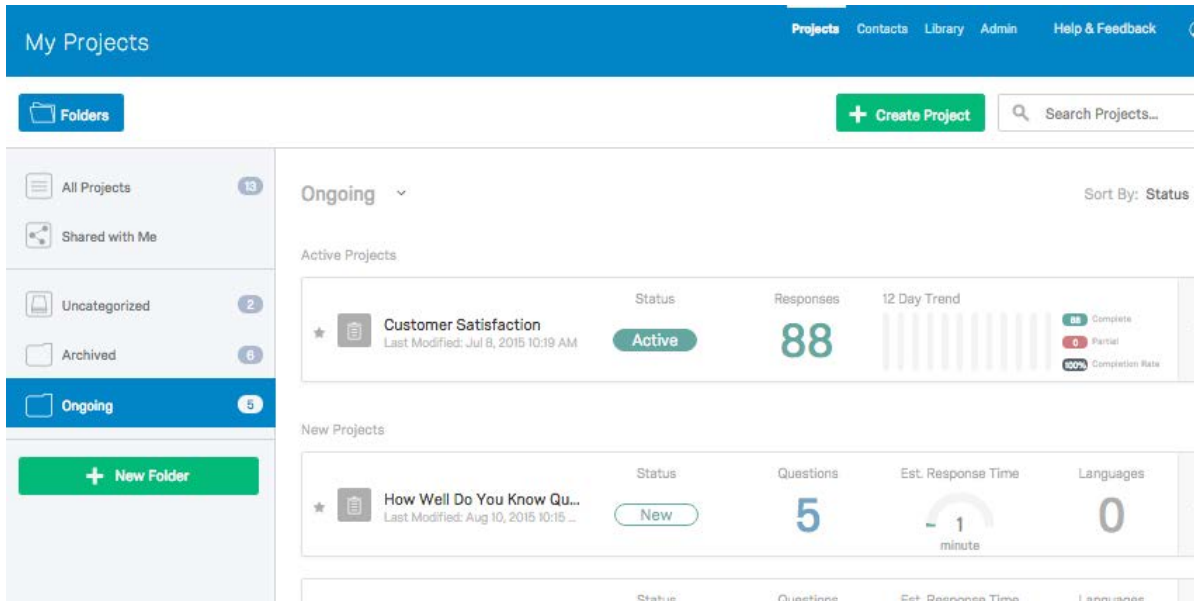

Figure 1. Easily Design New Survey Projects. The Qualtrics Insight Platform offers flexibility for both guided and custom projects. As a result, Allegheny County will be able to design programs and capture insights faster.

Organizational-Wide Scalability. Your data should be secure, transparent and actionable. Standardizing on a single platform makes delivering insights to the right people seamless. The Qualtrics Insight Platform allows you to easily integrate with existing systems and collaborate across functional departments. Whether you've got a small team or cross-functional global team, our solution is built to scale. The following figure illustrates Qualtrics ability to integrate with other solutions.

Figure 2. Integrate Qualtrics with Key Systems. Qualtrics natively integrates with Salesforce.com and Adobe Analytics. Using our API, Qualtrics or Allegheny County can create integrations between our platform and other key internal systems.

Easy to Use Survey Platform. The Qualtrics Insight Platform features a simple, yet sophisticated point-and-click user interface. Our intuitive design means that with minimal training, you can easily design branded surveys, gain insights faster, conduct more research, and reduce external costs. See the figure below for an example of our platform.

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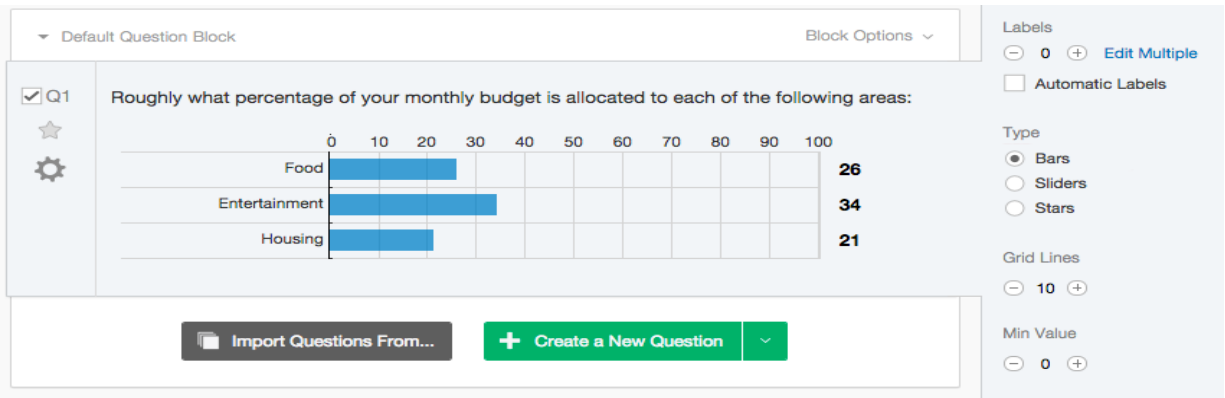*Technology Solutions to Enhance Client Feedback and Community Engagement*

Figure 3. Simply Design Surveys. Qualtrics uses a point-and-click interface to make it simple to program surveys. Through ease of use, you can gain results faster and make smarter, data-driven decisions.

Flexibility. Our platform offers you ultimate flexibility in designing and distributing your surveys. Our solution features more than 100 different question types, embedded data, branching, display logic, quotas, email triggers, randomization, multi-lingual support and more. In addition, Qualtrics surveys can be 508 compliant through Qualtrics Accessibility Checker. This flexibility allows you to design surveys across your organization for a wide variety of uses and standardize on a single survey platform.

Multi-Channel Feedback Capabilities. With Qualtrics, you can easily reach your respondents through a wide range of channels including email, online, offline, social media, mobile, SMS, and more. By capturing data across multiple sources, you can gain a more holistic picture of your target audience. The following figure illustrates our ability to capture multi-channel feedback.

Real-Time Reporting. Real-time insights that drive better decisions. With the Qualtrics Insights Platform, you can easily make your results meaningful and share those results with key decision makers. Easily create reports by using point-and-click functionality and choose from more than 30 different graph types. Share real time reports or export the report to Word, PowerPoint, or PDF. The following figure shows an example.
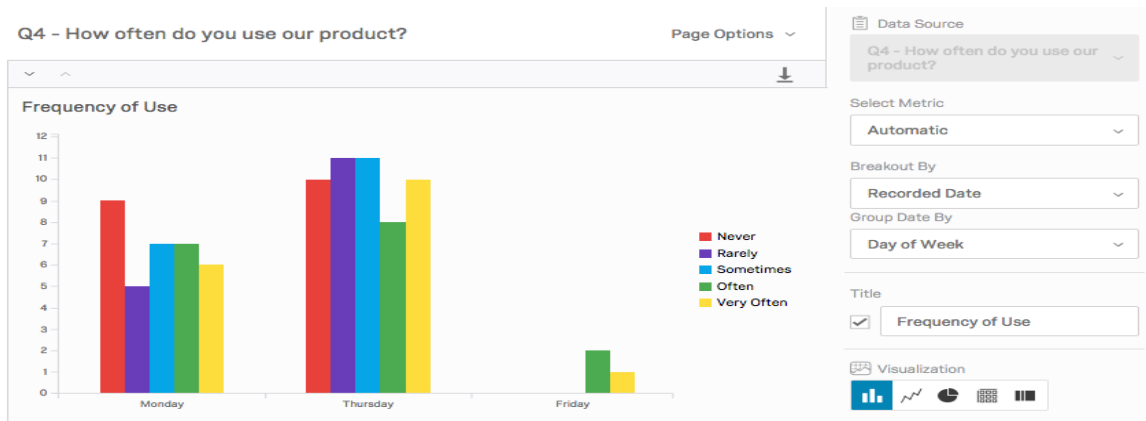

Figure 4. Easily Design Reports. The Qualtrics platform features a point-and-click interface that makes creating professional reports simple. You can export reports to Word, PDF, PowerPoint, or share real-time web reports with key stakeholders.

