

## **Disclaimer**

**This is a Request for Information (RFI) for planning purposes only. This RFI is not a Request for Quotes (RFQ), Request for Proposals (RFP), Invitation for Bids (IFB) or an obligation on the part of the Government to acquire any services. Responses to this RFI are not offers and can/will not be accepted by the Government to form a binding contract.**

**The Government reserves the right to determine how it should proceed as a result of this notice. Furthermore, those who respond to this RFI should not anticipate feedback with regard to their submission. The Government will not pay any cost incurred in response to this RFI. All costs associated with responding to this RFI will be solely at the responding party's expense. The information provided in this RFI is subject to change and is not binding on the Government.**

## **Introduction**

The purpose of this RFI is to gather information regarding a technical solution and cost estimate for a product that can manage, route, and resolve inquiries from federal agencies and the public. Inquiries typically regard GSA's government-wide policy areas including the Federal Travel and Management Regulations. The GSA Office of Government-wide Policy (OGP) coordinates several activities for all federal agencies and is relied upon to provide accurate and prompt guidance.

To assist the Government in its market research, the responses shall provide a detailed description of the operation, maintenance and required technical support to operate and maintain the proposed solution; and the estimated costs to develop, implement and maintain such a solution. Estimated costs shall clearly indicate those functions that are included as-is ("out-of-the-box") and which functions would require software customization. Responses shall also indicate any limitations imposed upon third parties to customize the software.

## **Mission and Background**

Guided by the principles of the President's Management Agenda and the Office of Management and Budget, OGP ensures fair, efficient, cost-effective management practices across the federal government by creating and updating policies regarding:

- Acquisition management.
- Personal and real property management.
- Health, environment and work/life maintenance.
- Travel, transportation, and mail.
- Information technology.
- Regulatory information.

- Use of federal advisory committees.

To accomplish this goal, we:

1. Incorporate the requirements of federal laws, Executive Orders, and other regulatory material into all policies and guidelines.
2. Involve other federal agencies, stakeholders and affected public parties in policy formation and review from the beginning.
3. Provide federal managers with business-like incentives, tools, best practices and training—including the [Federal Acquisition Institute](#)— to encourage full adoption of the policies.

OGP currently resolves customer service needs through a variety of technical assistance materials including “[frequently asked questions](#)” (FAQs) and the “[Have a Question?](#)” feature on GSA’s public facing website. Additionally, OGP manages shared email addresses monitored by GSA staff (e.g. [travelpolicy@gsa.gov](mailto:travelpolicy@gsa.gov)) to accept, route, and respond to inquiries. Additionally, OGP manages and monitors multiple government-wide reporting systems, including login and credentialing assistance for users.

### **Description of Need**

OGP’s policy portfolio is broad and complex, and is heavily dependent on web-based material and direct contact with OGP staff to ensure compliance. OGP seeks information about solutions that use existing or innovative material (e.g. existing policy guidance, FAQs, bulletins, staff expertise) to accept and resolve inquiries from federal staff and the general public. Additionally, OGP is seeking information on a solution that is easily and intuitively accessible via the internet, solicits, accepts and organizes inquiries, provides relevant, useful information in response to inquiries, automatically escalates inquiries to OGP staff where appropriate, and ensures the accuracy of inquiry responses and available resources (e.g. FAQs) by obtaining and applying user feedback all within a valid user-centered design framework. Additional details are included in the, “Additional Considerations for Industry” section.

For OGP’s customer service needs, we are particularly interested in obtaining:

- An accessible method for soliciting, accepting, and resolving inquiries and providing satisfactory responses with minimal staff intervention.
- A real-time analysis and application of inquiry, response, and satisfaction data capable of responding to a dynamic environment and continuous improvement.
- Appropriate and usable transaction data that can report both high-level and detailed information about OGP’s customer service interactions.
- A solution that reduces staff time devoted to inquiries while achieving satisfaction with inquiry responses.

GSA is reaching out to industry to investigate current solutions and their estimated costs. We anticipate learning of innovative solutions that will improve our current applications and customer service. Teams that are not able to demonstrate functionality to meet all requirements listed above are still encouraged to respond.

