

**Universal Service Administrative Co. (USAC)
SS-25-060 – RFI for Email Marketing Automation Services
Questions & Answers**

Q#	Question	Answer
1	Budget?	USAC does not disclose budget information.
2	Can the <<CLIENT>> share some of the issues you're experiencing with the current website/CMS <<SOLUTION>>? Where is it falling short? What is your biggest complaint or source of dissatisfaction? What are your main reasons for conducting a competitive procurement at this time?	We conduct a competitive review every 5 years.
3	Can you provide an estimate on the number of anticipated internal users?	Approximately 40
4	Can you provide examples of the types of distinct spaces/workflows different teams might need? (e.g. what typically distinguishes one team's access from that of another)	Each team has unique email content and subscriber lists. Templates and other design content may be shared across workflows.
5	Can you provide examples of the particular types of campaigns you would orient your messaging around? (e.g. series of messages, audience segmentation groupings, types of triggers that would be useful)	Types of campaigns might include program deadlines, new program users, targeted audiences or specific projects (e.g. changes to a financial system.
6	Do you have access to technical resources in your organization that can write and run scripts for utilizing a platform's open API for subscriber syncs?	Yes
7	Can you provide examples of the types of fields you would like to be able to synchronize between a communications platform and a CRM? Do you have multiple CRMs in use?	We use Microsoft Dynamics CRM. We'd like to synchronize name, email, identifier (e.g., numeric code). To be more specific about a potential use case – if our call center received questions about a topic, we're interested in the option to send them pre-populated information about their query via email.
8	Will this much larger communication exceed the current number of subscribers (200K) and if so by how much?	Could potentially include a million + contacts.

9	With FedRAMP now being a requirement for cloud-based solutions for the Federal sector, is FedRAMP a requirement for this solution?	Yes
10	What is the current technology USAC uses to conduct email marketing today?	Salesforce Marketing Cloud
11	What related technology or systems produce data for the email marketing system today or envisioned for the future state?	We use our website and CRM to collect email addresses for outreach. We could potentially connect the email marketing system to our CRM for customer service follow up in the future.
12	What CRM is in use today?	Microsoft Dynamics