

Appendix L – Customer Service Transformation

The Commonwealth is committed to improving digital interaction with citizens as well as individuals and entities that conduct business with or on behalf of the Commonwealth (each a “Business Partner”). Customer Service Transformation was launched to help the Commonwealth achieve objectives. Customer Service Transformation is based on six (6) design principles. The selected Offeror must align their performance and deliverables under the contract awarded from this RFP with these principles:

1. A single online destination for services. Keystone Login provides a single online destination for services. A single online destination will enable citizens and Business Partners to locate services and conduct business in the Commonwealth, even if they do not know which agency to contact. Citizens and Business Partners can still navigate directly to services on agency websites, if they wish.

Offerors must be able to integrate with the single online destination, starting with PA.GOV. The selected Offeror must be able to receive and validate the credentials of a citizen or Business Partner that were previously authenticated from an active session. This process is further defined below in design principle 2.

2. Secure access to services through a single login. The Commonwealth implemented a single login system known as Keystone Login. The purpose of Keystone Login is to provide a consistent and secure approach to account administration. The Keystone Login offers citizens (and in the future Business Partners) a single online point of access to services offered by multiple Commonwealth agencies or other Business Partners. It is critical that by using Keystone Login any citizen or Business Partner can work with any Commonwealth agency or other Business Partner through the Commonwealth’s external facing applications using a single login credential.

The consistent and modern authentication standards available through Keystone Login will increase convenience for citizens and Business Partners by simplifying account management and eliminating the need to remember multiple usernames and passwords, while also strengthening the Commonwealth’s security posture. In addition, Keystone login provides the ability for a citizen or Business Partner to create a single profile managed by Keystone Login.

The selected Offeror must register with and utilize the Commonwealth’s Keystone Login.

Applications that utilize Keystone Login can leverage authentication methods through one of the following approaches; (1) via a series of Application Programming Interfaces (“APIs”), or (2) as a redirect to the Keystone Login Portal. A detailed Developer Integration Guide will be provided to the selected Offeror, however, to aid in determining the level of effort, a summary version of the Developer Integration Guide and the Keystone Login Branding Guidelines are available at the following location: <http://keystonelogindevelopers.pa.gov>.

Offerors must review the summary version of the Developer Integration Guide and the Keystone Login Branding Guidelines to verify the Offerors understand the mandatory APIs and services to be made available.

The Offerors must include in their technical submittal an acknowledgement that they will utilize the Keystone Login. If the Offeror requires additional information to verify the identification of citizens through the authentication process provided by Keystone Login, the Offeror must identify the additional required information.

Additionally, the Offeror must commit to utilizing the Keystone Login for Business Partners when required by the Commonwealth. The timeframe for implementation of the Keystone Login to Business Partners will be mutually agreed upon by the Offeror and the Commonwealth and will be documented through the contract change order process.

If the selected Offeror will be responsible for helpdesk calls from application users, the Offeror shall comply with the following:

The selected Offeror is expected to provide first contact (Tier 1) Helpdesk support for the Keystone Login. Keystone Login provides an internal administrative dashboard designed to provide Helpdesk information to aid a caller with several Tier 1 level tasks. This is a secure internal administration site; hence, the selected Offeror will need a COPA account, along with VPN in order to access this site and be provided access by the Commonwealth. The dashboard provides the following information:

Exception Logs: A log of all the errors that occur in the Keystone Login site, calls to Keystone Login APIs, and the Admin site. The list can be searched and filtered by different parameters (User Name, Email Address, Start Date, End Date, Agency, or Application). Returns: ID, Log Date, User Name, User Email, Application Code, Message, Method, File Path, Line Number and Stack Trace.

User Logs: A log of all user activity. The list can be searched and filtered by different parameters (User Name, Email Address, Start Date, End Date, Agency, or Application). Returns: ID, Log Date, User Name, User Email, Application Code, User Event Type and Message.

Search: Used for searching users in Commonwealth domains. Search also provides the ability to edit Keystone Login accounts, unlock accounts when locked, change or reset passwords. User Search: Username, Email address, first name, last name, phone or domain. Returns: Name, User Name, Domain with buttons to see Details, User Logs, Exception Logs, Reset Password, Change Password, Edit, or Social Logins.

3. Consistent and user-friendly online experience across all services. A common look and feel increases trust by enabling citizens and Business Partners to easily recognize official services provided by the Commonwealth and ensures that online services and information are accessible to all citizens and Business Partners, regardless of ability.

Offerors must acknowledge compliance with the Commonwealth's web site and mobile application design standards. Refer to the Commonwealth Information Technology Policies ("ITPs") SFT002 – Commonwealth of PA Website Standards, NET005 – Commonwealth External and Internal Domain Name Services ("DNS"), and SFT009 – Application Development.

Offerors must acknowledge and demonstrate compliance to relevant federal, state and local laws, regulations, rules and legislation, including, but not limited to:

- Title III of the Americans with Disabilities Act (“ADA”) which prohibits discrimination on the basis of disability;
- Section 508 Amendment to the Rehabilitation Act of 1973 which requires all federal agencies’ electronic and information technology to be accessible to those with disabilities; and
- Section 504 of the Rehabilitation Act which prohibits discrimination on the basis of disability for entities receiving federal funds.

Offerors must also acknowledge compliance with the Web Content Accessibility Guidelines (“WCAG”) 2.0. The selected Offeror must provide quarterly reports that demonstrate compliance with WCAG. Refer to the Commonwealth Information Technology Policy ACC001 – Information Technology Accessibility Policy for additional information.

4. A consolidated and streamlined digital footprint. The Commonwealth seeks to streamline its online presence and make information easier to find by eliminating or consolidating small, outdated or low traffic Commonwealth websites. The selected Offeror must use the PA.GOV domain for proposed websites.
5. Continuous improvement through customer feedback. The Commonwealth will be collecting feedback from our citizen and Business Partners regarding the Customer Service Transformation. The Commonwealth may use the feedback to identify new opportunities to improve and innovate services. The selected Offeror must have the ability to collect satisfaction and feedback related to data from citizens and Business Partners.
6. A single phone number to direct citizens or Business Partners to the services they are seeking. The Commonwealth intends to make it easier for citizens and Business Partners to find the services they are seeking by calling a single Commonwealth phone number. Citizens and Business Partners may still contact agencies through existing call centers and phone numbers, if they wish.

The selected Offeror must collaborate with this initiative where appropriate.