## **RFI Response Requirements**

All interested parties shall furnish the following minimum information:

- Name of company
- Point of contact (POC) information, including telephone number, address, and e-mail address
- DUNS number and business size classification
- Applicable contract vehicles/contract numbers (GSA Schedule, GWACs, Open Market)
- Recommended NAICS code
- Supporting narrative response as applicable to RFI “Additional Considerations for Industry” included below
- An example customer agreement for the proposed solution if applicable
- Rough Order of Magnitude (ROM)/Generic Cost Estimate (indicating “out-of-the-box” functions vs. customization)
- Additional documentation as necessary
- Assumptions or exceptions
- Questions/concerns

## **Additional Considerations for Industry**

1. Capabilities of the proposed solution.
2. Examples demonstrating how the solution would handle:
  - Unique, “natural language” inquiries; including but not limited to:
    - Access to document repository
    - Access to online content
    - Password reset
  - Collecting user feedback on accuracy/usefulness of system response
  - Mechanism for system response validation by OGP staff
  - Automatic or on-demand self-assessment including real-time adjustments
  - Identify and route applicable, complex, unanticipated inquiries to OGP or appropriate agency staff
  - Visualize and report transaction data to inform decision-making
3. Flexibility of the solution.
4. OGP’s ability to make response/workflow changes directly to the solution including requisite training.
5. Distinguishing characteristics of the proposed product compared to other solutions available on the market.
6. Customization process and any limitations (including third-party vendors).
7. Product and product suite licensing profile and requirements.
8. Recommended deployment strategies, including helpdesk support and training.

9. Metrics for successful deployment, including high level implementation milestones.
10. Support services included with the solution, and additional support available.
11. Client resources and skill sets typically required to operate and support the solution in full production.
12. Product specifications, including interface requirements, platform, life cycle, output formats, performance, document capabilities, mobile strategy, and bandwidth requirements.
13. If a cloud solution is recommended, does the solution meet the standards and requirements of Federal Risk and Authorization Management Program (FedRAMP)? If your company is not a FedRAMP approved provider, what is the current state of your ability to be certified? Find more information here: <https://cloud.cio.gov/fedramp>
14. Integration capabilities with industry-standard applications currently in the marketplace, such as data management / data warehouse, billing applications and information applications. All solutions will be potentially required to integrate with multiple existing applications, depending on the recommended solution.
15. Common integration platforms, frameworks, standards available with the proposed solution, including specific programming languages and standard application integrations available;
16. Scalability of the solution to meet flexible demand needs. For example, in the case of periodic and ad hoc reporting needs, intensity of data uploads during critical project update periods, peak user logins and during the annual user recertification process (UIMS GSA protocol).
17. Federal Risk and Authorization Management Program (FedRAMP) and/or FISMA compliance, management of Sensitive But Unclassified (SBU) /Controlled Unclassified Information (CUI). All necessary and specific security guidelines will be highlighted in a future Statement of Work, if applicable.
18. Balancing of data/user access security with streamlined user access (including internal GSA users at the headquarters and field levels, and external customers).
19. Integration of Single Sign-On Multi-Factor Authentication, if applicable, in accordance with GSA protocols.
20. Section 508 compliance. GSA is required to comply with the provisions of Section 508 and ensure accessibility of online electronic content, including but not limited to websites, web applications, multimedia and documentation.
21. Integration with Google Suite of Applications (fully available through Chrome browser and Gmail); ability to recognize Google credentials from browser if applicable.
23. Product/solution roadmap(s), if applicable; including data migration from legacy systems.
24. Future products or technologies that may be of interest. Consider current and leading edge data exchange methodologies such as Micro-services/APIs and Open environments.
25. Best practices, including documentation and management, of data collected and consumed by the system including appropriate for PII, including solutions that can scrub or eliminate PII from system database.

26. What appropriate interface or system design techniques should be applied to this solution for both the “customer” as well as GSA staff?
27. Reporting capabilities including data export/import functionality.
28. Applicable AI learning models referencing ethical considerations and the minimization of bias.

### **Generic Cost Estimate**

Provide a Rough Order of Magnitude (ROM) estimate to configure the technical solution, migrate existing data, and to implement the solution based on GSA’s requirements. What are the anticipated “best guess” annual maintenance and other costs? Please provide for a base year and four, one-year option periods.

### **Final Comment**

This is an opportunity to provide meaningful feedback in the early stages of the market research and pre-solicitation process for OGP’s customer service solution. Your thoughtful participation is encouraged.

It is recommended that responses should not exceed in length with a preferred font size of 12, Times New Roman. Please do not submit generic marketing material, but links to the material may be included.

Large email attachments can be delayed during regular business hours. GSA has an attachment size limit of 20 MB. If this is a problem, submit as multiple emails with small attachments, or with enough time to clear the server delays. Responses not time stamped in the receiving email inbox, at or earlier than the due date and time, will be late and not accepted.

### **Response Submission**

Responses to this RFI shall be submitted in electronic format no later than 12:00 PM ET, Monday, November 2, 2020. Responses shall be submitted to the Contracting Officer, Tierra Davis, at [tierra.davis@gsa.gov](mailto:tierra.davis@gsa.gov). Responses should be based on the information material contained in this RFI and any other relevant information the Contractor considers appropriate. Respondents will not be notified of the results of this RFI and responses presented will not be returned.