



**Sprint's Response to  
State of Florida Request  
for Proposal to Provide  
Telecommunications  
Relay Service System**

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**Price Proposal**

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## 1. Basic Relay Service

**Bid price should be on a flat rate basis per billable minute for all billable minutes and not vary depending upon the volume of traffic.**

Sprint's offers the following fixed rate price, for all TRS minutes (Figure 1) for the initial contract term. Sprint's pricing is fixed-rate pricing and will be billed based on session minutes. Sprint's pricing is valid, independent of call volume.

Mandatory Pricing Only	Per Minute TRS Rate
Initial Contract Term (Years 1 – 3)	\$0.84/ Session Minute

Figure 1 – Base Contract TRS Pricing

For all available extension options, Sprint's pricing offer will not exceed a five percent (5%) increase over previous contract rate.

### **Best Value**

Sprint encourages the FPSC to closely view the cost per minute differences and the total efficiencies of providers. As detailed in the Executive Summary, the National TTY Relay Index Report conducted by the Paisley Group, LTD found that **Sprint processes calls faster than any of the other TRS providers observed and 12% faster than the industry mean.**

This was also evidenced in West Virginia. Within the last four years, Sprint, AT&T and Hamilton have all provided Relay services in the state of West Virginia.

- AT&T was awarded the certificate in 1992. In 2006, AT&T requested its services be terminated.
- Hamilton was awarded an 18-month certificate in 2007.
- Sprint was awarded an 18-month certificate in 2009.



The chart illustrates statistics by all three providers in a side-by-side comparison of the average billable intrastate minutes per provider. As demonstrated below, Sprint billed between seven and seventeen percent fewer minutes per inbound call.

West Virginia	AT&T	Hamilton	Sprint
<b>Efficiency</b>			
Source of Information <sup>1</sup>	2007 West Virginia RFP	02/01/07-10/31/08	09/16/09-02/28/10
Intrastate Minutes	36,771	25,183	13,671
Answered Calls	9,335	8,185	4,799
Average Intrastate minutes per answered call	3.94	3.08	2.85

Figure 2- Comparison of Efficiency

<sup>1</sup> West Virginia statistics for Hamilton and AT&T obtained from Hamilton's response to Utah's Request for Proposal dated 01/12/10.

**FRS TRS Cost Projections**

Sprint invites the evaluators to consider the additional savings that are offered by Sprint as a result of efficient call processing. As demonstrated in the chart below, Sprint anticipates that it will save the FPSC over half a million dollars over other Relay providers during the life of this contract.

Contract Year	2012-2013	2013-2014	2014-2015
Sprint TRS Minutes	2,150,000	1,935,001	1,780,202
Sprint Cost	\$0.84	\$0.84	\$0.84
<b>Total Sprint Cost</b>	<b>\$1,806,000</b>	<b>\$1,625,401</b>	<b>\$1,495,370</b>
Other Provider TRS Minutes (+12%)	2,408,000	2,167,201	1,993,826
Other Provider Cost	\$0.84	\$0.84	\$0.84
<b>Total Other Provider Cost</b>	<b>\$2,022,720</b>	<b>\$1,820,449</b>	<b>\$1,674,814</b>
Annual Savings with Sprint	\$216,720	\$195,048	\$179,444
<b>Total Contract Savings with Sprint</b>	<b>\$591,212</b>		

Figure 3 – Anticipated Savings with Sprint

If another provider offers the same PPM offered by Sprint and Sprint processes traffic 12% faster the State saves \$591,212 dollars over the life of the contract by selecting Sprint if both providers offer the same billable rate. Another provider needs to offer a TRS rate of \$.75 to equal Sprint’s rate of \$.84 at Sprint’s processing speed.

**Quality and Efficiency**

Sprint is the best value provider by combining extraordinary quality and efficiency. As we understand funding is tight, Sprint continually works to ensure that each facet of Relay is examined to determine where cost effectiveness measures can be implemented which do not negatively impact the Relay user’s Relay experience.

