

RFI – LC000059 Interactive Voice Response System (Q&A) #1

1. Per section 3-C item 1, respondents are required to submit 1 USB flash drive containing all requested information. Are electronic submissions allowed to be submitted in replace of mailing USB flash drive? If so, can a PDF documents be sent via email to adowney@lotterync.net? Does NCEL allow for in-person delivery to a location? If so, what is the address for in-person delivery?

Yes, submissions may be made via email to adowney@lotterync.net. Please remember to include a redacted version of your submission in the same email. Additionally, please flag the email as "Urgent."

Yes, In-person delivery may be made at NCEL Headquarters 2728 Capital Blvd. Suite 144, Raleigh, NC 27604. Please email Anthony Downey (adowney@lotterync.net) to schedule delivery.

2. Due to the nature of this RFI, there are a lot of additional questions that will allow a clear and informative response. Would NCEL consider extending the due date of this RFI by 1 week to 10/1/21?

Unfortunately, we are unable to extend the deadline. However, if selected for a presentation, you may present additional and more detailed information at that time.

3. What is NCEL's current contact center platform?

Cisco Contact Center/UCCX

4. How many NCEL agents currently use the existing IVR?

Four (4) total, Two (2) agents from Customer Services that can add frontend or backend messages, One (1) agent from our Gaming Systems Team, and One (1) agent from our MIS Team.

5. How many supervisors are currently staffed to manage agents?

Three (3) total, One (1) Manager from each of the departments listed above.

6. How many back office (non-contact center) personnel support NCEL?

Approximately 250 with ten (10) on the NCEL hotline

7. How do live agents get involved in customer interactions?

First, NCEL live agents can add front end and back end messages. Players can press a number to have calls transferred to the NCEL hotline for additional support and the call is transferred to our Customer Service Hotline where live agents will answer the players' calls on anything lottery related.

8. What is the typical scope of work for the live agents?

They handle all player questions about games and player complaints. They also educate our players to use the IVR to hear the winning numbers and game results. The live agents also field

retailer calls and requests.

9. Is it a requirement to replace contact center platform or just IVR?

Replacement of the Contact Center Platform is required. Replacement of the IVR will be determined once we learn more about the available options.

10. How many calls are received monthly and what is the average call time?

Approximately 802,000 inbound calls averaging 1:23 on the IVR and 7,250 inbound calls averaging 2:26 on the NCEL Hotline.

11. How does NCEL handle high traffic call volume peaks?

Customer Service handles high traffic call volume peaks by ensuring adequate telephone coverage and ensuring that all representatives are properly trained and educated on the call subject.

What is the high-volume call mark?

All calls come in through the HQ SIP Trunks. If a line is not available, the ISI call monitoring system generates alerts to the Network Engineering team. There are no limits set to the current NCEL IVR. Unanswered calls wait in the queue until answered. Our high-volume call mark is daily during the mid-day Pick 3 draw, 1st Tuesdays for new ticket release, and during high jackpot runs.

12. What are the call or interaction volumes per month for each of the existing channels of communication? E.g., Inbound Voice 330K, 256K SMS Messages, etc.

Incoming calls to Symago IVR (877) xxx-xxxx – 695,000/month

Incoming calls to option #1 IGT IVR - Unknown

Incoming calls to option #2 transfers to NCEL - 16,600/month

13. What type of PBX/voice system does NCEL currently use? Is it Cloud-based?

CUCM on premises.

14. What type of network is used for vendor data center connectivity? Who is the provider for the service and what size and speeds are used for transport?

AT&T 10Mbps Multiprotocol Label Switching circuit for Primary Data Center (Raleigh) and Backup Data Center (Charlotte)

15. Are the agents for NCEL located remotely or in a central call center? If in a call center, how many call centers?

Both. We have three (3) call centers. One (1) is housed at the NCEL. Two (2) others are supported by vendors remotely.

16. What type of marketing campaigns are currently in place?

Currently the NCEL has a robust email Marketing program that is managed by a couple of different emailing/CRM platforms. One platform is used to deliver account transaction emails and winning number notifications, and the other is used for Marketing campaigns designed to promote products and promotions across all sales channels for the Lottery. The Marketing campaigns that are currently being run include ad-hoc as well as automated campaigns with the ability to segment the distribution based on various player behaviors or activities.

17. For marketing capabilities, does this include outbound contact campaigns? What other marketing capabilities is NCEL looking to add?

During this phase of the RFI, the NCEL is interested in learning about the capabilities of various systems from a Marketing standpoint. Most of the outbound Marketing campaigns will be handled by the current platforms being utilized today. We would like to understand the capabilities of the system to provide similar functionality as well as the ability to potentially integrate with other CRM programs.

18. What system does NCEL currently use to log player questions, recommendations, and complaints?

NCEL/RMS player hotline application. (home grown system)
RMS Advertising complaints database. (home grown system)
RMS Cashless complaints database. (home grown system)

19. What CRM application(s) does NCEL currently utilize? Is "Player's Platform" mentioned in this RFI the CRM?

SalesForce (Winning Numbers and Account Transactional), SendGrid (Online Play Marketing and Online Play Transactional) and Xtreme Push (Marketing).

The reference to the Player's Platform in the RFI was not related to the CRM specifically but is referring to the new solution that is the basis of the RFI. The only reference in the RFI was the one below.

Players Platform providing winning numbers, player call tracking to provide player information by caller id along with previous call information, player recommendations, calls and complaints about games, services and retailers.

