



*ACOUSTIC
SUPPORT
HANDBOOK*

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Support Overview

Summary

Acoustic aims to provide exceptional customer service to all clients. Support teams are available to assist with technical issues of varying degrees of severity. This document is intended for users of Acoustic products who may need to engage support for technical assistance. The guidelines outlined in this document explain how to engage support and what to expect. For additional information regarding product level details such as uptime SLAs, please refer to the individual product services agreement.

Severity Level Guidelines and Service Level Objectives

The following table outlines response time objectives that Acoustic strives* to achieve, measured from the time Acoustic receives your initial request for support to the time Acoustic provides an initial communication back to you regarding your request.

Severity	Severity definition	Response time objectives	Response time coverage
1	<p>Critical business impact/Service Down: Business critical functionality is inoperable or critical interface has failed. This usually applies to a production environment and indicates an inability to access services resulting in a critical impact on operations. This condition requires an immediate solution. You must log a Service Down case within 24 hours of first becoming aware that there is a critical business impact and the Cloud Service is not available.</p> <p>Note: We will work with you 24 hours a day, seven days a week to resolve critical problems, provided you have a technical resource available to work during those hours. You must reasonably assist support with any problem diagnosis and resolution.</p>	Within 1 hour	24x7
2	<p>Significant business impact: A service, business feature, or function of the service is severely restricted in its use, or you are in jeopardy of missing business deadlines.</p>	Within 2 business hours	Monday – Friday business hours
3	<p>Minor business impact: The service or functionality is usable, and the issue does not represent a critical impact on operations.</p>	Within 4 business hours	Monday – Friday business hours

Severity	Severity definition	Response time objectives	Response time coverage
4	Minimal business impact: An inquiry or non-technical request.	Within 1 business day	Monday – Friday business hours

**Please note: Response time objectives described in this document are intended to describe Acoustic’s goals only, and do not represent a guarantee of performance.*

Client Responsibilities

You play a key role in assisting us when you have questions about or have encountered problems with your service offering. Information that you provide about your system and/or problem is often critical to resolving your issue. The following practices can help our client support team to better understand your problem and more effectively respond to your concerns, as well as help you make the best use of your time:

- Submitting problems electronically
- Keeping different issues (questions or problems) separate (one issue per support ticket, incident or case)
- Selecting a Severity based on your judgment of the business impact
- Keeping support informed of major upgrades/implementations of your system (where applicable)
- Providing timely feedback on recommendations, so the support team can close out the issue when it has been resolved. If the issue reoccurs, you may reopen the original support ticket, incident or case by resubmitting it electronically
- You will be required to provide the following information when contacting support:
- Your name, company name, email address, and telephone number with extension (if applicable)
- Availability to provide diagnostic data as needed e.g. logs, system info, integrations, usage scenarios, etc.

Availability Service Level Agreement (SLA) Considerations

You must submit a support case claim for failure to meet an availability SLA within 3 business days after the end of the contracted month. The support case must be related to a production system that is not available (a Severity 1 / Service Down case). The availability SLA for the Cloud Service can be found in your Transaction Document. Service Down is the time measured from the time you report the Severity 1 case until the time the Cloud Service is restored and does not include time related to a scheduled or announced maintenance outage; causes beyond Acoustic’s control; problems with your content or third party content or technology, designs or instructions; unsupported system configurations and platforms or other Client errors; or Client-caused security incident or Client security testing. For further details around SLAs, please refer to the Services Agreement for your respective product.

Satisfaction Surveys

Acoustic periodically surveys its clients to obtain additional feedback on recent experiences with client support. The survey focuses on quality of support provided and overall experience. The survey results are reviewed by management. Acoustic reserves all rights, title and interest in and to any feedback that you

provide to Acoustic, including without limitation, in the form of suggestions, ideas, concepts, improvements, reports and any other materials, whether written or oral.

Acoustic Analytics & Acoustic Experience Analytics

Client Support Hours and Contact Information

Business Hours	Contact
Sunday 9p-Friday 8p Eastern US Time	Web: https://www.ibm.com/mysupport
	Phone: US: 1-866-493-2673 Other Countries Toll Number: 1-303-354-5021
	Chat: https://www.ibm.com/mysupport
After Hours (Sev 1 Only)	
Friday 8p-Sunday 9p Eastern US Time	Web: https://www.ibm.com/mysupport
	Phone: US: 1-866-493-2673 Other Countries Toll Number: 1-303-354-5021
	Chat: N/A
Severity	Response Time Objectives
Sev 1	1 hour 24/7
Sev 2	2 hour M-F Business Hours
Sev 3	4 hour M-F Business Hours
Sev 4	8 hour M-F Business Hours

Languages

English

Escalation

This escalation process is made available for any client who wishes to pursue a particular concern regarding an open support request.