The reporting and dash boarding capabilities within Qualtrics allow visibility of customer responses and analytics in real-time. Qualtrics provides configurable dashboards that can include multiple report types within the dashboard portal. This allows Allegheny County to have access to role-specific views and reports, both for users as well as for

digests sent out to key stakeholders. Allegheny County can create different reports to showcase different scores and metrics based on any data, category, filter, level, etc. in its organization. These reports can include the following:

- Trending reports
- Comprehensive question reports
- Individual response reports
- Ranking reports
- Case management modules
- Case management statistics report
- Word cloud and basic text analytics reports
- Social media reports
- Overall summary reports

These reports types contain charts, graphs, tables and other data visualizations. Our solution includes hundreds of variations of charts and graphs.

The Qualtrics solution also allows for changes to the organization hierarchy over time to enable historical trend analysis and reporting within the solution. This is accomplished through the hierarchy management function of the platform, which maps the hierarchies between time one and time two (and any subsequent points in time). Individual local users and administrators can manage portions of the hierarchy for which they have purview, and enterprise-wide administrators can manage the entire hierarchy. Hierarchies can be created based on employee reporting relationships, matrix reporting relationships, or based on departments, divisions, etc.

Please see the below examples of real-time industry VoC dashboards for your reference.
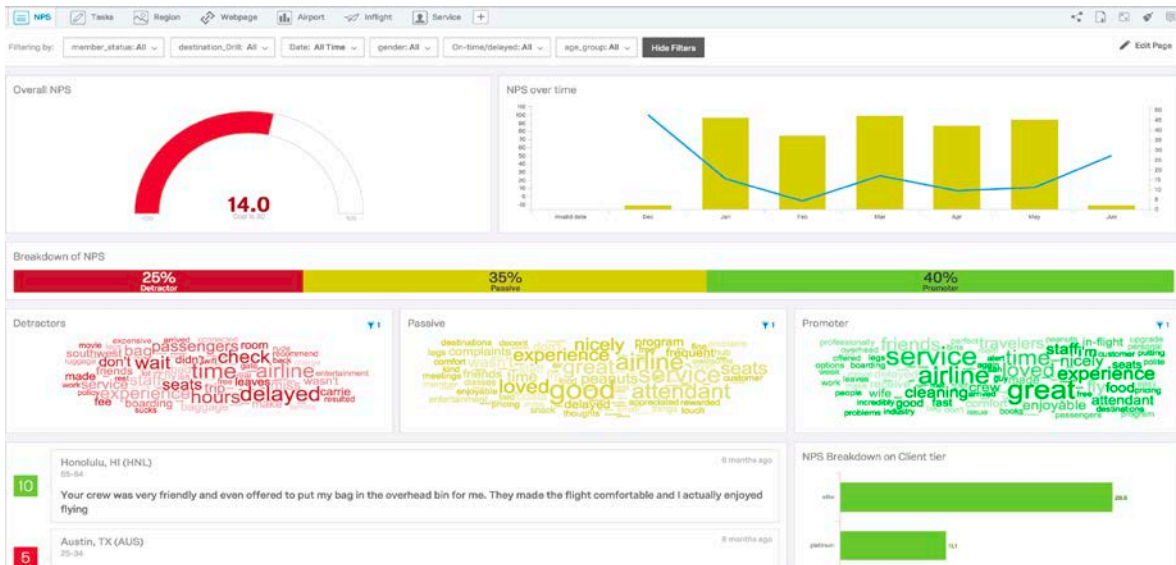

Figure 5. Get the Vision Users Need to Increase Citizen/Customer Satisfaction. Real-time NPS dashboards track NPS scores and highlight hot topics within citizen/customer verbatim, differentiated by NPS groups.

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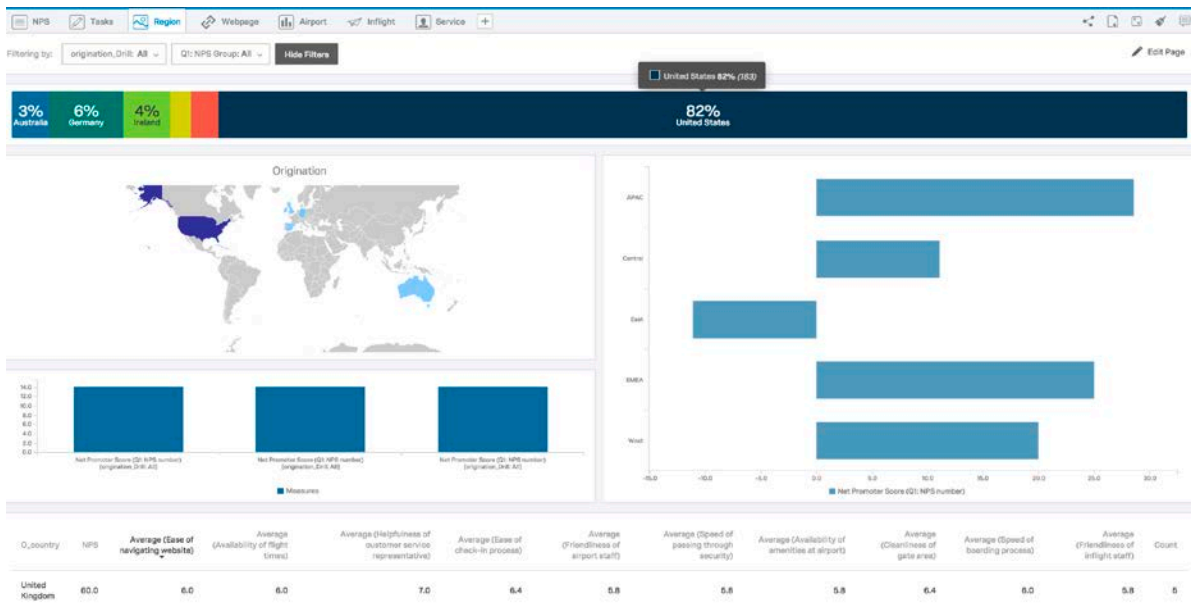*Technology Solutions to Enhance Client Feedback and Community Engagement*

Figure 6. Customize Dashboards by Region/Department for Easy, Localized Analysis. Dashboards can be broken down by region for tracking NPS scores and its drivers in different locations and department units, with ability to drill-down specific regions/departments even further by whatever data Allegheny County has about citizens/customers.
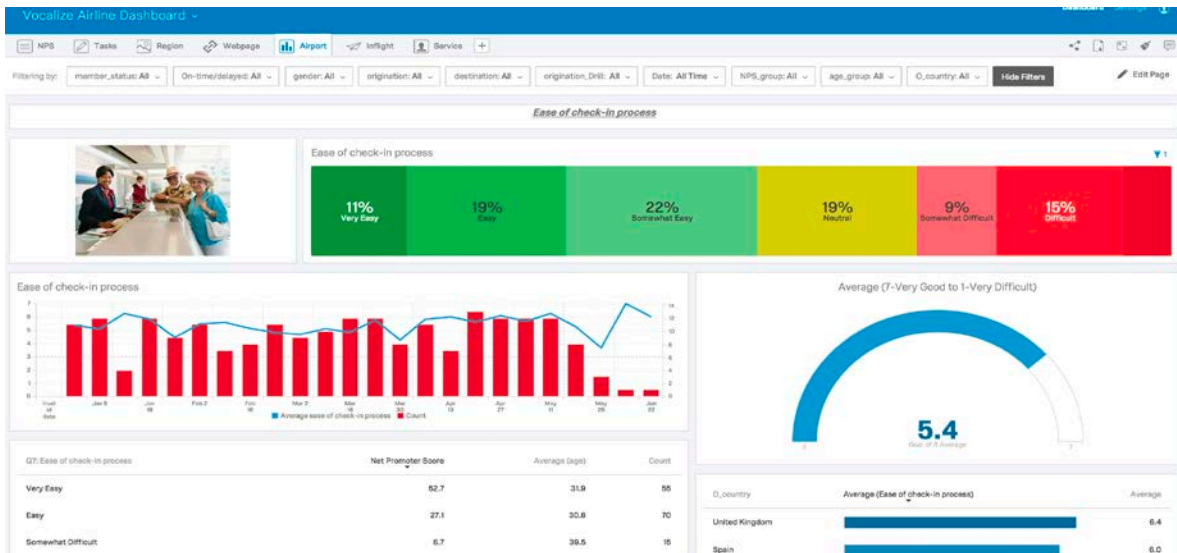

Figure 7. Map Out the Whole Citizen/Customer Journey. Dashboards can track various metrics of the customer journey, including before service, with ability to drill into various customer segments by gender, customer status, etc.

