



STATE OF TENNESSEE  
DEPARTMENT OF TRANSPORTATION

**REQUEST FOR INFORMATION # 40100-50300  
AMENDMENT # 1  
FOR CUSTOMER EXPERIENCE APPROACH**

DATE: July 26, 2022

RFI # 40100-50300 IS AMENDED AS FOLLOWS:

1. This RFI Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (Central Time Zone)	DATE (All dates are State Business Days)
RFI Issued		July 1, 2022
Written Questions and Comments Deadline		July 11, 2022
State Deadline for Response to Questions and Comments		July 26, 2022
RFI Response Deadline	2:00 p.m.	August 29, 2022

2. State responses to questions and comments in the table below amend and clarify this RFI.

Any restatement of RFI text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFI document.

QUESTION / COMMENT	STATE RESPONSE
We sell a software solution that our customers use to measure and analyze customer experience. Is this the type of solution TDOT is looking for? Or are you looking for a vendor to supply the consulting services and output of the data for you as well as handling the survey campaigns?	TDOT has issued this Request for Information to reach out to the vendor community to understand what solutions may exist. Until we understand what types of solutions are available, we would not be able to state exactly what we are looking for.
How large is your CX team that will be building and administering surveys?  How many people are involved in reporting and dashboard creation as well as tracking and follow up for the closed loop process on low survey scores?	This is still to be determined. We are currently at an information gathering stage only.
What is the total number of survey completes you anticipate per year?	This is still to be determined. We are currently at an information gathering stage only.

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How many surveys do you anticipate releasing annually? What channels need to be supported?	This is still to be determined. We are currently at an information gathering stage only.
Are you looking for deep dive analyst support on the data collected?	This is still to be determined. We are currently at an information gathering stage only.
Is there any integration to 3rd party data required?	This is still to be determined. We are currently at an information gathering stage only.
Can you share what other vendors or how many have been sent this RFP?	<p>This is not an RFP (Request for Proposals). Currently, we do not have enough knowledge and information to develop a clear scope. This is an RFI (Request for Information) to assist in scope development.</p> <p>This event is posted on the Central Procurement Office website to encourage as much vendor participation as possible.</p>
What is the budget range for this project?	This is still to be determined. We are currently at an information gathering stage only.
What is your selection process for a vendor?	This RFI will not result in vendor selection or a contract. Once TDOT has enough information to develop a scope, it is possible a competitive solicitation will subsequently be issued.
Is there a compelling event or date you need to be live?	No date has been established.
Have you conducted any customer interviews in the past?	Customer interviews have not been conducted.
Do you already have documented evidence of issues with customer experience?	This RFI is seeking to gather information on the approach used to collect, analyze, and integrate customer information. Documented issues regarding the current survey approach can be found in <a href="#">RES2019-23</a> . However, this research project was limited to TDOT Customer Surveys which is only one feedback mechanism currently in use.
Is the goal to improve NPS or other metrics? Is there currently an NPS rating?	We do not currently track a Net Promoter Score and there is no goal for improving a certain metric or rating. Information related to performance metrics is encouraged as part of the response to this RFI.
Are you interested in creating a living journey map or dashboard for proving results?	This is still to be determined. We are currently at an information gathering stage only.
Is the project for external customers only or is there an employee experience aspect?	We anticipate this project will focus on external customers.
Which software (if any) is currently used for CRM, customer experience, data analytics, surveys, journey mapping, journey orchestration, and notices or communications?	Other divisions within TDOT use a variety of software for analytics, survey mapping, etc. However, this division does not currently use software and will independently evaluate based on their known needs.
Are you looking for integration with any of these current technologies?	This is still to be determined. We are currently at an information gathering stage only. If it is practical or necessary, that may become a requirement.
How many customers/constituents are there today? Have you already identified the most likely target subset?	Every citizen of Tennessee, as well as potentially visitors from other states are potential customers. No target subsets have been established at this time. Previous surveys have focused on the following groups: residents, partners, and elected officials. Information gathered as a result of this RFI and any subsequent solicitations will help inform customer groups.
Please confirm what constitutes a "customer" in this RFI?	TDOT has elected to use the Baldrige definition of customer for this RFI. "An actual or potential user of your organization's products, programs, or services." As stated above, every citizen of Tennessee,

