

**Figure 3: Theme/Requirements – Features – Proofs/Evidence – Customer Benefits Table**

The table below is designed to help you create a reference tool to derive features, proofs/evidence, and customer benefits which are used to embed themes (or answers to requirements) in the proposal. This data should be used in Thesis Sentences, Focus and Fact Facts Boxes, as well as all key art. This approach prevents you from creating a series of unsubstantiated claims.

<b>Theme (or Requirement)</b>	<b>Theme Features (or Requirement)</b>	<b>Performance Proofs / Evidence</b>	<b>Customer Benefits</b>
Theme or requirement	<ul style="list-style-type: none"> <li>■ A feature is <u>specifically</u> what we are going to do in our solution so we can meet each major requirement relevant to the theme</li> <li>■ <b>In General:</b></li> <li>■ Do not include all the features for <u>every major theme/requirement</u> – hit the main ones (or one) <u>for each major theme/requirement</u> (e.g. a 3 major themes/requirements may have 3 or more features, but let not push this much beyond 4-6 features) or your table becomes too complex – make sure we hit key features that differentiate our solution</li> <li>■ If we are the incumbent – it is a special case <ul style="list-style-type: none"> <li>■ Answer with what are we doing today that is good for each major requirement</li> <li>■ Secondly, answer with what are we going to do that <u>improves</u> our existing features for each major requirement (we may not be improving everything)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ A proof is where we have done it before – answering <u>why</u> the customer should believe that our feature will work to answer the requirement</li> <li>■ <b>In General:</b></li> <li>■ Where are we doing each feature today, and what is the result the current customer derives? (benefit) If you can group feature proof responses, go ahead</li> <li>■ Include more than one location/contract and benefit if possible</li> <li>■ Don't forget to include the customer as one of the places if we are the incumbent</li> </ul>	<ul style="list-style-type: none"> <li>■ A customer benefit answers the question of "so what, why do I care?" for the customer evaluator</li> <li><b>In General:</b></li> <li>■ What are the most significant and specific benefits the customer derives from the features and proofs presented?</li> <li>■ Benefits in general deal with lower risk, lower cost, faster delivery, higher performance, or higher quality – do not leave it at those words – <u>quantify</u> the benefit</li> <li>■ Do not repeat benefits if more than one feature yields the same benefit</li> <li>■ Do not list only one benefit</li> <li>■ Tie the benefit to the theme – use a one or two key words from the theme in your benefit</li> <li>■ Consider including words from the evaluation criteria to make your benefits relevant to what is important to the customer</li> </ul>
EXAMPLE  We deliver the lowest transition and delivery risk for customer name Program XYZ 2010 client service lines, using existing infrastructure	Continued delivery of existing [customer name] Help Line operations for Program XYZ, Program XYX Plus, and Next Generation Program XYZ Existing and proven HR staffing process and cross train personnel in multiple lines of client service 60% of staff bilingual and existing contract language	Today at [customer name] - 4.9M phone contacts, 6.4M enrollments, 85% voluntary choice enrollment rate [customer name] staff maintained to handle call volume California and New Jersey cross training -	Existing and operational local customer name staff / facilities and adequate in place language and translation capability - no transition risk – existing investments / infrastructure Importing best practices from Ohio, Iowa, and New Jersey – extending [customer name] service delivery lead

<b><i>Theme (or Requirement)</i></b>	<b><i>Theme Features (or Requirement)</i></b>	<b><i>Performance Proofs / Evidence</i></b>	<b><i>Customer Benefits</i></b>
and staff; achieving faster, less complicated, and best practice service in less time	line for other than Spanish/ Vietnamese	<p>less call transfers to meet client need</p> <p>In California and Montana, our system provided more efficient data handling providing 30% faster service to clients</p> <p>Staff currently meeting language and translation needs of [customer name] population</p>	<p>Less client frustration, single point of service, no call transfers – prompt, less complicated, less time</p> <p>Our system proved faster and more accurate client service data to [customer name] service representatives – prompt, less complicated, less time</p>