

## Cris Villarreal

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**From:** Cecil Drake [cdrake@drakecommunications.com]  
**Sent:** Tuesday, January 12, 2010 7:32 PM  
**To:** Cris Villarreal  
**Cc:** yvonne ramon; Veronica Lopez  
**Subject:** RE: Best and Final Offer for IVR Project

Our best and final offer will be the same as bid. We will deliver first draft of scripts on or before the day we are notified the PO is approved. We will be ready to deliver the product within 14 days from approval of scripting, or if telephone connections are not available at that time, we will deliver within 5 days of notice that proper connectors are in place. An actual date will be worked out to the convenience of the Elections Department. Installation will take less than 4 hours once on site and training will take no more than 1 day.

Should you need us to resubmit our pricing section just e-mail that request back to me and we will comply.

We have provided connector information in our bid however should your telecommunications department wish to speak to me personally my cell phone is 469-853-6350.

Cecil Drake  
President  
Drake Communications, Inc.  
2435 Squire Place Suite 400  
Dallas, TX 75234  
(972) 243-2500 x 325  
Direct: (214) 206-3326  
Cell: (469) 853-6350  
Fax: (972) 247-2872  
[CDrake@DrakeCommunications.com](mailto:CDrake@DrakeCommunications.com)

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**From:** Cris Villarreal [mailto:cris.villarreal@co.hidalgo.tx.us]  
**Sent:** Tuesday, January 12, 2010 4:54 PM  
**To:** Cecil Drake  
**Cc:** 'yvonne ramon'; 'Veronica Lopez'  
**Subject:** Best and Final Offer for IVR Project  
**Importance:** High

*Mr. Drake,*

*Please see attached file.*

*Thank you,*

Gricelda (Cris) Villarreal, Buyer II  
Hidalgo County Purchasing Department  
Ph: 956-318-2626 or 956-292-7000, ext. 4867  
Fax: 956-318-2629  
email: [cris.villarreal@co.hidalgo.tx.us](mailto:cris.villarreal@co.hidalgo.tx.us)



***Drake Communications Inc.***

2435 Squire Place Suite 400  
Dallas, Texas 75234  
(972) 243-2500 Fax (972) 247-2872

Service (214) 206-3315  
Dallas (214) 206-3333  
Metro (817) 461-8800

*Specialists in High Volume Call Processing Applications*

December 19, 2009

Martha L. Salazar  
CPPB, Purchasing Agent  
Hidalgo County  
2812 S. Business Hwy 281  
Edinburg, TX 78539

Dear Mrs. Salazar,

Pricing includes all installation, training, applications writing, and script writing and recording. Delivery of the system will be approximately 30 days from date of order depending on our workload and your responsiveness to our questions about scripting. The system will first be recorded in our offices and you will be given a number to call so that you may listen to and approve recordings. All systems come with Spanish as a second language track, at no cost. This would mean all callers would have to make a language choice before receiving any information, you must ask for this option to receive it.

### **Training**

Little training is necessary as we will manage and update your system to handle the needs as they develop day to day using as a base our 5-track information system for different situational needs as they occur during the voting cycle. However you will need to be trained on:

1. How to create new or change existing recordings.
2. How to print and understand reports.
3. How to reboot the system.
4. Other day-to-day duties that might be necessary to run the system.

### **Ongoing Costs**

Drake Communications will handle as part of your purchase price, all day-to-day IVR chores during the first year after purchase. In future years, this complete maintenance continues through our Expert Management Agreement.

### **Data Needs**

The ongoing database management is to be maintained by Drake Communications once it has been presented to us on CD-ROM, or transmitted to us via our FTP site, in an ASCII, comma or tab delimited format. This particular operation needs to be done after the close of each voter registration that you want updated look up for. When you complete your registration closing and approve that list, the registered voter data should be pulled to a file as detailed in the database format attachment and sent to us. We format the information so that the IVR can work with it, and we eliminate any duplicates of which there will be approximately two to five percent in most cases. Database preparation is included in your Expert Management services.

