

Acoustic Support Handbook

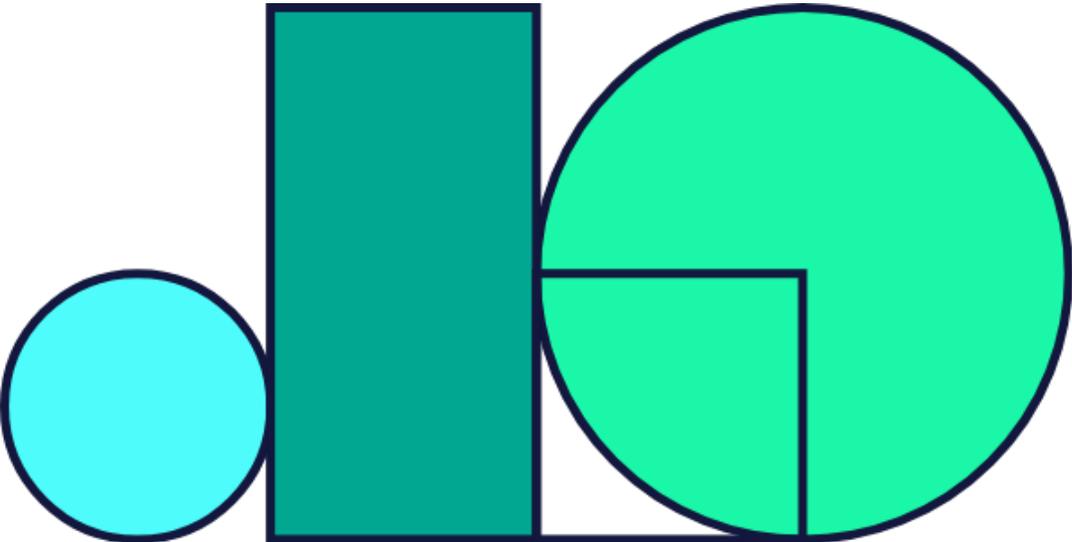


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Support Overview

Summary

Acoustic aims to provide exceptional customer service to all customers. Support teams are available to assist with technical issues of varying degrees of severity. For customers requiring or wanting enhanced support, such as higher service level objectives and a named Technical Account Manager (TAM) to assist with cross product technical issues, Acoustic Premium Support is an optional add-on to standard support. This fee-based program aims to provide personalized support engagement and additional support services.

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, please refer to the individual Product Service Description document.

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		
		Premium Objectives	Standard Objectives	Coverage
High	<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.</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 30 min	Within 1 hour	24x7
Med	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.	Within 1 business hour	Within 2 business hours	Monday – Friday business hours
Low	Minor business impact: The service or functionality is usable, and the issue does not represent a critical impact on operations.	Within 2 business hours	Within 4 business hours	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.**

Support Hours and Contact Information

Acoustic support is available to assist around clock to meet the needs of customers worldwide. To enable 24x7 coverage Acoustic support centers are located in multiples countries across the globe including United States, Canada, United Kingdom, Poland, and India. Acoustic will ensure support cases are managed seamlessly between support centers to provide a consistent experience to customers. Support is provided in English only.

Business Hours	Contact
Sunday 8p – Friday 8p ET	Chat: https://support.goacoustic.com Web: https://support.goacoustic.com Phone: <ul style="list-style-type: none">• United States: +1-866-820-5136• United Kingdom: +44 808 169 2385• Additional regional numbers to follow
After Hours (Sev 1 Only) Friday 8p - Sunday 8p ET	Chat: not available Web: https://support.goacoustic.com Phone: not available

Escalation Process

You are able to escalate a ticket if you believe the ticket is not receiving enough attention, having a critical impact on your business or if the original issue has escalated in severity. This can be used to request more attention and visibility to the problem, however, please be sure that enough time has been given to the support team to analyze and review all the details. As an alternate, customers may also post a comment to the case, stating the urgency of the issue, and Support team will strive to reach out to them.

Steps to escalate the case:

1. Go to support.goacoustic.com
2. Open the ticket that you need to escalate.
3. Click the “Escalate” button .
4. In the comment box below, provide details on the reason for your escalation and what further assistance is required.
5. Once escalated, Support management will work with the case owner to ensure appropriate next steps are being taken.

Customer 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 customer 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 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)
 - Diagnostic data as needed e.g. logs, system info, integrations, usage scenarios, etc.

