

Platinum Support SLA

Platinum support is the premium service provided to Key Accounts that have a high reliance on Fresh Relevance integrated with other systems and / or have complex requirements that require Fresh Relevance support to have a detailed working knowledge on specific client campaigns.

Fresh Relevance will offer a manned telephone line and email support for queries relating to the services provided by Fresh Relevance during the hours of 8am to 10pm (UK time) (3am to 5pm EST) Monday to Friday. Support hours are restricted on UK and USA bank holidays.

Technical Support – What does it cover?

The support desk provides help and guidance to our clients with their use of the Fresh Relevance system. The responsibilities of the support desk include:

- Answering general questions on how to use the system.
- Full support of relevant named integrations where Fresh Relevance takes responsibility for supporting the integrations and will work directly with the named integrated platforms to resolve any issues associated with or questions relating to the integration.
- More than 1 dedicated support executive who is aware of specific integrations and client campaigns.
- Highest priority given to support cases, effectively jumping the support queue.
- Providing help articles on how to use the system.
- Exploring any technical issues with the system raised by clients and where possible resolving.
- Escalating any critical bugs on the system to the development team to fix and resolve.

Technical Support Response Times

Fresh Relevance will send an automated email with a dedicated ticket number immediately and a support agent will respond within two business hours. Phone calls will be prioritised and will be answered immediately, subject to team capacity. During busy periods phone calls may be diverted to voicemail. Any messages will be responded to within one business hour.

The Technical Support Team can be contacted via support@freshrelevance.com and on 02031 67 67 30 (UK)/1-646-472-5854 (US).

Account Management SLA

A Fresh Relevance account manager will be available during the hours of 9am to 5:30pm (UK time) Monday to Friday (excluding UK bank holidays). The account manager will be available via phone and email during these hours.

Account Management – What does it cover?

An account manager is there to provide help and guidance in using the Fresh Relevance system. Their responsibilities include:

- Monthly calls with the client reviewing planned and live activity.
- Providing advice and guidance on how best to use the system.
- Providing insight into where improvements on your campaigns can be made.
- Informing customers of new functionality available to them.

Account Management Response Times

An account manager will respond to a telephone message or a phone call within eight business hours. If they are unavailable any queries will be handled by the support team via the details above.

Fresh Relevance System Uptime

Fresh Relevance commits to providing the system on a 24/7/365 basis with a minimum availability of 99.9% excluding system maintenance (719 hours uptime, 43 minutes downtime per month) but strive for 99.99% or higher.

Fresh Relevance System Monitoring

The Fresh Relevance system is monitored on a 24/7/365 basis using both internal and external systems. We monitor our systems externally from multiple geographical locations around the world to ensure accurate visibility to any issues. On call staff are always available on a 24/7/365 basis ready to respond if any issues are detected.

The Fresh Relevance system is designed to be highly resilient, but we ensure we have appropriate monitoring coverage to pick up and respond to any issues quickly and accurately.

Fresh Relevance System Backups

All parts of the Fresh Relevance system which store client data are designed to be highly available and secure, utilising AES256 encryption at rest. We take nightly backups of our systems using built in Amazon Web Services (AWS) systems such as EBS snapshots which are replicated to multiple availability zones within an AWS region. Access to backups is restricted to authorised staff and controlled by the Technical Operations Manager.

Fresh Relevance System throughput of emails

The Fresh Relevance system utilises external Email Service Providers to deliver personalised emails to recipients. Typically we use the client's own ESP to do this and as a result have no control over throughput, performance and uptime of an external system. Our system is designed to deliver emails in real time and therefore cannot be held responsible for any delays that may result from the ESP.

Unplanned downtime/service affecting maintenance

If Fresh Relevance is due to have any planned downtime as a result of maintenance on the system then we will attempt to notify affects clients in advance with an expected downtime and impact assessment.

All client-affecting maintenance and scheduled downtime exceeding 10 minutes will be conducted during the following time ranges:

Monday - Friday

01:00 to 09:00 (GMT) which at most times of year is equivalent to:

20:00 to 04:00 (EST)

17:00 to 01:00 (PST)

Saturday – Sunday

00:00 to 23:59 (GMT)

Public holidays in the UK do not affect the times listed above.

If Fresh Relevance experiences prolonged unplanned downtime then our support team will endeavour to contact all affected clients to advise of the impact to the client.

Fresh Relevance shall respond to and resolve if appropriate any unscheduled service faults within the target timeframe corresponding to its severity.

Ticket severity level	Criteria	Initial Response Time (Working Hours)	Resolution Time
1	Unplanned interruption (outside of Permitted Downtime) rendering the Managed Service unavailable (no workaround available)	1hr	n/a
2	Critical issues with the Managed Service including serious bugs or issues (affecting all users / no work-around available)	5hrs	48hrs
3	Non-critical issues with the Managed Service including unexpected system responses, or functionality issues experienced (work-around available)	8hrs	n/a
4	System admin general questions, requests, or non-system-related client queries	24hrs	n/a

Unscheduled service faults may be identified to Fresh Relevance by service monitoring or via the Client

For these purposes:

- "Initial Response" means notification to Client of an incident detected by Fresh Relevance, or an initial "triage" response back to Client if the incident was first identified to Fresh Relevance by them. At the initial response time it should be possible for Fresh Relevance to identify the nature of the incident to Operator and to provide an initial estimate of time to fix.
- "Resolution Time" means the time taken for Fresh Relevance to provide a complete fix to the incident

Service Credit / Remedy

If availability is less than 99.9% in any one month we will reduce the fee for that month according to the table below. If availability is less than 99.9% for three consecutive months the client may terminate their agreement with Fresh Relevance with one months written notice.

Service Credits are calculated as a percentage of the total monthly charges paid by The Client:

Monthly Uptime Percentage	Service Credit Percentage
99.9% or less, but more than 98.0%	10%
98.0% or less.	30%

Service Provider will apply any Service Credit to the next invoice for monthly charges that we issue to The Client, unless there is no such invoice because the Agreement or the applicable Order Form expires, in which case a monetary refund will be promptly issued to The Client.