Clients should submit a new case via the IBM Support Community (<http://www.ibm.com/mysupport>) with the issue summary and the word "Escalation" in the title of the case.

Include the reason for the escalation request on the previously submitted tickets (please include case #), so we may prioritize your requests accordingly.

Note: To appropriately notify the management team, please do not request an escalation through a comment in an open case or forward a tracking system e-mail that you have already received as a response. Please note that while we may be able to process some requests quickly, there may be questions or issues that require a longer time for analysis.

Maintenance and Outage Notifications

Digital Analytics: <http://www.pages03.net/ibm-supportstrategyandsvcs/subscribe/>

Experience Analytics: <http://www.pages03.net/ibm-supportstrategyandsvcs/Tealeaf-manage-subscriptions>

CXA: <http://www.pages03.net/ibm-supportstrategyandsvcs/CXA>

Acoustic Campaign & Acoustic Personalization

Client Support Hours and Contact Information

Client Support Business Hours	Contact
Sunday 8p-Friday 8p Eastern Time	Web: https://portal.silverpop.com
	Phone: USA: 844 853 8583 UK: 0800 032 7995 Germany: 0800 723 7225 Belgium: 0800 81 670 Australia: 1800 677 328 China: 400 601 5793 Japan: 012 090 7441 Brazil: 0800 047 4255 India: 000 800 050 1181 All other: +1 919 864 3550
Client Support After Hours (Sev 1 Only)	
Friday 8p-Sunday 8p Eastern Time	Web: https://portal.silverpop.com
	Phone: N/A
Severity	Response Time Objectives
Sev 1	1 hour 24/7
Sev 2	2 hour M-F Business Hours
Sev 3	4 hour M-F Business Hours
Sev 4	8 hour M-F Business Hours

Deliverability

Deliverability Business Hours	
Monday - Thursday 5a – 10p Eastern U.S. Friday 5a – 8p Eastern U.S.	Web: https://portal.silverpop.com
Deliverability After Hours (Sev 1 Only)	
Friday 8p - Monday 5a	Web: https://portal.silverpop.com

Languages

English

Escalation

This process is made available to any client who is unsatisfied or who wishes to pursue a particular concern regarding an open support request.

Client should submit a new Sev1 case with the subject of **Escalation** and the following in the body of the ticket:

- Case number needing escalation.
- Reason for the escalation request on a previously submitted case, so we may prioritize your requests accordingly.

Note: To appropriately notify the management team, please do not request an escalation through a comment in an open case or forward a tracking system e-mail that you have already received as a response. Please note that while we may be able to process some requests quickly, there may be questions or issues that require a longer time for analysis.

Maintenance and Outage Notifications

Acoustic Campaign: <https://www.pages03.net/ibm-supportstrategyandsvcs/WCA>

Acoustic Personalization: <http://www.pages03.net/ibm-supportstrategyandsvcs/RTP/NotificationSubscription/>

Social Audiences: <https://www.pages03.net/ibm-supportstrategyandsvcs/SocialAudience>

Acoustic Content

Client Support Hours and Contact Information

Client Support Business Hours	Contact
Sunday 10p-Friday 8p Eastern Time	Web: https://www.ibm.com/mysupport/
Client Support After Hours (Sev 1 Only)	
Friday 8p-Sunday 10p Eastern Time	Web: https://www.ibm.com/mysupport/
	Phone: USA: 844 853 8583 UK: 0800 032 7995 Germany: 0800 723 7225 Belgium: 0800 81 670 Australia: 1800 677 328 China: 400 601 5793 Japan: 012 090 7441 Brazil: 0800 047 4255 India: 000 800 050 1181 All other: +1 919 864 3550
Severity	Response Time Objectives
Sev 1	1 hour 24/7
Sev 2	2 hour M-F Business Hours
Sev 3	4 hour M-F Business Hours
Sev 4	8 hour M-F Business Hours

Languages

English

Escalation

This process is made available to any client who wishes to pursue a particular concern regarding an open support request.

Client should submit a new Sev1 case via <https://www.ibm.com/mysupport> with the issue title of **Escalation** and the following in the body of the ticket:

- Case number needing escalation.
- Reason for the escalation request on a previously submitted case (please include Client ID that was used to open this case), so we may prioritize your requests accordingly.