Availability Service Level Agreement (SLA) Considerations

In the event of a disruption of service to the Acoustic product, customers 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 (High Severity case). The Availability SLA may be found in your Product Service Description document.

Service Down is measured as the time you report the High Severity case until the time the cloud service is restored. Service Down does not include time related to a scheduled 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 customer errors; or customer caused security incident or customer security testing. For further details around SLAs, please refer to the Services Agreement for your product.

Premium Support

For Premium Support customers, the Technical Account Manager (TAM) will work to better understand your account, its history and challenges. This will help the TAM to more effectively respond to your concerns, as well as help you make the best use of your time:

- Make time to talk to your TAM regularly. The TAM will work to establish a personalized cadence with customers. This is to make sure Acoustic has a clear and up-to-date understanding of your business requirements, key deployment dates, and organizational changes so that we can tailor the support experience to your needs.
- Leverage the Slack channel. A dedicated Slack channel will be setup to ensure ongoing and timely communication with your team. Premium support customers are encouraged to invite appropriate

personnel contacts to this slack channel to ensure key members of the team can get timely assistance when needed.

Satisfaction Surveys

Acoustic surveys its customers to obtain additional feedback on recent experiences with customer 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.

Useful links

Acoustic Academy https://learn.goacoustic.com	Explore all learning courses and plans tailored just for you, whether you are a business user, administrator, or technical expert
Help Center https://help.goacoustic.com	Various technical articles and documentation across our product suite
Acoustic Community https://community.goacoustic.com/	Ask questions, share best practices, and connect with fellow marketers, developers, and the Acoustic team
Share Your Ideas https://ideas.goacoustic.com/	We're here because of you. Let us know what you need and let's turn it into a reality
System Status https://status.goacoustic.com	Check to see operational status of systems including past incidents. Subscribe to maintenance and system availability alerts.
Developer Experience https://developer.goacoustic.com	Technical resources, code samples, SDKs, tools, and downloads. Everything you need to extend, customize, and integrate with Acoustic products
Downloads https://download.goacoustic.com	Download the latest version of software and fixpacks

Unica Campaign Integration

The integration of HCL Unica Campaign with Acoustic Campaign uses the 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 customers 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	Contact Acoustic Exchange Support	Contact HCL Support 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.

DemandTec Support

Customers using DemandTec are able to use email address to create support cases:

- Deal Management: dtsupport@acoustic.com
- Price Optimization (Price, Promotion and Markdown): dtpmmsupport@acoustic.com

Payments Gateway

Customers using Payment Gateway are able to use email address to create support cases:
payments.support@acoustic.com

Standard Support Hours

- North America: 8 am to 7 pm ET Monday to Friday (excluding holidays)
- Europe: 8 am to 5 pm CET Monday to Friday (excluding holidays)

High Severity Only – After Hours Support is available only for severity 1 issues on business days, weekends and holidays. To request after hours support, please call the support phone numbers.

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.

Payment Gateway Change Orders

Acoustic and/or the Customer may determine that it is necessary to modify the Services, add additional Services or extend the service end date. In such event, the Customer may authorize additional funding or end date extension by execution of a Change Order 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 Change Order as discussed below.

Raising a Change Order – You may communicate your requirements through any of the following channels:

- Email – document your requirements in an email and send to payments.support@acoustic.com or your Service Delivery Manager (if applicable).
- Case – document your requirements directly in the Acoustic Support Portal by opening a new case.
- 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, including:

- rationale and 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 Change Order.

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

Partner Support

Acoustic works in conjunction with various partners to deliver our products and services around the world. In many cases, our partners provide support directly to end users of the product. It is important to check your purchase agreement to understand how support is being delivered to you. When support is being delivered through a partner, here is what you should expect:

Partner Responsibility:

- Provide clear documentation to the end user on how to engage support, including service level objectives and escalation methods. This is typically part of the purchase agreement.
- Deliver support to end users when called upon. Typically, this includes assisting users with configurations, answering questions, notifying of upcoming changes or maintenances, and addressing any problems that may arise from normal use of the product.
- When the partner cannot resolve the issue (eg. code fix), it is the partner's responsibility to engage Acoustic support directly on behalf of the end client.

Acoustic Responsibility:

- Ensure partner has access to all relevant information including but not limited to access to Acoustic help center, support portal, learning academy, communities, notifications, technical documentation, etc.
- As needed, work with partner to address any problems that may arise in accordance to the service level objectives as defined in this document.

Customer Responsibility:

- Understand the terms of your support contract and ensure end users are enabled to the specified support channels.