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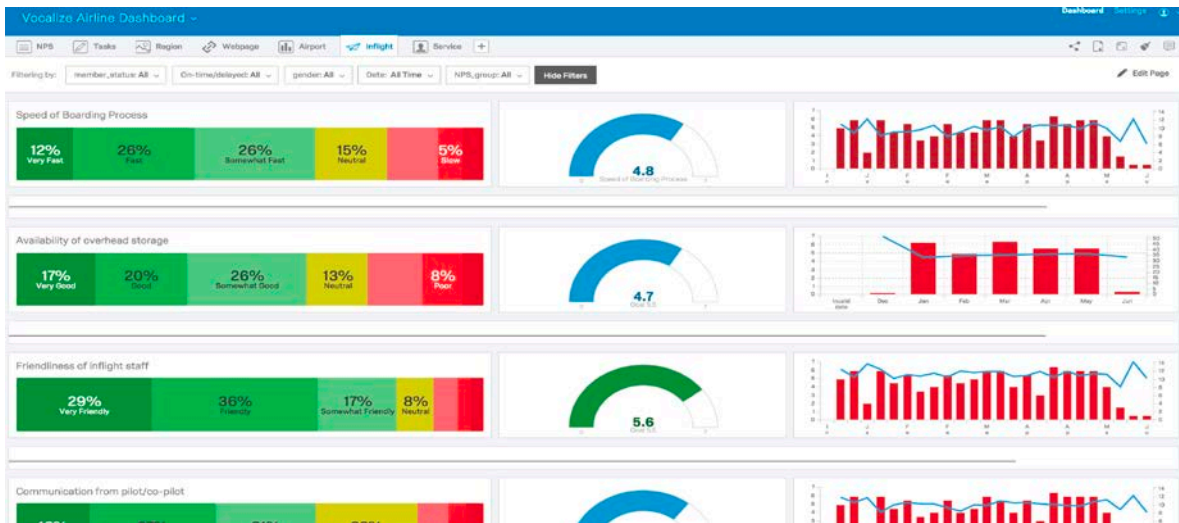*Technology Solutions to Enhance Client Feedback and Community Engagement*

Figure 8. Evaluate Every Aspect of the Citizen/Customer Experience. Our dashboards can provide information as it comes in, meaning you can react to customer experiences that are still taking place and resolve issues before customers even realize there is a problem.

2. Describe your organization's experience with developing, implementing and evaluating Solutions to regularly and efficiently collect client experience and feedback. Provide examples of relevant work and include links, images and/or attachments as necessary.

Qualtrics has a relentless focus on technology. We will continue to disrupt traditional markets with innovative approaches that optimize user experience through automation and ease of use. No one is advancing as quickly as Qualtrics in so many industries, providing an agile solution that is configurable to meet Allegheny County's many diverse needs and workflows.

Our competitors have built services with black-box configurations, and this has resulted in them providing inflexible and hard-to-use solutions with a costly reliance of services, consultants, and client IT resources. We are different. We believe that world class technology and innovation will keep us ahead of our competitors and, more importantly, provide our clients with the best solutions available for their success. One of our five core values is customer obsession. We will not consider ourselves successful unless Allegheny County is in implementing its county-wide solution. You will benefit from our innovative spirit and dedication to service, as illustrated below.

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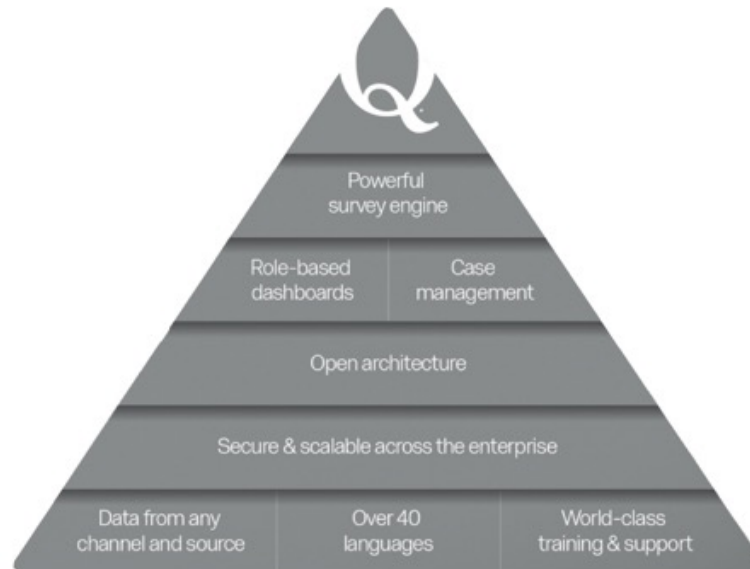*Technology Solutions to Enhance Client Feedback and Community Engagement*

Figure 9. Qualtrics Has All the Foundation Necessary to Provide Allegheny County with a Complete Solution. Our robust platform has the foundation of technology and world-class implementation to provide a holistic view of citizens, customers, and state employees.

We focus on technology.

Some companies focus on building out people-intensive consulting practices. This is often the case with inferior technology that has major product/usage gaps. Bad technology requires people (consultants/engineers) to support it. Qualtrics' goal is to provide world-class technology that automates complex processes and makes the technology accessible to everyone. With Qualtrics, you'll never need to outsource any part of your solution. Our software puts you in control. By focusing on the technology, our customers benefit from always being on the latest and greatest software.

We push the best code out approximately every two weeks to our clients to help ensure they're getting continual updates and improvements. Because we're focused on technology, we can innovate faster than our people-intensive competitors, and our customers will always be on the best platform available. We then layer world-class consulting and industrial expertise on top of this, both from our internal research experts from top companies all over the world like Google, PepsiCo, and Amazon and by bringing in world-class partners.

We support the largest companies in the world.

Over 2/3 of the Fortune 100 rely on Qualtrics for insights that drive growth and profitability as we continue to scale faster than any competitor on the market. This growth matters because it is built on the best brands in the world, who have come to trust and love our technology. We work closely with technology and business, including 99 of the top 100 business schools, which rely on Qualtrics to help solve some of their most important business problems. Not only are we disrupting and innovating business and customer research today, but we are training the next generation of business professionals on the innovative ways that research should be done.

Deep industry experience.

Qualtrics works with over 9,000 customers, and by coming on board, Allegheny County will be able to draw upon our expertise concerning job functions and industry standards across similar and different industry verticals. Qualtrics' State and Local Government team has engaged with every state. Our expertise and background extends from customers all over the country, including MassDOT, Washington Fish and Wildlife, Texas Health

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Department, Florida Agriculture, and Oregon Department of Business and Consumer Services. In addition to state-wide entities, Qualtrics is doing business with numerous counties across the United States like: Oakland County, MI; Los Angeles County, CA; Mecklenburg County, NC; Maricopa County, AZ; Collier County, FL; Miami-Dade, FL; Fulton County, GA; and more.