Note: To appropriately notify the management team, please do not request an escalation through a comment in an open case or forward a tracking system e-mail that you have already received as a

response. Please note that while we may be able to process some requests quickly, there may be questions or issues that require a longer time for analysis.

Maintenance and Outage Notifications

Acoustic Content: <http://www.pages03.net/ibm-supportstrategyandsvcs/WCHOptIN>

Acoustic Exchange

Client Support Hours and Contact Information

Client Support Business Hours	Contact
Sunday 10p-Friday 8p Eastern Time	Web: https://www.ibm.com/mysupport/
	Email: ubx@us.ibm.com
Client Support After Hours (Sev 1 Only)	
Friday 8p-Sunday 10p Eastern Time	Web: https://www.ibm.com/mysupport/
Severity	Response Time Objectives
Sev 1	1 hour 24/7
Sev 2	2 hour M-F Business Hours
Sev 3	4 hour M-F Business Hours
Sev 4	8 hour M-F Business Hours

Languages

English

Escalation

This process is made available to any client who wishes to pursue a particular concern regarding an open support request.

Client should submit a new Sev1 case via <https://www.ibm.com/mysupport/> with the issue title of **Escalation** and the following in the body of the ticket:

- Case number needing escalation.
- Reason for the escalation request on a previously submitted case (please include Client ID that was used to open this case), so we may prioritize your requests accordingly.

Note: To appropriately notify the management team, please do not request an escalation through a comment in an open case or forward a tracking system e-mail that you have already received as a response. Please note that while we may be able to process some requests quickly, there may be questions or issues that require a longer time for analysis.

Maintenance and Outage Notifications

Acoustic Exchange: <https://www.pages03.net/ibm-supportstrategyandsvcs/UBX-Support-OPTin>

Unica Campaign Integration

The integration of HCL Unica Campaign with Acoustic Campaign uses the powerful segmentation tools of HCL Unica Campaign and the advanced messaging capabilities of Acoustic Campaign.

The integration provides digital marketers with the ability to communicate over multiple channels, personalize and track customer interactions, and protect sensitive personal data. Marketers can target specific audiences to reach customers through email, SMS text messaging, and mobile push campaigns.

Below is a sample list of issues clients can encounter if they have implemented Unica Campaign- Acoustic Exchange- Acoustic Campaign integration. Please reach out to respective support teams if you encounter any of the issues listed in the table below:

Contact Acoustic Campaign Support Refer to page 7.	Contact Acoustic Exchange Support Refer to page 11.	Contact HCL Support For HCL Support, please refer to: https://hclpnpsupport.hcltech.com/csm
Using the Unica Campaign – Acoustic Campaign offer integration	Credentials from Acoustic Exchange to configure in campaign.	Issues/Configuring web application certificates
Configuring Acoustic Campaign mailing templates	Missing events in tracking tables	Creating Marketing Platform users for integrations
Issues related to Fast Campaign Integration (FCI)	Questions related to Acoustic Campaign- Unica Campaign supported events	Issues/configuring Unica Campaign partition settings
Issues related to Templates not showing up in HCL Campaign	Issues related to Acoustic Exchange dashboard	Issues running Unica Campaign Flowchart
Mailing jobs taking long time.	Issues/ Questions related to configuring events to campaign	Configuring Acoustic Exchange related setting in Campaign
Configuring campaign URL in Acoustic Campaign		Installing and issues related to running Campaign Accelerator Scripts

If your issue does not fit into one of the above scenarios, or you are unsure where to start, please open a case with **Acoustic Exchange Support**.

Payments Gateway

Contact

There are three channels to contact Client Support. Any authorized contact may contact Client Support through the following methods:

Communication Channel	Purpose
IBM Support Community https://www.ibm.com/mysupport/s/	Primary support channel for opening a case. Login with your IBM ID.
Payments Gateway mailbox ipsserv@lt.ibm.com	Alternative support channel for opening a case
Phone U.S. Toll Free: +1-877-598-4916 Toll Paid: +370 5 219 2304 Toll Paid: +370 612 05 366 (Emergency)	24 x 7 high severity support for severity 1 incidents only (refer to severity matrix for guidance) Call to Primary phone number based on your geographical location. Emergency phone number in case of unavailability while calling to primary phone number.

Business Hours

- North America: 8:00 AM to 7:00 PM Eastern Time (ET) Monday to Friday (excluding holidays)
- Europe: 8:00 AM to 5:00 PM Central European Time (CET), Monday to Friday (excluding holidays)

After-Hours (Severity 1 Only)

After Hours Support (outside of regular operating hours stated above) is available only for severity 1 issues on business days, weekends and holidays.

