

<https://www.merx.com/private/solicitations/4114534470/abstract?>

Basic Information

Reference Number

0000333724

Issuing Organization

CBC/Radio Canada

Solicitation Type

RFP - Request for Proposal (Formal)

Solicitation Number

DPI20261002

Title

Customer Service Management Solution

Source ID

FD.CO.CAN.458875.C2476076

Agreement Type

Canadian Free Trade Agreement (CFTA)

Details

Location

Canada, All of Canada, All of Canada

Purchase Type

One Time Only- Delivery Date:2027/02/01

Description

PLEASE READ THE FOLLOWING COMPLETELY AND CAREFULLY PAYING ATTENTION TO ALL REQUIREMENTS AND DATES.

CBC/Radio-Canada is seeking Proposals in response to its Request for Proposal.

An Agreement resulting from this RFP may potentially be for three years with two irrevocable options to renew for a one year period.

1. SUMMARY OF REQUIRED GOODS/SERVICES:

CBC/Radio-Canada is seeking proposals to establish a Services Agreement for a Customer Service Management solution that includes both a knowledge base (KB) and a ticketing system.

The knowledge base solution will:

Provide a web-based product for articles with video, images, and text about our various products and content in either official language (English and French). Ideally this includes an optional generative AI chatbot and other smart methods for users to find the information they need.

For users who have not found what they need on the KB, allow them to submit feedback or questions (in either official language) about all aspects of our business through forms within the KB. These forms should be customizable such that we can ask for all relevant information from the user.

Have a user journey to submit tickets that includes features for deflecting customer tickets with self-help options that save agent resources. Examples of this include: a chatbot assists the user to query content, then if they still choose to submit a ticket, an AI engine recommends articles, then after submitting a ticket, the system sends a confirmation email including reminders of self-help options tailored to the ticket contents.

Have reports and statistics about popularity and success of various KB content, and other such analytics. Ideally includes an AI feature that can highlight gaps in KB content or suggest wise configuration changes.

Have a customizable interface such that it can be styled like our other web products, and load custom JavaScript for various purposes: analytics libraries, A/B testing code, etc.

The ticketing solution will:

Receive customer tickets from multiple channels, such as email, social media, app store reviews, live chat, chatbots, phone calls, etc., and then reply either on the same channel or to the user's email

address. In addition, it will have an API that enables our owned and operated interfaces to submit tickets.

Use a combination of AI and hard-coded business rules to help categorize tickets for triage and reporting purposes. These triaging features should be flexible enough to handle the extremely wide variety of tickets we receive.

Features to facilitate efficiently resolving tickets. This might involve: sending boilerplate, templated responses, mass responses to several related tickets at once, or uniquely composed responses to unique tickets. Ideally, AI can assist with drafting responses, suggesting response templates, surfacing related tickets, and summarizing long threads.

The standard agent interface for viewing tickets has a means of adding custom web components that can fetch and display relevant first-party data to aid agents with decision making.

Reassign and escalate tickets as needed, such as tickets flagged as a bug report by the user, but the ticket is a comment on our content, or tickets that need to be escalated to technical support or management.

Have reports/dashboards of tickets so agent supervisors have an aggregate, birds-eye view of tickets. The system should allow for reports/dashboards to be segmented by time periods, various categories of tickets, AI-generated categories/summaries, etc.

Provide read-only access to internal stakeholders to dashboards/reports and to just tickets relevant to their team, giving them more insight on how to create personal, relevant and engaging experiences with our audiences. Ideally reports/dashboards are also exposed by an API for consumption by integrations with productivity, product management, and business intelligence tools.

Have administrative tools to facilitate onboarding, understanding of new features, AI recommended configuration/workflow changes, and AI-powered suggestions for content to add to the KB based on recurring themes in tickets. This tooling is ideally complemented by dedicated client support from the vendor's customer success representative.

2. TO OBTAIN THE DOCUMENTATION

CBC/Radio-Canada uses MERX (<https://www.merx.com/public/solicitations/open>) and from here you can type CBC or Radio-Canada to manage its solicitation process. All Proponents must obtain the RFP documents through MERX.

Below is the link to the MERX Proponent User Guide for new users

<https://www.merx.com/cms-portals/MERX/cms/public/help/guides/Proponentuserguide-v1.0.pdf>

Determine eligibility to participate based on the description of the objective statement

To obtain the documents the Proponents must be registered with MERX. If they are not already registered, they must do so by following the instructions included in the MERX Proponent User Guide link above and/or call 1-800-964-6379.

The Proponent understands that by accessing the documents that it is bound by the Confidentiality clause elaborated in Part II: General Provisions Section A: Proponent's Instructions 1. Confidentiality of the Main Document

3. COMMUNICATION WITH CBC/RADIO-CANADA

Any contact with CBC/Radio-Canada prior to obtaining the RFP documentation must be undertaken by e-mail and addressed solely to the CBC/Radio-Canada Representative, whose co-ordinates appear below. All e-mails pertaining to this RFP must state the reference number in the "Subject" of the e-mail.

E-mail: Imrana.Choudry@cbc.ca

Once the tender documents have been obtained, Proponents may have queries, require further information or clarification, or discover certain omissions or ambiguities in the documents. If so, or if there is any doubt about the meaning of any part of this RFP, must submit their questions through MERX no later than the date specified in PART I: INTRODUCTION, Table 1: Critical Dates in the RFP Process of the Main Document.

CBC/Radio-Canada reserves the right, at its discretion, to answer only those questions submitted through MERX.

4. RECEIPT OF PROPOSALS/PROPOSALS

Proposals must be received by CBC/Radio-Canada, via electronic submission to the MERX Website (www.MERX.com) no later than OCT 23 2026 at 8:00:00 pm, Eastern Time.

The Proponent has the sole responsibility for the timely receipt of a Proposal by CBC/Radio-Canada. The Proponent cannot transfer such responsibility to CBC/Radio-Canada. The MERX clock shall be used to determine the time of receipt of the Proposal, whether the time indicated on such clock is accurate or not.

Partial Proposals, amendments or revisions which are received after the date and time for the RFP Submission Closing Date will not be accepted.

CBC/Radio-Canada retains the right to negotiate with Proponent on any procurement.

Dates

Publication

2026/10/02 08:23:21 PM EDT

Bid Intent

Not Available

Question Acceptance Deadline

2026/10/13 12:00:00 PM EDT

Questions are submitted online

Yes

Closing Date

2026/10/23 08:00:00 PM EDT

Contact Information

Imrana Choudry

imrana.choudry@cbc.ca

Bid Submission Process

Bid Submission Type

Electronic Bid Submission

Envelope 1 - Technical

Pricing

No pricing in this envelope

Bid Documents List

Item Name	Description	Mandatory	Limited to 1 file		
Bid Documents	Documents defining the proposal		No	No	

Envelope 2 - Pricing

Pricing

Lump sum

Bid Documents List

Item Name	Description	Mandatory	Limited to 1 file		
Bid Documents	Documents defining the proposal		No	No	