In conclusion, Qualtrics has been providing customer experience programs for 14 years. In terms of conducting global customer experience programs, some of our customers include Liberty Mutual, Allianz, Rogers Communications, Travelers, Australian Unity, healthcare.gov, Three Ireland, and more. We have included some key business impacts that some of our customer have realized through working with Qualtrics:

- Twillow: Helped Twillow achieve 90% response rates
- Ricoh: Saw a 20% improvement in customer satisfaction scores and has a 95% issue resolution rate
- ComEd: Went from being the worst to best in JD Power rankings
- AmericaFirst Credit Union: 8 point increase in Net Promoter Score
- Autodesk: 10X improvement over previous solution
- Citrix: 15% increase in customer retention, 2x improvement in VoC capabilities, 25% increase in profitability
- SwissRe: 7-point increase in Net Promoter Score, 37% stock price increase since 2013
- E*TRADE: 43-point increase in Net Promoter Score, 96,000 new accounts with $9.3B in assets
- CBS Interactive: 10-point increase in NPS, 30% higher site conversion
- Alcoa: 13-point increase in NPS, 2:1 ROI
- SAP: 20X increase in response rates, 8 point increase in NPS
- 1-800 Contacts: 13 point NPS increase in 3 months, $3.2M increase in product reorders
- In addition, many counties across the US are using Qualtrics for their data collection: Oakland County, MI; Los Angeles County, CA; Mecklenburg County, NC; Maricopa County, AZ; Collier County, FL; Miami-Dade, FL; Fulton County, GA; and more.

3. Provide staff bios (not CVs) of the key staff who will be implementing your Solution and identify the main point of contact. Describe your management structure and how it will support the goals of your proposed Solution. If you are partnering, describe the structure of the partnership.

Qualtrics has a six-tier support system for support and account management as described below:

1. A Client Success Consultant will be assigned to be the main point of contact. Their role is to provide post-implementation advice and ensure Allegheny County's success with Qualtrics.
2. The Qualtrics Subject Matter Expert team are on-hand to provide a layer of expertise and experience to compliment the Qualtrics world-class technology. This powerful combination of technology, expertise and passion for customer success will enable Allegheny County to set up and deliver an impactful VOC program. As a matter of course our consultant will work side by side with the Allegheny County's VOC team during the set up phase to deliver a turnkey solution. They also provide on-going monthly coaching support thereafter.

    Carol Haney - Subject Matter Expert

    Market and social (government) research for more than 18 years. Her principal research areas are online quantitative research and textual analysis, specifically with social media data. In addition to her work at Qualtrics, she leads all the formative research for the CDC's anti-smoking ads. These ads are created by collaboration between Arnold Worldwide, the Plowshare Group, Golin (a PR agency), and Qualtrics. Carol has worked for the full-service market research agencies Harris Interactive and TNS Global, social research organization NORC, as well as for SPSS (as part of the team that created the Dimensions product line). She has her master's degree from The University of Chicago.

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3. During the implementation phase, Allegheny County will also have an Implementation Consultant. The role of the Implementation Consultant is to oversee implementation efforts and resources, to manage timelines and tasks. A Statement of Work will be agreed before implementation kicks off to ensure that all deliverables are agreed.

   Ellis Atwood, Senior Implementation Consultant

   Education and Qualifications:
   Brigham Young University – B.S., Business Strategy
   Relevant Market Research Experience:
   - Joined Qualtrics team in 2009 as a member of the technical support team
   - Prior to joining the implementation team, led all company internal and external training initiatives, including a refresh of all online support materials, and the introduction of an intensive new hire product training series
   - Seven-year tenure at Qualtrics, successfully managed dozens of high value, high complexity enterprise implementation projects spanning many industry verticals with market research and customer experience focuses
   - Currently leads on implementation engagements in the customer experience space for major brands in industries ranging from telecom, finance, government, to hospitality/travel.

4. An account manager will be available for all of Allegheny County's administrators and users. This account manager is responsible for coordinating any necessary Qualtrics resources, and in general ensuring that Allegheny County is satisfied with our solutions.

   Bryce Latimer - State and Local Government
   As a founding member of Qualtrics State and Local Government team Bryce has been able to on-board and work with State agencies, counties, cities across the mid-west. Bryce graduated from Brigham Young University studying Business Management with a focus in marketing and professional sales.

5. All of Allegheny County's users will have access to live support and training, available 24/6 support via phone and email, at no additional cost. Users will have access to live support, issue resolution, and training, available throughout the week at no additional costs. We keep call logs to give context for any recurring issues and immediate help. There are approximately 110 members of staff located at our Utah, Dublin, and Sydney offices. This means that clients can call in and get a trained technical specialist on the phone to immediately troubleshoot issues or learn aspects of the tool, at any time of the day or night. Our live support is one of our key differentiators as a company, and clients often comment on how this is one of the most valuable aspects of the Qualtrics relationship. Additionally, clients may email and get a response to questions at any time of the day or night. Most support calls are answered on the first try. Our callback time is typically under five minutes.

Support Team	Phone Number and Hours
	+1 800-340-9194 +1 385-203-4999
United States	Eastern Standard Time (EST) 24 hr. Support: Sunday 5:00 p.m.–Friday 8:00 p.m. Saturday: 11:00 a.m.–7:00 p.m.

6. Get Help in a Couple of Clicks

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    a.   While working in Qualtrics, Allegheny County users will have several options for getting necessary support. They can request help by clicking a support link displayed on the top of every page within the platform.
- i.   Use our online feature-by-feature user guide, which we call Qualtrics University
- ii.   Contact us for technical support, which can be done over the phone or through email.
- iii.   Qualtrics University Support Site
  1. This site can be accessed any time by going to support.qualtrics.com. It contains articles, guides, step-by-step instructions for using most every platform feature, video examples, and more. We make it as easy as possible for any user to learn even the most complex features of our insight platform.
- iv.   Training Webinars

    b.   Around the Clock Engineering Support
- i.   Our platform and servers are monitored on a 24/7/365 basis, and alerts and notifications are in place, should any issue or warning sign arise. Our engineers are available 24 hours a day to resolve issues with system outages or in the event of any other emergency. Additionally, we have redundancies and fail safes initiated at our data centers, allowing for uninterrupted service to all accounts even if entire servers go down.

4. Provide a detailed budget that clearly supports your Solution and implementation plan. Include a narrative that explains and justifies each budget item and how amounts were calculated. You may provide the budget and budget narrative as an attachment.

	25,000 Annual Responses	50000 Annual Responses	100000 Annual Responses	200000 Annual Responses
Research Suite (Citizen/Service Feedback Platform, Unlimited Surveys)	$19,000	$32,500	$47,000	$69,000
Cost per user	$500	$500	$500	$250
Target Audience (Panel Management Tool)	$17,000	$28,750	$40,000	$55,000
Vocalize (Interactive Dashboards)	$25,000	$40,000	$65,000	$95,000
Admin (full access to platform, build dashboards, etc.)	$500	$500	$500	$500
User (Read/View Only)	$100	$100	$100	$100
Implementation & Program Setup Designated Project Consultant, Detailed Project Plan, Branded Survey Theme, Kick- Off Call, Pre-Launch View, Success Packet, Onboarding Webinars, Access to On-Line Tutorials & Technical Support	$11,500	$17,500	$25,000	$35,000
Technical Support (US Based Email & Phone)	Included	Included	Included	Included
Client Success Program Optimization, Issue Escalation, Distribution Reviews, Survey Reviews, WebEx Trainings, Process Collaboration	Included	Included	Included	Included
	12M Annual Page Views	36M Annual Page Views		
Site Intercept (Website Feedback)	$10,000	$15,000		
Training & Consulting				
Virtual	$250/hour			
Training On-site	$4000/day (5 hours)			
Consulting Services (Up to 40 hours with Qualtrics Subject Matter Expert	$10,000			

5. Describe your understanding of the challenges inherent in implementing your Solution and how you plan to address those challenges.

At Qualtrics, we use a phased approach to implement our platform. Our approach includes the following phases: project planning, training, program development, and implementation delivery/signoff. We have described key activities for each phase below.

Project Planning

Shortly after contracts are signed, Qualtrics will set up a call between Allegheny County and your Qualtrics implementation consultant and client success manager to determine project scope and key objectives. We will also need a list of your initial users so we can set them up in the platform. We will then work with Allegheny County to execute according to a six-week implementation cycle, where applicable. For more custom projects and/or projects with deeper complexity, we will develop a custom project plan that will include key deliverables and deadlines.

Training

During the training phase, Allegheny County will learn solution basics such as survey building. Depending on your needs, we can either schedule formal trainings with your implementation consultant or guide you to webinars and other online training materials. Concurrent with the training phase, we will ask for Allegheny County's brand requirements so our design team can start building your survey theme. Custom themes can also be performed by the implementation team for an additional cost.