Sprint’s commitment to efficiency and quality is evident in both our Relay technology and practices. By processing the calls more quickly and providing better quality, customers are more likely to utilize the Relay service for quicker calls at a greater frequency.

As a result of Sprint’s commitment to controlling costs, Sprint is able to offer a very competitive rate. Sprint offers an additional benefit of call handling efficiencies that decrease the number of billable minutes and quality controls making Sprint the best value provider.

There are several factors which contribute to Sprint’s claim that we are the best value provider including:

***Dedication to Quality Assurance***

Sprint provides a Quality Assurance Manager and formal quality assurance program to support FRS. Sprint also engages third-party, independent auditors to evaluate Sprint’s performance. Any customer concerns, questions or suggestions are addressed promptly.

### *Access to New Products and Services*

Sprint is offering the State a trial of Fast Relay CapTel service, Wireless trials, a new Florida Relay wireless application and up to 10,000 minutes of Sprint's Relay Conference Captioning service during the initial contract term.

### *Efficient Deployment of Resources*

Sprint, unlike other less efficient TRS providers, is able to minimize its operational costs while still exceeding customer expectations in regards to speed of answer by imploring an intelligent call routing system that does not rely on human intervention to react to traffic spikes. Sprint's robust intelligent contact management (ICM), combined with the nation's largest TRS network, allows Sprint to maintain a very competitive price per minute and quick speed of answer.

### *Accurate Measurement*

Sprint precisely captures and reports billable minutes. Timestamps in the call detail record are rounded to the nearest second. Billable minutes in the invoice are computed to a 100<sup>th</sup> of a minute. No network transport time or time associated with calls waiting on hold is included in Sprint's invoice.

### *Call Processing Efficiencies*

Sprint's third generation platform provides automation and efficiency that leads the industry. These are offered to the FPSC as a part of our standard feature offering including the following:

- **ANI Temporary Branding:** When a user dials Sprint Relay, the TRS platform automatically searches its files to determine the communication mode of the last call to the Relay service and connects the user using the same communication mode. If it is the users' first time dialing Relay or if a new communication mode is used, the Relay platform will automatically update its files based on the communication mode detected. This feature is done completely without human intervention. This feature may be turned on or off per toll-free number. In addition, a customer may turn this feature off by registering a permanent communication mode.
- **Dedicated Toll-free numbers:** Sprint recognizes there are some households with multiple Relay users. For this reason, Sprint has implemented dedicated toll-free numbers which automatically connect the user in the appropriate communication mode.
- **ANI based Customer Profile information:** Many features implemented as a part of Sprint's customer profile are intended to allow Relay users to process their call more efficiently including:
  - **Call Set up:** When a call arrives at the CA position, the terminal provides all necessary information for the CA to process the call including Inbound ANI, Originating line information digits indicating the type of phone the call is being originated from (e.g. restricted, payphone, wireless, correctional facility), City and state of both the calling and called party, and Calling to number (when customer transmits using E-Turbo).
  - **Outbound Call Connection:** Sprint's Relay platform has been designed to quickly detect the called party's communication mode. When the CA dials an outbound call, the inbound user (if voice) has the ability to hear the call progression. If the called party answers the phone using text based communication, the system automatically connects without manual intervention.

### *Operational Efficiencies*

Sprint's new TRS platform and Quality Assurance programs promote the most efficient processing of calls.

- **Sprint offers the fastest typing CAs in the relay industry.** Three years of independent quality testing shows that Sprint consistently exceeds all other providers.
- **Sprint's CAs are extremely accurate** ensuring that users do not need to spend time repeating information as a result of CA errors.
- **Sprint's CA processing software**, as described in the Training section, is much more automated and intuitive than Hamilton's. Sprint has provided call processing examples, as compared to Hamilton's which demonstrate Sprint's level of sophistication.