To request after hours support, please call the support line from the phone numbers listed above.

Please note the following information is required for assistance:

- Account Name
- Name
- Phone Number
- E-mail Address
- Full description of issue so that we may reproduce and assist in resolution.

If you require planned, non-severity 1 out of hours support for production or non-production environments please discuss alternative fee-based offerings with your service delivery manager or by opening a case.

If you require unplanned, non-severity 1 out of hours support for production or non-production environments you may be charged an additional fee.

Languages

English

Severity and Service Level Objectives

Below are some common examples of support issues and suggested severity levels. These examples are general guidelines for informational purposes only.

Note: applies for Production environment issues only

Severity	Severity Definition	Response Time Objectives	Response Time Coverage
1	Critical business impact/service down: Business critical functionality is inoperable or critical interface has failed. This usually applies to a production environment and indicates an inability to access services resulted in a critical impact to operations. This condition requires an immediate solution	Notification of client within 15 minutes	24x7
2	Significant business impact: A service feature or function is severely restricted in its use or client is in jeopardy of missing business deadlines	Notification of client within 15 minutes	M-F local business hours
3	Minor business impact: Indicates the service or functionality is usable and it is not a critical impact on operations.	No notification required	M-F local business hours
4	Minimal business impact: An inquiry or non-technical request	No notification required	M-F local business hours

Escalation

This escalation process is made available for clients who wish to pursue a concern regarding an open case.

Clients can contact Client Support by phone (using the appropriate phone number indicated in Hours section above) and bring the issue to the attention of the on-call duty manager.

Service Request Workflow

Case Workflow

Open a case via [IBM Support Community](#)

Once your case is received, we review each item and assign a severity based on the issue details submitted. Each case is followed through to closure by Client Support team.

Phone

We will attempt to answer your questions on the phone. If we determine that we can better serve you by researching the questions while you are not waiting on the phone, we will create a case to continue the investigation.

Change Request Procedure

Acoustic and Client may determine that it is necessary to modify the Services, add additional Services or extend the service end date.

In such event, Client may authorize additional funding or end date extension by execution of a Project Change Request (PCR) as discussed below.

If accepted or initiated by Acoustic, such letter or e-mail shall act as an authorization to the agreement between you and Acoustic. All other requested changes will require execution of a PCR as discussed below.

A PCR will be the contracting vehicle. The PCR formally describes the change, the rationale for the change and the effect the change will have on the services you have with Acoustic. Additional charges may apply under a PCR. Such charges must be approved by you before work may commence. In addition, a valid PO must be provided covering all charges.

Note: A written PCR must be signed by authorized representatives from both parties to be effective.

Request a PCR

You may communicate your requirements through any of the following channels:

- By email - document your requirements in an email and send to jppserv@lt.ibm.com or your Service Delivery Manager (if applicable).
- By case - document your requirements directly in the [IBM Support Community](#) system by opening a new case.
- By phone - a call/meeting may be arranged to talk the requirements through to confirm the understanding.

Your request should include –

- your requirements for the change itself
- rationale for the change
- the impact the change will have on the service.
- preferred implementation schedule. If we cannot meet this schedule an alternative will be offered before confirming the CR.

Following receipt of your requirements, Acoustic will document the formal PCR and return to you for review, clarification and/or approval.

Dynamic Pricing

Client Support Hours and Contact Information

Business Hours	Contact
Sunday 9p-Friday 8p Eastern US Time	Web: https://www.ibm.com/mysupport
	Phone: US: 1-866-493-2673 Other Countries Toll Number: 1-303-354-5021
After Hours (Sev 1 Only)	
Friday 8p-Sunday 9p Eastern US Time	Web: https://www.ibm.com/mysupport
	Phone: US: 1-866-493-2673 Other Countries Toll Number: 1-303-354-5021
Severity	Response Time Objectives
Sev 1	1 hour 24/7
Sev 2	2 hour M-F Business Hours
Sev 3	4 hour M-F Business Hours
Sev 4	8 hour M-F Business Hours

Languages

English

Escalation

This escalation process is made available for any client who wishes to pursue a particular concern regarding an open support request.

Clients should submit a new case via the IBM Support Community (<http://www.ibm.com/mysupport>) with the issue summary and the word "Escalation" in the title of the case.

Include the reason for the escalation request on the previously submitted tickets (please include case #), so we may prioritize your requests accordingly.