Program Development

The best way to learn to use the Insight Platform is by diving into the product. We will schedule a one-hour hands-on building session and work with you on the more complex aspects of your project. For the remainder of this phase, Allegheny County will finish building out their survey. The Qualtrics implementation team will schedule a project review with Allegheny County before going live. After mutual signoff is achieved, Allegheny County will then push their launch to production.

Implementation Delivery/Signoff

After Allegheny County's project is live, Qualtrics will schedule a final training session on reporting, where applicable. As we bring the implementation to a close, Qualtrics will ensure a smooth transition from the implementation team to your client success manager for all ongoing project and license communication.

6. Provide a timeline for the design and development of your Solution.

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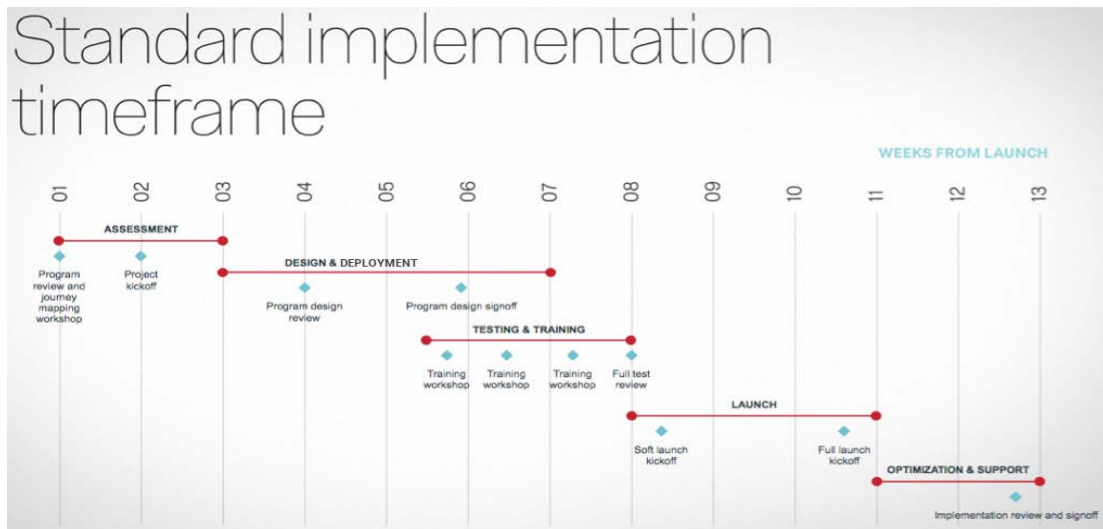
7. Describe your organization's plan to collaborate with DHS during development, implementation, knowledge transfer and training about how to use and maintain the Solution.

We have put an emphasis on making our technology highly flexible and easy to use. This combination allows our solution to evolve with our clients' programs and gives them the autonomy to make changes in their program quickly and easily. In terms of future technology, our current priorities focus around combining all Qualtrics products and services into a single, redesigned insight platform set of tools, text analytics, and continued investment in customer insights analytics and visualization tools.

Qualtrics offers robust training services throughout the lifecycle of the license. Upon selection, Allegheny County will be assigned an account team, including a client success manager and implementation consultant. Live web trainings will take place to successfully train users on Qualtrics functionality for creating and distributing surveys and intercepts, as well as analyzing actionable data. These trainings are customized to your use case. The implementation occurs in a phased approach, and each phase will include training opportunity as Allegheny County users work with the Qualtrics account team to build survey questions, dashboards, and intercepts and to effectively manage panels.

8. Describe how your organization will evaluate the success of your Solution. Provide an example of how you measured the impact and success of a similar project in the past.

There are several metrics to determine if implementation is successful. Mainly, Qualtrics project manager will follow a detailed implementation guide that will track success/progress of all implementation phases. All steps of implementation will be outlined in this guide, and project manager will own the upkeep. Allegheny County will have visibility into due dates, progress, and a detailed item view of all deliverables. This guide will track the detailed progress of each deliverable that Qualtrics and/or Allegheny County is responsible for. Along with this detailed plan, the Qualtrics and Allegheny County teams will have scheduled weekly calls to ensure progress and success is being met at every level throughout the implementation.

Qualtrics is the world's leading Insights platform as measured by number of users, customers and market presence. We have more than 9,000 customers operating in 90 markets around the world. Last year, our customers sent more than one billion surveys out on the Qualtrics platform. That is more surveys than all of our competitors

combined. Our platform is so highly regarded by the research community that 99 of the top 100 business schools chose Qualtrics to power their research.

Voice of the Customer Expertise
JetBlue Airlines | Voice of the Customer
In the United States, we power the JetBlue Voice of the Customer program. Using the Qualtrics Insight platform we have enabled their CX team to drill down through millions of customer feedback data points to get to the level of an individual departure gate and understand the issues negatively impacting the customer experience. This deep, actionable insight has helped them win their 10th straight JD Power award for customer satisfaction. The architect of that program, Kyle Groff was so impressed with Qualtrics that he has now joined our team and advises our clients on how to build and run market leading VOC programs.

Porsche | Voice of the Customer
Qualtrics also helped Porsche improve their customer experience. In 2008, JD Power ranked Porsche as number 26 for customer satisfaction. As a result, Porsche began looking at the customer journey and identifying different touch points. Porsche brainstormed ways to improve the customer experience. Some of those innovations included creating an app to allow customers to learn about how to use and operate their vehicles while they wait for delivery. Porsche also developed a customer center where customers can design cars, learn how to drive them on paths, and interact with Porsche staff. As a result of their commitment to customer satisfaction, Porsche was ranked number one for sales satisfaction in 2015. For more information, visit http://cxweek.com/porsche.

9. Describe why you want to serve human services clients, your experience in adapting technology to serve human services clients and your plan to adapt your Solution to meet client needs for this category.

Founded in 2002, the name Qualtrics comes from "Quality Analytics." Quality is in our DNA; it's where we started and what drives us each day as we build new products and deliver leading services for our customers. Our commitment to Allegheny County is to deliver the world's most powerful and dynamic customer experience platform that enables Allegheny County to deliver on their strategic initiatives. We take technology, innovation, and product stability very seriously, allowing you to focus on what you do best–deliver outstanding value through extraordinary products, service, and experiences. That's why government agencies, retailers, banks, hospitals, and more than 2/3 of the Fortune 100 choose Qualtrics.

KEY BENEFITS OF QUALTRICS

1 Unmatchable Flexibility for Quick Turnaround and Ultimate Control: Customer Experience programs naturally evolve and change. Qualtrics provides real-time responsiveness to the ongoing evolution of Allegheny County's network–from moving call volume to new geographies to adding customer touch points or conducting ad hoc research. By selecting Qualtrics, Allegheny County will have a platform that enables program administrators and other users to make real-time changes to survey questions, email invitations, role-based dashboards, and more. This flexibility enables both Qualtrics and Allegheny County to respond instantaneously to any unforeseen challenges and to adapt to evolving customer needs in minutes, not weeks or days.

2 Deep Program Experience and World-class Service Levels: Qualtrics has extensive experience managing large-scale programs. We provide customer experience and research solutions to 2⁄3 of the fortune 500, including brands like JetBlue, Google, and Nike. As a result, there are more customer experience programs running on Qualtrics than all other competing platforms combined. Our implementation process prioritizes and proactively seeks out stability and continuity of your existing program, so you can rest assured measurement is not adversely

affected during migration. Once program continuity is achieved, program improvements take place through high touch, white glove help from our team. With Qualtrics, if Allegheny County ever has a problem–regardless of what happens–our team is 100%, unquestionably on the line, ready for immediate resolution.

3 Qualtrics' Pace of Innovation: Allegheny County is looking to build on its ability to identify strategic opportunities and win, which requires a partner who can proactively stay ahead of your needs, not slowly react to requests. As stated by Andy Rachleff, "Software is not a commodity, and not all companies are able to innovate at the same rate. Understanding that matters, because committing to a software-based vendor that is not the innovator in its space will likely lead a customer to incur significant costs in the form of lost opportunity. Choosing the innovator means you are likely to continue to be rewarded with incremental benefit for many years to come."

