

February 28, 2022
Attn: Katie Edwards
Dear Katie,

Thank you for your interest in Twilio Inc., ("**Twilio**") and for the invitation to participate in the LCL/SDM IVR Phone System Upgrade RFP

The information Twilio has provided to you in our response to the Request For Proposal has been provided to you in good faith and is accurate at the date of submission. Twilio's submission will include the following.

1. Appendix A: Company Profile
2. Appendix B: Proposal Requirements
3. Appendix C: Pricing
4. Appendix D: Vendor Privacy Assessment
5. Appendix E: Executive Summary and Case Studies

We look forward to partnering with LCL and SDM on this exciting engagement.

Yours Sincerely,

Marcus Kuuter
Strategic Account Executive
Twilio
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Executive Summary

A company's interactive voice response (IVR) system is often their customer's first and primary point of contact and can have a significant impact on customer engagement and satisfaction. Modern cloud based IVRs support easy configuration, expandable capacity, and flexible pricing based on usage. However, many companies are stuck with traditional IVRs that lack features, rely on proprietary technology, and are not very flexible. Twilio's cloud-based approach to IVR makes it easy to augment or replace your traditional IVR with a modern IVR platform that offers cloud scalability and easy customization.

The Twilio cloud IVR approach with Programmable Voice can integrate with any other SDM applications required and can be built to integrate with any phone system that Shoppers Drug Mart chooses to use, including the existing in-store phone system. This will provide the ability for both a rapid implementation to bring value quickly in lowering the busy signals received by callers, as well as a smooth transition plan to a new UC telephony service, since the same IVR solution can be built to work with both the existing and new phone systems in each store.

Customer Success Stories

- Shopify - <https://customers.twilio.com/2075/shopify-2/>
- Luminare - <https://customers.twilio.com/2580/luminare/>
- Marks & Spencer - <https://customers.twilio.com/1937/marks-and-spencer/>

Moving to a cloud based IVR

Because your phone system is one of your most important connections to your customers, it's important that calls can get through quickly and accurately. Your IVR needs to accommodate not only your specific business needs and processes, but also adapt to increasing capacity demands as your business grows.

Twilio's modern IVR platform includes:

- Twilio Super Network for connectivity
- Twilio Programmable Voice for API-based call control.
- TwiML (Twilio Markup Language) for programmatic call control through code.
- Twilio Studio for designing and editing call flows as needed using a drag-and-drop visual interface.

Key components

These Twilio offerings enable the robust features needed to build out a flexible, powerful IVR solution.

Twilio Super Network

The Twilio Super Network provides the connectivity from the public switched telephone network (PSTN) to your IVR. The Super Network is a robust, flexible network of carriers that lets you manage and scale your connectivity as your business demands. Because it's built on software, you can leverage the Super Network global ecosystem of carriers with just a few clicks. The Twilio Super Network is unique because we layer in software to every element of the network. With intelligent route monitoring,

automated routing changes, and many other software-based innovations, Twilio Super Network lets businesses focus on building dependable, unique communication experiences with their customers instead of dealing with the messiness of traditional telecommunication.

Twilio phone numbers

While Twilio provides easy access to an inventory of local, national, mobile, and toll-free numbers in more than 100 countries, our recommended approach would consist of porting existing store phone numbers to the Twilio cloud IVR platform avoiding the requirement to update public directories or impacting customer experience.

Building With Twilio

Twilio Programmable Voice lets you easily design and scale a voice experience that meets your business needs. Starting with basic call handling and DTMF (dual-tone multi-frequency) support to build out your system, which can later be enhanced with features such as voice recognition, call tracking, and more.

Programmable Voice and Numbers (required)

Port existing store phone numbers to the Twilio cloud platform so that calls can be handled programmatically, independent of any physical store infrastructure limitations (such as the number of physical phones available)

Cloud IVR (required)

Handle all incoming calls to store numbers with a Twilio cloud IVR that can handle any number of concurrent calls, independent of in-store infrastructure. The IVR will be the first experience of any inbound caller, designed to facilitate self-help and automated assistance wherever possible, routing calls to the store phone system only when necessary. <integration / flexibility>

In-store telephony (optional)

Twilio is not bidding on this part of the RFP as we do not provide IP-PBX functionality, however we have several partners that do. Our proposed solution will provide immediate value alongside the existing phone system, and will work alongside any IP-PBX (premise or cloud) platform that SDM selects as a next-generation in-store phone system

Elastic SIP Trunking (optional)

Replace analog PSTN circuits with Elastic SIP trunking that can handle any number of concurrent calls (limited only by the capacity of the premise or cloud phone system, the Internet connection available, and the number of employees available to answer calls in the store)

Voice Insights

Voice Insights provides call quality analytics and aggregation tools for Twilio calls. Voice Insights gathers call metrics and events for analysis and aggregation. Insights is available for all calls made using Twilio VoiceSDKs, using the Programmable Voice APIs, or calls placed using Elastic SIP Trunking.

Optional Future Capabilities

Twilio Flex (Optional)

While SDM does not have any centralized contact centre resources today to handle high call volume, if at some point in the future SDM is ready for this, a programmable cloud-based contact centre solution is entirely complementary to the above proposed model

Twilio Frontline (Optional)

Twilio Frontline represents a method to handle customer interactions through SMS, Voice, Whatsapp, and other channels in the hands of any employee on their own smartphone, gradually transitioning phone calls into other forms of communication customers may prefer.

Twilio Voice API

If LCL/SDM would like to control call flow or manage call flow handling with any third-party application in the future, the Twilio Voice API provides the interface required for that integration. You can take advantage of most Voice API features through Twilio Studio to get started, and later unleash the full power of Voice API using your own custom apps.