Sprint's CA application has been designed to promote efficiency in call processing including:

- Extensive spell check library.
- Automatic expansion of commonly used abbreviations
- Substantial list of System-generated and CA-initiated macros (preprogrammed commonly used phrases)
- CAs are able to handle any type of traditional Relay call from any position including TTY, Voice, VCO, HCO, Speech-to-Speech, Spanish language, and combinations of these call types.
- Recording feature that captures and replays messages at a slower speed allowing the CA, in most cases, to type recordings on the first attempt without multiple redials.

#### ***Protecting the Integrity of the Florida Relay Service***

Sprint is proactive in ensuring that Relay services are available to those who need them and the impact of inappropriate use is minimized, whenever possible.

- **Correctional Facility Access:** In March 2005, Sprint, created a nationwide solution to prevent prisoner inmates from using Relay inappropriately. Sprint Relay identified that some prison inmates who were inappropriately accessing Relay services to avoid paying for local voice phone calls. Sprint Relay created a solution that utilized the telecommunication industry standards for identifying incoming calls from all correctional facilities. By identifying originating calls as correctional facility calls, Sprint's Relay Call Center can process the inbound call as collect call. This solution eliminated the incentive to misuse Relay services for free local calling, and remains compliant with the America with Disabilities Act (ADA). Sprint continually works with correctional facilities throughout the country to ensure those facilities' telecommunication networks are configured properly so that fraudulent calls do not hinder or delay Relay user's legitimate access of the service. If another Relay providers is selected who does not offer an automated technical solution for correctional facilities, the FPSC may incur hundreds of dollars of inappropriate charges.
- **Pay-per-Use:** Sprint, unlike some Relay providers, has implemented a pay per call process that accurately detects restrictive blocks placed on the calling party's telephone line by the Local Exchange Carrier (LEC). Other Relay provider's "work-around" solution requires that the Relay user contact the Relay service to register a Relay-only 900 block. Sprint's system eliminates the need for this work-around therefore resulting in greater efficiency for both the provider and the end-user. In addition, this increases the functional equivalence of Pay-Per-Call Services.

**2. Captioned Telephone**

**Bid price should be on a rate per billable minute for all billable minutes and may vary depending upon the volume of traffic.**

Sprint has read, understands, and has complied.

Sprint’s fixed rate pricing in session minutes for the first contract term includes all the services referenced in the Technical Proposal (excluding Operational Features).

Mandatory Pricing Only	Per Minute CapTel Rate
Initial Contract Term (Years 1 – 3)	\$1.54/ Session Minute

Figure 4 – Base Contract TRS Pricing

For all available extension options, Sprint’s pricing offer will not exceed a five percent (5%) increase over previous contract rate.

Price increases for any extension years will not exceed five percent (5%).

**Value**

Sprint offers the best value package for CapTel, including the following distinct steps to ensure that its products remain the best in the industry:

- **Independent Quality Evaluations:** Sprint has commissioned a third-party, independent quality evaluation of Sprint’s CapTel service, along with new emerging captioning technology. To our knowledge, Sprint is the only provider to conduct this type of formalized testing programs.
- **Internal Quality Assurance Testing:** As a part of its Quality Assurance programs, Sprint conducts internal testing monthly on CapTel Key Performance Indicators. To the best of our knowledge, Sprint is the only CapTel provider with this type of formal quality assessment program. Sprint currently conducts test calls monthly to evaluate service and works directly with CapTel on the results. The CapTel CA is timed and scripts are designed to give the CA enough transmission time and a variety of words and phrases to test the speed and accuracy fairly.
- **ANI-based Billing:** Sprint understands that the FPSC prefers to receive reports based on the customer’s Equipment Serial Number (ESN) with no roaming or guest options allowed. Sprint has the capability to provide reporting based on the customer’s telephone number, similar to TRS. If, in the future, the State elects to transition to ANI-based billing, Sprint can fully support that option at no additional charge.
- **Focus Groups:** Sprint has conducted Focus Groups in Florida to relative to the product satisfaction, identifying potential users, supplying additional training, and performance issues. This feedback has been used to drive changes and product focus.
- **24-hour Customer Service:** One of Sprint’s core commitment has always been providing our customers with live Customer Service, 24 hours a day, seven days a week. While traditionally CTI has provided Customer Service only during business hours, Sprint is excited to announce that CTI customer service has expanded to seven days a week. CTI Customer Service is now