4 Democratized Consumption of Customer Data: World-class customer experience cannot be achieved by a single department alone–it takes the entire organization rowing together. The simplicity and beauty of Qualtrics' scheduled email reports paired with point-and-click dashboard configurability create an appetite for others across the company to consume and participate in customer feedback. Most of our customers are surprised to find that their employees actually like spending time in the data with Qualtrics dashboards. Our products are built to increase usage. Qualtrics' unmatched dashboard configurability, visual simplicity, and beauty make your customer feedback more engaging and action oriented, drawing in employees outside of the core CX team to line up and deliver better experiences.

B. Harvesting and Analyzing Social Media Content (50 points). If you are proposing a Solution for this category, fill out the questions below. If you are not proposing a Solution for this category, leave this section blank and move to section C. Your response to this section should not exceed 15 pages.
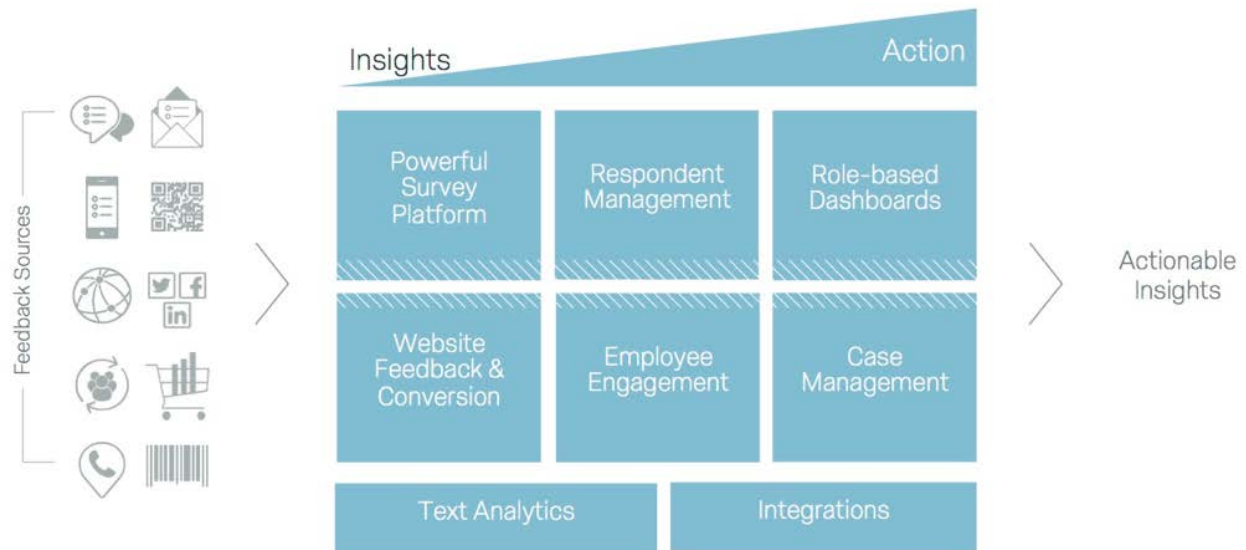
10. Describe your organization's Solution for category B, Harvesting and Analyzing Social Media Content. This ability primarily takes place through our VoC (Voice of the Citizen/Customer) Dashboards which were discussed in length in Section A Question 1.

Qualtrics Professional Services can scope out what would be needed for a custom data pull from social media platforms. Some of our clients include a Twitter feed in their customer reporting dashboards.

The Qualtrics solution is based on an enterprise-scale platform with a set of standard, out-of-the-box features that can be configured to meet the individual requirements of Allegheny County. We will help you design, create and distribute beautiful surveys, and integrate that information with all of your internal data sources to create insights that you can act on to make profitable short-term and long-term decisions.

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Technology Solutions to Enhance Client Feedback and Community Engagement

The Qualtrics solution offers the following key benefits:

An easy-to-use flexible and scalable data collection platform, meaning less time managing software and more time solving problems

Our platform includes a powerful reporting interface that allows you to create simple or sophisticated reports using point and click functionality. Today's needs may be entirely different tomorrow, which makes ease of use and automation critical. Implementing Qualtrics will empower individuals to do more, in less time, with infinite options for flexibility and design. And our reports respect the hierarchal structure of your stores and employees, giving individuals the ability to see results by business unit, function, region, and more.

All customer data is placed in a single location for easy consumption

Qualtrics gives Allegheny County the ability to integrate all relevant rating data into a single dashboard, giving managers and other key personnel a clear picture of customer satisfaction through a single solution. Our platform tracks data in real-time from multiple touch points, allowing your employees to see trends and quickly capitalize on new opportunities or resolve issues.

A solution that can grow and evolve with you

VoC solutions cannot be static. They must evolve and change as the program itself uncovers insights on how to adapt to an ever-changing market and customer base. Qualtrics' features, including an open API, out-of-the-box integrations, and secure, scalable infrastructure allow our solution to remain fluid and easily configurable. Our technology is our primary differentiator, and it avoids issues with custom integrations and version control nightmares. We work with you to design the program based on your specifications, both during the implementation and as the program evolves. Our platform also gives you the ability to build ad hoc programs for additional employee or external surveys.

Flexibility to tie your on-going VOC data with ad hoc initiatives

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Technology Solutions to Enhance Client Feedback and Community Engagement

Managing massive amounts of VoC data is challenging enough, but what happens when you want to dive deeper? Find out what excites different customer segments and create a value proposition to satisfy them. Understand what it takes to deliver an exciting customer experience that differentiates Allegheny County from competitors. Know how to proactively detect when your customers are disappointed—and what it takes to retain them. Qualtrics enables you to organize enterprise-level VoC initiatives while conducting custom ad hoc studies. Through this functionality, you will have the best of both worlds.

Gain actionable insights faster

Viewing data and viewing actionable data are two different things. Allegheny County will be able to access actionable data in real time. Through key reports and dashboards, Allegheny County can identify key trends and make smarter decisions based on data, including why customers choose certain services, what differentiates those services in the market, and more. Through real-time data and powerful reporting, your employees can make smarter, data-driven decisions.

Increase customer satisfaction and grow business organically

The easiest way to gain new customers is for current customers to market and refer them to your organization. Through implementing a new VoC solution, Allegheny County can increase customer satisfaction and improve the experience to turn customers into fans, promoters, and marketing champions. Through using the Qualtrics platform, Allegheny County will have access to real-time metrics and data to make these changes faster.

Create customer satisfaction accountability and close the loop

The best kind of business is the business you don't have to buy. Strong customer satisfaction, means your customers act as sales representatives to everyone they know. One of the challenges of improving your customer satisfaction rating is determining which flights, routs and services are doing well, and which are not. Selected stakeholders will have the ability to flag unsatisfactory responses and provide management visibility and accountability for resolution. Through implementing closed-loop feedback, Allegheny County can better improve customer satisfaction by quickly resolving customer concerns, and capitalizing on positive customer experiences.

11. Describe your organization's experience with developing, implementing and evaluating Solutions to harvest and analyze social media content. Provide examples of relevant work and include links, images and/or attachments as necessary.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform the development, implementation and evaluation would be the same process as listed in Section A Question 2.

12. Provide staff bios (not CVs) of the key staff who will be implementing your Solution and identify the main point of contact. Describe your management structure and how it will support the goals of your proposed Solution. If you are partnering, describe the structure of the partnership.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, the same individuals that were listed in Section A Question 3 will be used to implement the solution.

RFP Response Form

Technology Solutions to Enhance Client Feedback and Community Engagement

13. Provide a detailed budget that clearly supports your Solution and implementation plan. Include a narrative that explains and justifies each budget item and how amounts were calculated. You may provide the budget and budget narrative as an attachment.

    The price breakdown for this solution would be a part of our Vocalize platform and implementation that is priced out in Section A Question 4.