20. What type of webservices does the existing CRM support? E.g., Restful API, SOAP, etc.

SalesForce – Restful API and SOAP

21. Will both call and screen recording be required?

Yes

22. Will the IVR be required to support a caller making a payment?

No

23. What type of complaint solution is currently in place for NCEL?

NCEL/RMS player hotline application. (home grown system)

RMS Advertising complaints database. (home grown system)

RMS Cashless complaints database. (home grown system)

24. For the ability of agents to access data- does this mean integration into existing CRM or the ability of the agent to do screen pops?

There would be integration into existing CRM. What would you recommend on the agent and screen pops?

25. What are the existing channels of communication does NCEL provide their customer? E.g., Voice, Email, SMS, etc.

Email and Voice

One of our vendors provides a chat option with our online play

26. What are NCEL existing security practices supporting their contact center solution? E.g., PCI DSS, PHI, FedRAMP, IRS PUB 1075, etc.

Currently, the contact center and IVR do not be store financial or PHI data.

27. Is NCEL interested in artificial intelligence powering their customer's online or IVR experience? E.g., Self-service IVR Voice bot or FAQ Chat bot

We are interested in learning more about this option. Please include how you would recommend using artificial intelligence?

28. Is NCEL interested in a visual IVR? E.g., Provide your customers with the ability to transition from an inbound Self-Service IVR to their smart phone.

We would like to learn more.

29. Please provide a list of NCEL social media website subscriptions.-

The NCEL's social media channels are Facebook, Twitter, LinkedIn, Instagram, and YouTube.

30. How many Queues does NCEL have set up today?

Five (5) total - Customer Service, Retailer Contracts, Prize Validation, Security, Help Desk

31. What categories are existing Queues categorized by (complaint, services, retailers, etc.)?

Services

32. Does NCEL currently have a Workforce Management and Quality Assurance solution in place for NCEL? If so, please provide the names of the solution.

No, what would be your recommended solution.

33. If not, is WFM and QM a requirement for NCEL at this time?

We welcome your recommended solutions.

34. What scripts does the current IVR system utilize? If possible, please provide scripts.

Our vendor provides the scripts. Those scripts would be provided at a later time.

35. Does NCEL provide any customizations on the current IVR system? If so please describe.

The only customizations have been when new games are added.

36. What APIs are currently provided by Symlotto?

There are no prebuilt interfaces or APIs but will work with vendors to provide integration methods to perform necessary tasks.

37. Does NCEL plan on continuing to use Symlotto application?

We will make that decision depending on the solutions that are available to integrate with Symlotto.

38. Are there any capabilities that the Symlotto application cannot perform today? If so, please explain.

Call logging ability to capture player information and content

39. What types of webservices does SYMLOTTO support? E.g., Restful API, SOAP, etc.

There are no prebuilt interfaces or APIs but NCEL will work with vendors to provide integration methods to perform necessary tasks.

40. Please elaborate on the following requirement: "A robust system that can link customer support technologies to developing analytics and correlations between player and retailer calls"

We are looking for a system that can capture caller (Player and Retailer) number, name and addresses and the complaint. We can pull reports and correlations with our retailer and player calls based on complaint type, geographical location, and player call number.

41. What type of marketing campaigns are currently in place?

Currently, the NCEL has a robust email Marketing program that is managed by a couple of different emailing/CRM platforms. One platform is used to deliver account transaction emails and winning number notifications, and the other is used for Marketing campaigns designed to promote products and promotions across all sales channels for the Lottery. The Marketing campaigns that are currently being run include ad-hoc as well as automated campaigns with the ability to segment the distribution based on various player behaviors or activities.

42. How are marketing campaigns delivered (SMS, email, etc.)?

Marketing campaigns are currently delivered via retailers, ticket messaging, sponsorships, events, website, online play platform, email, iOS/Android app, digital platforms, TV, radio and social media. Currently campaigns are being delivered via email and push notifications on the mobile apps. This could be expanded in the future to include SMS.

43. What are the current security requirements for player information?

Name, Address, Phone # should be treated as PII and stored securely and (at minimum) encrypted at rest or secured according to best practices.

44. Please elaborate the current capabilities of partner customer support center systems and platforms.

Most of those systems are on the premises. This will be provided at the time of the RFP.

45. Do you happen to know the estimate funding source, or budget for this project?

FY23 Budget which has not been established

If so, has funding for an RFP been secured?

It is expected that funding will be included in the FY23 Budget

46. Is this a new requirement? YES Or is there an incumbent vendor providing these services? If there is an incumbent, would you be able to provide the contract number, vendor name, and term of the contract?

47. Is there a timeline for an RFP to be released?

January 2022 If not, what steps are expected to make decision on releasing an RFP?

48. Can they share the call flows from the existing IVR?

Will be shared with bid proposals.

49. Does the retailer Call Logging System (SYMLOTTO) have API's available for integration?

There are no prebuilt interfaces or APIs but NCEL will work with vendors to provide integration methods to perform necessary tasks.

50. Are there other databases we will need to integrate with and do they have API's available?

Greatly depends on the information required by requestor. More information is needed. The system requirements are unclear. Depending on the data, we may need access to or feeds from Salesforce, OnBase, RMS, SQL, IGT, SGI, NPI

51. What is the existing CRM and does it have API's available?

SalesForce – Restful API and SOAP

52. What are the security requirements for the proposed IVR?

Name, Address, Phone # should be treated as PII and stored securely and (at minimum) encrypted at rest or secured according to best practices. Encryption at rest prevents attackers accessing data while it is stored (in a database or fileserver). Encryption in transit prevents attackers from accessing the data while it is being copied/moved/emailed/uploaded from the source to the destination.