## **Installation/Telecom Needs**

The Keystone system connects through an amphenol connector on a 25-pair cable. We provide a female connector with the first 16 pair used to connect to our 16-port card. For each 16 ports of system you wish, a connecting cable would be necessary. A typical installation from the telecom service provider would be an RJ-21X jack with an attached 25 pair cable approximately 6 feet long and presenting for connection a male connector of which the first 16 pair are hot. The preferred type of telephone service is a terminal hunt group, which always rings the first number, which, if busy, hunts downward for the first free line (if no lines are free, the caller receives a busy signal). These lines should be call forwarded on a ring no answer status to the same number to which we transfer requests for live assistance. This provides back up in case the system fails to answer. The system also requires a dedicated phone number for modem access which number should be presented on a RJ-11 jack. We can connect directly to analog stations of any telephone switch.

## **Script Creation**

The Keystone system is assembled and work begun on the script upon receipt of your purchase order. Script creation begins with us furnishing you with samples of scripts currently used in other counties, as well as a generic script that is the framework from which we build your script. We will need a contact person with whom to work (either in person or by telephone) on these scripts and to determine the flow of calls through the application.

## **Warranty/Maintenance**

At the time of purchase you will receive Expert Management Agreement services for the first 12 months included in the system price. This will have an annual renewal fee.

Expert Management Agreement provides complete maintenance of the Keystone IVR, including: hardware, troubleshooting and repair, recordings including polling locations, menus (menu changes to be designed by customer) creation of Keystone IVR compatible database from voter data provided by customer, system back up services and rebuilding of lost application files. This includes unlimited hours per year. If a trip to site is required a \$400.00 trip charge applies.

As part of our Expert Management Agreement, D.C.I. will implement menu changes (recording, routing) with written notification or written confirmation of phone request from customer. D.C.I. will also handle program changes to fit situation specific needs. In short, with just a small amount of help from you we will maintain your entire system, application, software, and hardware. We will present a professional face for your department to be proud of and your public will love the ease and convenience with which they can now get information.

All Maintenance Agreements run from date of Delivery. Script writing and new application development incur normal billing charges of \$120.00 per half hour.

## **Hardware**

Keystone is housed in an industrial grade computer, rack mountable in a 19" rack or can be placed on a desktop. It has an internal modem, allowing for remote diagnostics and repairs. Approximately 95% of all repairs can be done remotely. We provide service 365 days a year, 24 hours a day. We have a record of customer service in the high volume call-processing field, which is our specialty, since 1985. You will notice in our Expert Management Agreement, we expect to respond to emergencies within two (2) hours (24 hours a day) and non-emergencies within eight (8) working hours. We rarely miss these goals.

## **Options**

Registered Voter look-up Text To Speech option:

Callers may confirm their Voter Registration status at any time, off election etc. They input their date of birth and the house number at which they are registered. WHEN THE SYSTEM FINDS THE MATCH, IT READS FROM THE DATA FILE, IN ITS COMPUTER VOICE, THE NAME OF THE PERSON REGISTERED, AND THE PRECINCT IN WHICH THEY VOTE. At Election time, the registered voter is also provided with the assigned Election Day voting location. This either confirms the person is registered or, if not found, enables caller to transfer for assistance or move to information on procedures on getting registered, ordering a voter registration form, or updating registration with current address, etc. This option is included in the bid.

POLL WORKERS can use the system to confirm registration of a person who shows up at a polling place but is not on the voting list at that location. By calling into the IVR the poll worker can confirm if that person is registered and if so obtain their polling place, therefore hopefully redirecting them to the appropriate polling location, or knowing which ballot to supply the voter or if necessary, providing the opportunity to vote a provisional ballot. This option is not included in the bid but could be added for \$5,750.00.