14. Describe your understanding of the challenges inherent in implementing your Solution and how you plan to address those challenges.

    These challenges are constantly recognized by Qualtrics and are discussed in depth in Section A Question 5.

15. Provide a timeline for the design and development of your Solution.

    The timeline for integration would be the same as the timeline outlined in Section A Question 6.

16. Describe your organization's plan to collaborate with DHS during development, implementation, knowledge transfer and training about how to use and maintain the Solution.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform the collaboration with the county would be the same process as listed in Section A Question 7.

17. Describe how your organization will evaluate the success of your Solution. Provide an example of how you measured the impact and success of a similar project in the past.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform we will evaluate success with the county through the same process as listed in Section A Question 8.

18. Describe why you want to serve human services clients, your experience in adapting technology to serve human services clients and your plan to adapt your Solution to meet client needs for this category.

In today's ever-changing market, leaders need faster, more frequent insights into what customers and employees really think. These insights can drive your strategy and increase your competitive advantage – that's where we come in. The biggest benefit to the County using Qualtrics would be that you can accomplish all of your requirements within one platform to create a standardization across the organization when it comes to security, data collecting and improving citizen experience.

Allegheny County is looking to implement a world-class customer satisfaction (voice of the customer) program that will allow it to make data driven business decisions to positively impact the bottom line. This solution must have the ability to accurately measure the end-to-end customer lifecycle, provide real-time data to key stakeholders, connect multiple types of feedback across data channels, integrate with multiple data source platforms, and be easy to implement and use for those involved. Ultimately, having a holistic picture of the end to end customer lifecycle will allow Allegheny County executives to make decisions to increase new business, decrease negative experiences, and increase citizen satisfaction.

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Technology Solutions to Enhance Client Feedback and Community Engagement

C. Implementing New or Existing Rating Tools (50 points). If you are proposing a Solution for this category, fill out the questions below. If you are not proposing a Solution for this category, leave this section blank and move to section D. Your response to this section should not exceed 15 pages.

19. Describe your organization's Solution for category C, Implementing New or Existing Rating Tools. This ability primarily takes place through our VoC (Voice of the Citizen/Customer) Dashboards which were discussed in length in Section A Question 1.

Qualtrics Professional Services can scope out what would be needed for a custom data pull from social media platforms. Some of our clients include a Twitter feed in their customer reporting dashboards.

The Qualtrics solution is based on an enterprise-scale platform with a set of standard, out-of-the-box features that can be configured to meet the individual requirements of Allegheny County. We will help you design, create and distribute beautiful surveys, and integrate that information with all of your internal data sources to create insights that you can act on to make profitable short-term and long-term decisions.

The Qualtrics solution offers the following key benefits:

An easy-to-use flexible and scalable data collection platform, meaning less time managing software and more time solving problems

Our platform includes a powerful reporting interface that allows you to create simple or sophisticated reports using point and click functionality. Today's needs may be entirely different tomorrow, which makes ease of use and automation critical. Implementing Qualtrics will empower individuals to do more, in less time, with infinite options for flexibility and design. And our reports respect the hierarchal structure of your stores and employees, giving individuals the ability to see results by business unit, function, region, and more.

All customer data is placed in a single location for easy consumption

Qualtrics gives Allegheny County the ability to integrate all relevant rating data into a single dashboard, giving managers and other key personnel a clear picture of customer satisfaction through a single solution. Our platform tracks data in real-time from multiple touch points, allowing your employees to see trends and quickly capitalize on new opportunities or resolve issues.

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Technology Solutions to Enhance Client Feedback and Community Engagement

A solution that can grow and evolve with you

VoC solutions cannot be static. They must evolve and change as the program itself uncovers insights on how to adapt to an ever-changing market and customer base. Qualtrics' features, including an open API, out-of-the-box integrations, and secure, scalable infrastructure allow our solution to remain fluid and easily configurable. Our technology is our primary differentiator, and it avoids issues with custom integrations and version control nightmares. We work with you to design the program based on your specifications, both during the implementation and as the program evolves. Our platform also gives you the ability to build ad hoc programs for additional employee or external surveys.

Flexibility to tie your on-going VOC data with ad hoc initiatives

Managing massive amounts of VoC data is challenging enough, but what happens when you want to dive deeper? Find out what excites different customer segments and create a value proposition to satisfy them. Understand what it takes to deliver an exciting customer experience that differentiates Allegheny County from competitors. Know how to proactively detect when your customers are disappointed—and what it takes to retain them. Qualtrics enables you to organize enterprise-level VoC initiatives while conducting custom ad hoc studies. Through this functionality, you will have the best of both worlds.

Gain actionable insights faster

Viewing data and viewing actionable data are two different things. Allegheny County will be able to access actionable data in real time. Through key reports and dashboards, Allegheny County can identify key trends and make smarter decisions based on data, including why customers choose certain services, what differentiates those services in the market, and more. Through real-time data and powerful reporting, your employees can make smarter, data-driven decisions.

Increase customer satisfaction and grow business organically

The easiest way to gain new customers is for current customers to market and refer them to your organization. Through implementing a new VoC solution, Allegheny County can increase customer satisfaction and improve the experience to turn customers into fans, promoters, and marketing champions. Through using the Qualtrics platform, Allegheny County will have access to real-time metrics and data to make these changes faster.

Create customer satisfaction accountability and close the loop

The best kind of business is the business you don't have to buy. Strong customer satisfaction, means your customers act as sales representatives to everyone they know. One of the challenges of improving your customer satisfaction rating is determining which flights, routs and services are doing well, and which are not. Selected stakeholders will have the ability to flag unsatisfactory responses and provide management visibility and accountability for resolution. Through implementing closed-loop feedback, Allegheny County can better improve customer satisfaction by quickly resolving customer concerns, and capitalizing on positive customer experiences.

20. Describe your organization's experience with developing, implementing and evaluating Solutions for rating tools for human services. Provide examples of relevant work and include links, images and/or attachments as necessary.

Technology Solutions to Enhance Client Feedback and Community Engagement

With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform the development, implementation and evaluation would be the same process as listed in Section A Question 2.

21. Provide staff bios (not CVs) of the key staff who will be implementing your Solution and identify the main point of contact. Describe your management structure and how it will support the goals of your proposed Solution. If you are partnering, describe the structure of the partnership.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform the same individuals that were listed in Section A Question 3 will be used to implement the solution.

22. Provide a detailed budget that clearly supports your Solution and implementation plan. Include a narrative that explains and justifies each budget item and how amounts were calculated. You may provide the budget and budget narrative as an attachment.

    The price breakdown for this solution would be a part of our Vocalize platform and implementation that is priced out in Section A Question 4.

23. Describe your understanding of the challenges inherent in implementing your Solution and how you plan to address those challenges.

    These challenges are constantly recognized by Qualtrics and are discussed in depth in Section A Question 5

24. Provide a timeline for the design and development of your Solution.

    The timeline for integration would be the same as the timeline outlined in Section A Question 6.

25. Describe your plan to collaborate with DHS during development, implementation, knowledge transfer and training about how to use and maintain the Solution.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, the collaboration with the county would be the same process as listed in Section A Question 7.

26. Describe how your organization will evaluate the success of your Solution. Provide an example of how you measured the impact and success of a similar project in the past.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, we will evaluate success with the county through the same process as listed in Section A Question 8.

27. Describe why you want to serve human services clients, your experience in adapting technology to serve human services clients and your plan to adapt your Solution to meet client needs for this category.

In today's ever-changing market, leaders need faster, more frequent insights into what customers and employees really think. These insights can drive your strategy and increase your competitive advantage – that's where we come in. The biggest benefit to the County using Qualtrics would be that you can accomplish all of your requirements

within one platform to create a standardization across the organization when it comes to security, data collecting and improving citizen experience.

Allegheny County is looking to implement a world-class customer satisfaction (voice of the customer) program that will allow it to make data driven business decisions to positively impact the bottom line. This solution must have the ability to accurately measure the end-to-end customer lifecycle, provide real-time data to key stakeholders, connect multiple types of feedback across data channels, integrate with multiple data source platforms, and be easy to implement and use for those involved. Ultimately, having a holistic picture of the end to end customer lifecycle will allow Allegheny County executives to make decisions to increase new business, decrease negative experiences, and increase citizen satisfaction.

