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SCHEDULE G: SERVICE DEFINITION FOR CONTACT CENTRE AS A SERVICE (CCaaS)

1. CCaaS Service Description

The CCaaS Service provides a cloud based, hosted contact centre solution, enabling the features and functionality to run an inbound, outbound, or blended multi-channel environment. The CCaaS service will consist of one of the following mandatory agent licenses:

CCaaS Agents	Description (Info)
Resolve	Contact Centre Voice essentials plus MS Teams integration, Agent Assist
Impress	Contact Centre Voice Omni-channel plus, Messaging (SMS or social media), Speech to Text, Advance Agent Assist (Sentiment Analysis)
Power	Contact Centre All Agent Channels, plus WFM, Performance Management, Voice Bots.

The features included in each agent licence are broken down by the below table:

Feature Matrix	Definition	Resolve	Impress	Power
		Voice	Omni-Channel	(All Channels)
Voice – Inbound and OutBound	Inbound and Outbound Calling	X	X	X
Basic IVR – Interactive Voice Response	Area/Special/Skilled based Routing	X	X	X
Call Recording	Record Agent Calls	X	X	X
Silent Monitoring	Supervisor call monitoring	X	X	X
Reporting – Statistic, Scheduled	Agent and Supervisor Reporting	X	X	X
Basic Agent Assist	Contact management and interaction history	X	X	X
MS Teams Integration	Integration between Microsoft Teams and Agent	X	X	X
OMNI Channel Routing	Engagement with customers from multiple channels		X	X
Email	Email Engagement Channel		X	X
Chat	Chat Engagement Channel		X	X
SMS	SMS Engagement Channel		X	X
Advanced Agent Assist	Sentiment Analysis, bot, and Knowledge base		X	X
Advance IVR	Text to Speech		X	X
Voice Bot	Intelligent Virtual Assistant			X

Feature Matrix	Definition	Resolve	Impress	Power
		Voice	Omni-Channel	(All Channels)
Performance Management	measure and visualise performance of agents, groups, queues, and channels			X
WFM	Workforce Management – Forecast, Schedule, and Real Time Adherence			X
Single Sign-on (SSO)	Seamless logon to application through tools such as Azure	X	X	X

In addition to a mandatory agent license, there are a number of optional, chargeable add-ons detailed in the table below:

Live Share Additions	Description (Info)
Video call	Live video call – price per agent
Co-Browsing	Browsing Assistance – Price per agent
Screenshare	Live Screen sharing – Price per agent
Customer Interaction Resources	Description (Info)
Dialler	Outbound Dialler – Price per agent
Voice Transcription	Transcribe all recorded voice calls and analyse – Price per agent
Case Management	Ticketing system – Price per agent
Campaign SMS	SMS campaigns – Modular monthly price
Campaign Emails	Email campaign – priced per agent
Directory (Customer lists Search)	Priced per agent
Contact Centre Management	Description (Info)
Workforce Management	Workforce Management – Forecast, Schedule, and Real Time Adherence – Price per agent
QA - core platform	Quality Assurance platform – Basic Price per Agent
QA with Extensions	Quality Assurance platform plus extensions – Price per agent
Raw Data	Access to call event and request records extracted from database – Price per agent
Call Flow Tool (editor)	IVR Graphical Design tool (Editor) – price per user
WhatsApp Subscription	Respond to enquiries from WhatsApp –Price per agent
Salesforce Integration	Integration between CCaaS and Salesforce - Price per agent
Microsoft Dynamics Integration	Integration between CCaaS and Microsoft Dynamics per agent
Survey	Survey offered at the end of a chat to obtain a customer rating – Price per agent
Switchboard	Including Presence Hub, Catalogue and Switchboard tab – Priced per user