Note: To appropriately notify the management team, please do not request an escalation through a comment in an open case or forward a tracking system e-mail that you have already received as a response. Please note that while we may be able to process some requests quickly, there may be questions or issues that require a longer time for analysis.

Acoustic Lifecycle Pricing and Promotion

- Deal Management
- Price Optimization

Client Support Hours and Contact Information

Business Hours	Contact
Americas: Monday – Friday, 6:00 am – 6:00 pm Pacific Time Europe: Monday – Friday, 8:00 am – 5:00 pm Central European Time Asia: Monday – Friday, 8:00 am – 5:00 pm Japan Standard Time	Web: http://www.ibm.com/mysupport Phone: US Toll Free: 1-866-460-0501 Direct Line 1-925-460-9120 E-Mail: dtsupport@us.ibm.com
After Hours (Sev 1 Only)	
Americas: Monday – Friday, 6:00 pm – 6:00 am Pacific Time Europe: Monday – Friday, 5:00 pm – 8:00 am Central European Time Asia: Monday – Friday, 5:00 pm – 8:00 am Japan Standard Time	Follow 2 step process: 1) Open a case at the IBM Support Community: http://www.ibm.com/mysupport 2) Call the customer support hotline US Toll Free: 1-866-460-0501 Direct Line 1-925-460-9120
Severity	Response Time Objectives
Sev 1	1 hour 24/7
Sev 2	2 hour M-F Business Hours
Sev 3	4 hour M-F Business Hours
Sev 4	8 hour M-F Business Hours

Severity Level Guidelines

The following table outlines definitions of severity levels.

Severity	Severity definition	Examples
1	Critical business impact/Service Down	<ul style="list-style-type: none"> • User unable to log into DemandTec service • Unable to export daily pricing • Unable to validate Promotions • System Error when trying to access Promotions • Permission issue with the file transfer drop box

Severity	Severity definition	Examples
		<ul style="list-style-type: none"> Client has not been able to retrieve price export Submitted deals are not flowing to the Promotion service
2	Significant business impact	<ul style="list-style-type: none"> All pre-priced items missing from optimized results Analytics monthly standard report has not been delivered Unable to edit price schedule for low info stores Production site performance prevents exporting today's pricing Products are displayed with incorrect competitor pricing information Financials for new items are not updating the deal sheet
3	Minor business impact	<ul style="list-style-type: none"> Very high predicted volume for some products/locations Please setup my user accounts with the French locale We are not seeing Manufacturer Cost when using my user id Please provide account access to the Client Success Portal How do I change my password in Deal Management?
4	Minimal business impact	<ul style="list-style-type: none"> User needs help adding a new item to an offer Can we use a Windows 7 client with the Markdown service? Warning message is not displayed when a coupon is added How to a custom value to the location group class dropdown? Username for new user is spelled incorrectly

Languages

English

Escalation

This escalation process is made available for any client who wishes to pursue a particular concern regarding an open support request.

Clients should submit a new case via the IBM Support Community (<http://www.ibm.com/mysupport>) with the issue summary and the word "Escalation" in the title of the case.

Include the reason for the escalation request on the previously submitted tickets (please include case #), so we may prioritize your requests accordingly.

Note: To appropriately notify the management team, please do not request an escalation through a comment in an open case or forward a tracking system e-mail that you have already received as a response. Please note that while we may be able to process some requests quickly, there may be questions or issues that require a longer time for analysis.

Product Maintenance Schedule

Maintenance windows occur on the following schedule. These hours are subject to reasonable change upon your written or e-mail approval.

Maintenance Type	Scheduled Time	Details
Major Releases	Friday 7:00 pm PST – Sunday 12:00 pm PST Time	Reserved for major release of new functionality. Generally, occurs four times per year, targeted for mid-February, mid-May, mid-August, and early November. Major release dates are published at the beginning of each year. Critical retail holidays, such as Thanksgiving, are taken into consideration in deciding the timing of major releases. Subject to the requirements of the maintenance window.
Minor Releases and other updates	Friday 7:00 pm PST – Saturday 12:00 pm PST	Minor release generally includes a consolidation of updates that are deployed from time to time. Subject to the requirements of the maintenance window. Clients are provided 48 hours advance notice.

Service Request Workflow

All client support issues are documented in a support ticket. Each ticket is assigned a unique number for reference and a severity level based upon the details in the ticket description. Client contacts can review ticket progress and update tickets at the IBM Support Community. Updates and client responses are also sent by email and recorded in the ticket notes.