D. Engaging Individuals and Communities in Public Planning Processes (50 points). If you are proposing a Solution for this category, fill out the questions below. If you are not proposing a Solution for this category, leave this section blank and move to section E. Your response to this section should not exceed 15 pages.

28. Describe your organization's Solution for category D, Engaging Communities in Public Planning Processes.

One of the biggest challenges in any industry when doing customer research is how to increase response rates. Qualtrics made this a priority from the beginning. We make sure to keep updated on the newest ways to achieve increased response rates through continued research of best practices, testing out new methods, and innovating our technology.

Depending on the methodology (whether phone, email, etc.), there are different approaches we take in order to achieve increased response volume. If you are emailing a survey out, including a survey question in your email message can enhance your survey invitation. It's more engaging and interactive, effectively increasing your response rate. When your participants receive the email, they'll be able to click an answer to your inline question right from the body of the email. Clicking on an answer will immediately launch the survey in another tab, with their chosen answer already selected for them. This can increase response rates by as much as 10%. Here are some other best practices we suggest in order to increase response volume via email.

    1) In-line question in invite email
    2) Shortest survey possible (keep it below 2.5 minutes)
    3) Page layout and # of questions per page
    4) Prominent progress bar
    5) Fewest required question possible
    6) Advise of time to complete survey within the email invitation (e.g. "This survey should take you no more than 90 seconds to complete")
    7) Modern look with large buttons
    8) Mobile Optimized

As we work together in putting a program in place for Allegheny County, we will evaluate multiple channels for gathering feedback and create a strategy to effectively increase response rates.

Client examples

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Technology Solutions to Enhance Client Feedback and Community Engagement

Cricket Wireless: We increased response rates by 10% for Cricket Wireless by diversifying their data collection methodology. Cricket Wireless had access to their customer's phone numbers in addition to their email address. Through Qualtrics SMS functionality, they were able to send out surveys via text message and increase their response rates. On average customers look at their mobile phones over 150 times per day. SMS can be much more effective than sending emails, which come into an inbox by the dozens.

Six Flags: Six Flags was able to dramatically increase the number of responses while also reducing the cost of research in the organization by switching to Qualtrics. They were previously doing phone surveys, but leveraged our technology to switch much of the research to email-based surveys that engaged respondents to provide feedback. Through designing surveys that were mobile friendly and visually appealing, they increased their responses by hundreds of thousands per year.

Ascena Retail Group: Ascena Retail Group houses brands like Lane Bryant, Dress Barn, and Maurices. They were looking to improve the overall customer experience and switched to Qualtrics for their point of sale surveys. By switching over, they enhanced the overall consumer survey experience through leveraging our engaging question types and increased response to product category ratings an average of 150%.

AbsolutData: A global leader in applying analytics to drive sales and increase profits for companies, AbsolutData was looking to find a partner that would help them do rapid research for quick decision-making, automate real-time analytics through the integration of their BI tools, increase engagement to improve response rates, and find an ideal solution that could distribute through multiple channels. They were able to automate multiple steps and host the same surveys through multiple distribution mediums, such as panels or QR codes, to increase respondent reach. As a result, they increased overall volume of research by 50% and increased their number of clients by 8%.

29. Describe your organization's experience with developing, implementing and evaluating Solutions to engage individuals and communities in public planning processes. Provide examples of relevant work and include links, images and/or attachments as necessary.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, the development, implementation and evaluation would be the same process as listed in Section A Question 2.

30. Provide staff bios (not CVs) of the key staff who will be implementing your Solution and identify the main point of contact. Describe your management structure and how it will support the goals of your proposed Solution. If you are partnering, describe the structure of the partnership.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, the same individuals that were listed in Section A Question 3 will be used to implement the solution.

31. Provide a detailed budget that clearly supports your Solution and implementation plan. Include a narrative that explains and justifies each budget item and how amounts were calculated. You may provide the budget and budget narrative as an attachment.

    The price breakdown for this solution would tools built into part of our Research Suite and Vocalize platform and implementation that is priced out in Section A Question 4.

32. Describe your understanding of the challenges inherent in implementing your Solution and how you plan to address those challenges.

These challenges are constantly recognized by Qualtrics and are discussed in depth in Section A Question 5 as well as in this section question 28.

33. Provide a timeline for the design and development of your Solution.

    The timeline for integration would be the same as the timeline outlined in Section A Question 6.

34. Describe your organization's plan to collaborate with DHS during development, implementation, knowledge transfer and training about how to use and maintain the Solution.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, the collaboration with the county would be the same process as listed in Section A Question 7.

35. Describe how your organization will evaluate the success of your Solution. Provide an example of how you measured the impact and success of a similar project in the past.

    With an enterprise solution like Qualtrics that is able to accomplish all of the county's needs in one single platform, we will evaluate success with the county through the same process as listed in Section A Question 8.

36. Describe why you want to serve human services clients, your experience in adapting technology to serve human services clients and your plan to adapt your Solution to meet client needs for this category.

In today's ever-changing market, leaders need faster, more frequent insights into what customers and employees really think. These insights can drive your strategy and increase your competitive advantage – that's where we come in. The biggest benefit to the County using Qualtrics would be that you can accomplish all of your requirements within one platform to create a standardization across the organization when it comes to security, data collecting and improving citizen experience.

Allegheny County is looking to implement a world-class customer satisfaction (voice of the customer) program that will allow it to make data driven business decisions to positively impact the bottom line. This solution must have the ability to accurately measure the end-to-end customer lifecycle, provide real-time data to key stakeholders, connect multiple types of feedback across data channels, integrate with multiple data source platforms, and be easy to implement and use for those involved. Ultimately, having a holistic picture of the end to end customer lifecycle will allow Allegheny County executives to make decisions to increase new business, decrease negative experiences, and increase citizen satisfaction.

E. Other Innovative and Creative Solutions (50 points). If you are proposing a Solution for this category, fill out the questions below. If you are not proposing a Solution for this category, leave this section blank. Your response to this section should not exceed 15 pages.

37. Describe your organization's Solution for category E, Other Innovative and Creative Solutions, and the issue it proposes to solve.
    Click here to enter text.

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Technology Solutions to Enhance Client Feedback and Community Engagement

38. Describe your organization's experience with developing, implementing and evaluating projects similar to your proposed Solution. Provide examples of relevant work and include links, images and/or attachments as necessary.
    Click here to enter text.

39. Provide staff bios (not CVs) of the key staff who will be implementing your Solution and identify the main point of contact. Describe your management structure and how it will support the goals of your proposed Solution. If you are partnering, describe the structure of the partnership.
    Click here to enter text.

40. Provide a detailed budget that clearly supports your Solution and implementation plan. Include a narrative that explains and justifies each budget item and how amounts were calculated. You may provide the budget and budget narrative as an attachment.
    Click here to enter text.

41. Describe your understanding of the challenges inherent in implementing your Solution and how you plan to address those challenges.
    Click here to enter text.

42. Provide a timeline for the design and development of your Solution.
    Click here to enter text.

43. Describe your organization's plan to collaborate with DHS during development, implementation, knowledge transfer and training about how to use and maintain the Solution.
    Click here to enter text.

44. Describe how your organization will evaluate the success of your Solution. Provide an example of how you measured the impact and success of a similar project in the past.
    Click here to enter text.

45. Describe why you want to serve human services clients, your experience in adapting technology to serve human services clients and your plan to adapt your Solution to meet client needs for this category.
    Click here to enter text.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at http://www.alleghenycounty.us/dhs/solicitations.

- Cover Page
- MWDBE Participation Statement or Waiver Statement
- W-9
- Allegheny County Vendor Creation Form
- Budgets and budget narratives

RFP Response Form

Technology Solutions to Enhance Client Feedback and Community Engagement

CERTIFICATION

Please read the below statement and check the box to indicate agreement with its content.

☒ By submitting this proposal, I certify and represent to the County that all submitted materials are my work and that all responses are true and accurate.