open from 7 am to 7 pm Monday through Friday, and 8 am to 5 pm Saturday and Sunday. CapTel Customer Service is not open on the following holidays: Thanksgiving, Christmas, New Years Day, Independence Day, and Labor Day. As always, the Sprint Relay Customer Service is available to assist CapTel customers 24/7/365.

- **N11 Access:** CTI's platform has the ability to automatically match the caller's phone number (NPA-NXX) to the correct ten-digit number which corresponds to the N11 number (e.g., 211, 311, etc...). In order to implement for Florida, Sprint will simply need a listing of NPA/NXX from the FPSC or corresponding agencies. 
- **WebCapTel:** Sprint has established its own gateway to WebCapTel which grants additional flexibility in administering and improving the service, as well as developing wireless applications, including the soon-to-be-launched Wireless CapTel application for Android phones. With Sprint's wireless experience and resources, Sprint can bring wireless access to CapTel users at a more affordable cost.
- **\$99 Self-Purchase Program for Individual Customers:** Sprint is currently offering subsidized CapTel phones available to individual users at the discounted rate of \$99. This is especially helpful for those users who do not qualify for the State's Equipment Distribution Program. This program also includes a 90-day trial period with full refund, for users who are not completely satisfied.
- **\$99 Purchase Program for the Equipment Distribution Program:** Sprint is currently offering, subsidized CapTel phones for the State's Equipment Distribution program at the discounted rate of \$99.
- **Interstate CapTel Services:** In addition to the landline form of CapTel under the Commission's jurisdiction, Sprint also provides WebCapTel and the CapTel 800i. Sprint will actively promote these services to Florida CapTel customers, which saves the State's funds as these calls are reimbursed through the TRS Fund.



**3. Optional Features**

**a. Custom Calling Services**

**\$.xx PER BILLABLE MINUTE (or other basis)**

**(see RFP item B.51)**

As described in Sprint's proposal, Sprint offers the following enhanced service offerings that are currently available through Sprint Relay Service at no additional cost to the user than those charges that may be applied by the LEC:

- Call Release
- Frequently Dialed Numbers (Speed Dialing)
- Three-Way Calling
- Last Number Redial
- Call Forwarding
- Call Waiting
- Basic Conference Calling

**b. Other Optional Features Not Included in Basic Relay**

**(see RFP item B.54)**

**Relay Conference Captioning**

Sprint's proposal includes up to 10,000 minutes annually of Sprint's Relay Conference Captioning service during the initial three-year term at no cost. If 10,000 minutes of use are exceeded during the calendar year, the FPSC may elect to allow end users to continue to use the service (at the rates below) or suspend the service, until the beginning of the next year. Please see the terms and conditions below for billing.

Relay Conference Captioning (RCC): Cost per minute \$2.80

Relay Conference Captioning Notes and Conditions:

- a) For purposes of this Agreement the number of minutes, hours or partial hours for any event shall equal the "actual" minutes, hours or partial hours of the event.
- b) Minimum Incremental Billing Unit: 15 minutes for Real-time Reporting/Streaming Services with an initial minimum of 1/2 hour.
- c) Minimum Fee for any Event: One half (1/2) of the Hourly Rate for the Event
- d) All events will be billed in full for the amount of time requested and in 15-minute increments thereafter unless cancelled with a 24-hour notice of cancellation.



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