### **Outreach Contact Dialer**

This option uses existing lines connected to the IVR that are not currently being used for incoming call service to automatically place outgoing calls.

This option can be an enormously successful time saver for: notification to poll workers that supplies are ready and where to pick them up, the ability to call poll workers with information on training classes, telephone notification to the polling place provider the day before an election as a reminder to be on site so poll workers have access to the polling place on Election Day.

When the DC Board of Elections and Ethics, in Washington DC installed their new system, they had an unusual problem that has lead to new uses for this option. The contractor that printed the voter packet mailed to each registered voter made an error, printing the wrong polling location to 5 different precincts. By using the phone number in the registered voter data list of the affected precincts, we were able to quickly develop an out dial program and verbal message which allowed the IVR to call everyone in those precincts and verbally tell them of the problem and correct the polling place information they had received by mail.

Another county had a Court order to extend polling place hours that came on Election Day. The Outreach Contact Dialer dialed all the polling places and alerted the elections judges of the extended hours without tying up a single worker. This option is routinely used to mass communicate with Election Judges immediately prior to and on Election Day for all kinds of information dissemination. This option is included in bid.

### **Elections Administrator Reporting Package**

This optional reporting package is designed to support the Elections Administrator, in knowing how to better serve the public and give the elections commission details on how the system is saving the department money everyday. It includes such things a reports on how many callers were answered by the system, to which areas of the system did callers visit, if requesting a polling place location how many received the information requested, if inquiring about their registration how many received the information they requested. How much time do callers spend in the IVR system getting information that would require live assistance otherwise. How many total callers visited the call center IVR and of that number how many still need operator assistance. These reports can be pulled for any time frame from hours up to one year of past activity. This option is included in bid.

### **Redundancy**

If you would like to add redundancy to your system to ensure a more fail proof operation, we offer a RAID 5 version of the Keystone IVR. This gives you a three-hard drive system with data striped across all three drives. In the event any one drive fails we always have enough information on the two remaining drives to go on. It also provides two power supplies providing back up power from the second power supply if the first one fails. These are the two most likely problems you could experience with your system. Both the hard drives and the power supplies are external pull and plug units and hot swappable, without stopping service. This option is included in bid.

### **Voice Mail Services**

If your present phone system does not offer voice mail, the Keystone IVR has a voice mail component which you may choose to enable at no cost. It also has a Unified Message Service which converts your voice mail messages to a wave file and sends them to your Outlook Inbox where you can listen to them over your computer speakers, by simply clicking on the message as you would an e-mail. This Unified Message Service is not included in bid but could be added as an option at \$2,500.

### **Satisfaction Commitment**

We are used to dealing with customers from East Coast to West Coast. We have no unsatisfied users of our product and as customer service is foremost in the minds of all of our customers, therefore it is foremost in ours. You will be happy, and your calling public will be happy, with our level of customer service. Should you have any additional questions please do not hesitate to call me, as I would be most happy to go over any of the above with you any time.

Sincerely,



Cecil Drake  
President

**PROPOSAL  
INTERACTIVE VOICE REPONSE**

<b>QTY</b>	<b>DESCRIPTION</b>	<b>PRICE</b>
1	Keystone 16 port Voter Information Interactive Voice Response System	\$59,500.00
1	Keystone Outreach Caller Software package	4,500.00
1	Keystone Text to Speech Conversion Software package	N/C
1	Keystone Elections Administrator Report Package	5,900
1	Keystone Expert Management package for 1 year from date of install	N/C
1	Raid 5 upgrade providing triple hard drives and dual power supplies	5,000.00
<b>Total</b>		<b>\$74,900.00</b>

*\* Our Expert Management agreement is billed on an annual basis after the first year at \$4,200.00 per year (for a 16-port system) and is renewable for 3 or 5 years.*

**OPENED**

9.42am

12-23-07

**Witnessed**

