



Client Experience (CX) Strategy Development and Capacity Building

Advance Contract Award Notice (ACAN)

1. ADVANCE CONTRACT AWARD NOTICE (ACAN)

1.01. An ACAN is a public notice indicating to the supplier community that a department or agency intends to award a contract for goods, services or construction to a pre-identified supplier, thereby allowing other suppliers to signal their interest in bidding, by submitting a statement of capabilities. If no supplier submits a statement of capabilities that meets the requirements set out in the ACAN, on or before the closing date stated in the ACAN, the contracting officer may then proceed with the award to the pre-identified supplier.

2. DEFINITION OF THE REQUIREMENT

2.01. Elections Canada (EC) requires professional services to develop a strategy describing the overall framework for the Client Experience (CX) function at Elections Canada in an effort to increase the organizational capacity and maturity level as part of Digital Enterprise 2028.

2.02. User-centric service design is at the core of the digital transformation strategy and the agency's strategic plan 2020-2028 principles to listen, share and collaborate. It supports the agency's objective to be a user-centric organization and evidence-based.

2.03. The core element underlying every digital business transformation being conceived anywhere in the world today is that users/clients are paramount and business processes must serve the user, not the process. This is equally true in Elections Canada's Digital Strategy and thus the principle that "Business services design must be user-centric".

2.04. The agency must have a clear line of sight to its users, both external users and internal users (OCEO and CCE staff). It must act to gather and understand users' needs and expectations. It must involve users throughout the digital transformation journey to ensure knowledge of their needs is maintained current. As some users will prefer services as they currently exist, the Strategy must ensure that existing channels are maintained (enhanced as feasible).

2.05. User Communities will influence the services the agency produces and they will help prioritize the sequence of service delivery. At Elections Canada, user communities defined in its Digital Transformation strategy are: OCEO/CEO personnel; field personnel; political entities; electors (voters); media, academics, civic society groups; and partners (such as landlords).

3. CRITERIA FOR ASSESSMENT OF THE STATEMENT OF CAPABILITIES (MINIMUM ESSENTIAL REQUIREMENTS)

3.01. Any interested supplier must demonstrate by way of a statement of capabilities that its product/equipment/system (as appropriate) meets the following requirements:

- a) Strategy development and gap analysis: an overall strategy for the agency with proposed CX processes and steps, prioritization of CX improvement opportunities, ways to measure CX, tools for developing personas and journey maps, integration of UX into CX, ways to foster a client-centric mindset among business owners and techniques for the Director responsible to establish and manage a matrix team of CX capacity across the agency.
- b) Engagement of digital transformation champions, key business owners and management: To develop the strategy, the Contactor will need to meet with user community champions and a variety of other internal stakeholders such as business owners and those currently performing CX functions or enabling functions to understand what CX means to them, explain the difference between CX and UX (user experience/user interface), and discuss what tools and resources they need to engage and understand the needs, preoccupations and pain points of their user communities when engaging or accessing Elections Canada's services. The Contractor will also have insights and analysis from work underway to assess the agency's CX maturity level and will have access to various existing metrics available across the agency on client experiences.
- c) Development and delivery of in-person and/or virtual training sessions, classes and curricula, workshops, information sessions, online tools/resources and other engagement opportunities to build internal agency capacity as part of strategy development, to build the various deliverables listed in section 8 and to build CX buy-in, understanding and capacity within the agency.

4. JUSTIFICATION FOR THE PRE-IDENTIFIED SUPPLIER

4.01. Think Digital is a supplier in the National Capital Region that works with Public sector organizations including the federal public service to develop and implement digital strategies and services using client and human-centric approaches. Its personnel possess experience working in and with Government of Canada departments and central agencies on multiple iterations of digital transformation initiatives. Think Digital is a multidisciplinary supplier uniquely positioned with a combination of competencies and abilities related to client experience and digital government, an understanding of the broader digital ecosystem, as well as the capacity to design and deliver training and CX tools.

5. GOVERNMENT CONTRACTS REGULATIONS EXCEPTION

The following exception to the Government Contracts Regulations is invoked for this procurement under subsection 6(d) only one person is capable of performing the work.

6. OWNERSHIP OF INTELLECTUAL PROPERTY

6.01. Where intellectual property will be created during the course of the contract, a statement should indicate whether an exception set out in the Treasury Board ARCHIVED - Policy on Title to Intellectual Property Arising under Crown Procurement Contracts is being invoked or if the ownership of intellectual property will rest with the contractor.

Ownership of any Foreground Intellectual Property arising out of the proposed contract will vest in and remain the property of the Contractor.

7. PERIOD OF THE PROPOSED CONTRACT OR DELIVERY DATE

The proposed contract period will be from contract award until March 31, 2024 (“the Initial Term”) with one additional period of 12 months under the same terms and conditions.

8. COST ESTIMATE OF THE PROPOSED CONTRACT

The estimated value of the contract, including options, is \$86,750.00 (GST/HST extra).

Service / Description	Total
Initial Term	\$86,750.00
Total Initial Term	\$
Option Period 1	\$0
Maximum Contract Value	\$86,750.00

9. NAME AND ADDRESS OF THE PRE-IDENTIFIED SUPPLIER

Elections Canada intends to award a contract to Think Digital Associates Inc., 800-515 Legget Dr, Ottawa, ON K2K 2W2.

10. SUPPLIERS' RIGHT TO SUBMIT A STATEMENT OF CAPABILITIES

Suppliers who consider themselves fully qualified and available to provide the goods, services or construction services described in the ACAN may submit a statement of capabilities in writing to the contact person identified in this notice on or before the closing date of this notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

11. CLOSING DATE FOR A SUBMISSION OF A STATEMENT OF CAPABILITIES

The closing date and time for accepting statements of capabilities is February 22, 2023 - at 2:00 PM (Gatineau time).

12. INQUIRIES AND SUBMISSION OF STATEMENTS OF CAPABILITIES

Inquiries and statements of capabilities are to be directed to:

Svetlana Zelyutkina

A/ Senior Advisor,

Procurement and Contracting Services

Elections Canada

30 Victoria St

Gatineau, Quebec K1A 0M6

Phone: 873-416-0615

Email: proposition-proposal@elections.ca