QUESTION / COMMENT	STATE RESPONSE
	as well as potential users of our transportation system are potential customers.
What are the "feedback mechanisms" that TN DOT leverages today?	TDOT feedback mechanisms include surveys, social media, and data collected through correspondence (forms, phone, email, and comment cards). This list may not include all feedback mechanisms.
What is the data management technology that is leveraged today to collect, store, and analyze customer feedback?	Currently there is no data management technology in place for collecting, storing, and analyzing customer feedback.
Is there a page limit for responding to items within the technical informational form?	No.
Is there a program sponsor identified for eliciting customer feedback?	There is no program sponsor identified at this time.
What is the # of impacted teams, meaning how many groups will need to understand and utilize the results from this program Within these groups, # of employees that need dashboard access	TDOT has 38 divisions across three bureaus. At a minimum, each director should be able to understand incoming customer results to make improvements within their division. Approximately 4,000 staff are employed by TDOT.
Please briefly describe the transportation experience you want to understand, from your customer's perspective	This is still to be determined. We are currently at an information gathering stage only.
What is the # of citizens that use public transportation in Tennessee	Relevance of this question is unclear. This RFI should consider all travelers in Tennessee regardless of citizenship status or mode choice.
List all types of transportation within the State of Tennessee that you want to capture the voice of your customer using these services	Currently, we track some information related to drivers, users of public transportation, bicyclists, and pedestrians on our surveys. However, this should not be limited to transportation modes. We would also like to include perspectives from those who are impacted by TDOT in other ways (projects, ROW acquisition, etc.).
Do you have customer personas identified?	No.
Have you done any work around current state journey mapping within transportation?	No.
Please define the systems being used to collect customer feedback	TDOT feedback mechanisms include surveys, social media, and data collected from forms, phone lines, emails, and comment cards. This may not be a complete list for the entire department.
How many customer profiles are being tracked by DOT currently?	Zero.
Can you give some examples of the types of decisions you would like to make that you are currently challenged getting?	This is still to be determined. We are currently at an information gathering stage only.
What are the KPIs that the department uses to help determine customer satisfaction and engagement	This is still to be determined. We are currently at an information gathering stage only.
Can you define what you mean by "customer requirements"?	The specifications or features of a product or service that are deemed necessary by customers.
Do all offices within TDOT use the same instances of the same product or are there separate instances that are not integrated (for example does the maintenance office and the Tollway Authority use the same tool and have the same instance of a customer that they share)	TDOT customer feedback is varied across the department. The need to integrate this feedback is a motivating factor for this RFI and any subsequent solicitations.
How does each office communicate with its customers?	Due to varied customer feedback methods, we do not have a full understanding of the communication methods used by each office. Some methods we know are in use include surveying, social media, customer comment cards, phone lines, and emailing.
Is the department interested in using this data solution to develop predictive	It may be a helpful attribute in the future, but it's not a current need identified in this RFI.

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analytics or is it to be used only for measuring past performance?	
Does TDOT know how many duplicate instances exist of customers are captured across these systems?	No.
Is TDOT interested in using this feedback to help create curated experiences for users of the TDOT system (for example, commercial users, residents and visitors may have different interests and want to engage with TDOT differently)?	This is still to be determined. We are currently at an information gathering stage only.
How will this project be funded?	This RFI will not result in vendor selection or a contract and no funding source is appropriate at this time. Once TDOT has enough information to develop a scope, it is possible a competitive solicitation will subsequently be issued and funding will be determined at that time.

3. **RFI Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFI not expressly amended herein shall remain in full force and effect.