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Live Share Additions	Description (Info)
Text to Speech	Translation of Text into speech for IVR messages – Modular Monthly price
Voice Bot	Voice Bot (50,000 minutes included) – Modular Monthly Price
Voice Bot Add-on minutes	Additional 50,000 minutes – Modular Monthly Price
Customer Insights	Description (Info)
Chat & SMS Survey	Conduct survey's via Chat and or SMS – Priced per User
Third-Party Integrations	Description (Info)
Salesforce	Integration between CCaaS and Salesforce - Price per agent
Zendesk	Integration between CCaaS and Zendesk – Price per agent
Dynamics CRM	Integration between CCaaS and Microsoft Dynamics per agent
Digital Engagement Bot Gateway	Integration with Customer Services packages – Modular Monthly price
Bot Gateway	Bot Agent Access – Priced per User
Google Analytics	For integration with Google Analytics – Modular Monthly Price
Digital Engagement Generic API	For inclusion of third-party Bot services – Modular Monthly Price
WhatsApp – 10/20/30 MPs	Respond to enquiries from social media sources such as WhatsApp –Price per agent

In addition to a mandatory agent license, there are a number of optional, chargeable add-ons for PCI Security detailed in the table below available across all agent license types:

CCaaS – PCI Security Additions	Description (Info)
PCI Pal Agent Assist	Enabling agents to take card payments securely, using DTMF capture technology while the agent and customer are in conversation.
PCI-Pal IVR Non-Agent Assisted	IVR automation driven customer payment platform allowing for self-service credit card payment process 24/7.

Please note, the CCaaS PCI-Security add-ons are available both as a named user license and a concurrent agent license. Named user licenses and concurrent agent licenses cannot be used together within a single Partner / End User solution.

The following chargeable Professional Service units are available for PCI Security:

PCI Professional Services	Description (Info)
PCI-Pal Setup per instance	Deployment and configuration of the PCI-Pal Service for each service instance.
PCI Project Management	Prince 2 based project management to support the seamless delivery of the PCI-Pal service.
PSP Configuration	Payment Gateway configuration and testing.

The following table defines what is included with each Professional Services unit for PCI Security:

Professional Services	Breakdown	Items Provided
PCI-Pal Setup per instance	Workshop	Discovery meeting, to establish scope of requirements. Agreement on payment instances needed, based on payment processes. Scope the requirements for each process.

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Professional Services	Breakdown	Items Provided
		Identify the payments gateway against existing lists of PCI-Pal integrations. Creation of a SOW (statement of works) based on workshops.
PCI Project Management	Project Manager	Manage activities based on the agreed SOW, ensure continuity over the project implementation process. Manage change, risk, update reports based on project timelines.
PSP Configuration		Creation of links within the agent UI enabling the agent to launch PCIPal payments window. Implementation of appropriate connectivity requirements based on which payment instance is required. User acceptance testing.

In addition to a mandatory agent license, there are a number of optional, chargeable digital engagement add-ons detailed in the table below:

CCaaS – Digital Engagement Additions	Description (Info)
Discover	To improve channel management execution and meet customers where they are, through digital channels. Channel management, Website user behaviour, Dynamic banners, Web chat & messaging*, Contextual routing, Agent Assist including Knowledgebase Please see table below for full details.
Embrace	To improve customer satisfaction with self-service and personalised service, while reducing costs by automating manual and repetitive tasks. Smart Chatbot, customer facing Knowledgebase, Channel management, Website user behaviour, Dynamic banners, Web chat & messaging*, Contextual routing, Agent Assist, (including sentiment Analysis, ChatBot** and Knowledgebase help for agents). Please see table below for full details.

Messaging includes choice of SMS and Social.

**This requires a Chatbot*

Digital First Feature Matrix	Discover	Embrace
Channels		
Web Chat	X	X
SMS	X	X
Social Messaging	X	X
Self-service		
Smart Chat Bot		X
Customer facing knowledgebase		X
Agent application		
Agent Assist	X	X
AI Powered - Agent knowledgebase	X	X
AI Powered - interactions analysis		X

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Digital First Feature Matrix	Discover	Embrace
CRM Link	X	X
Agent Widget API	X	X
Single Sign-on (SSO)	X	X
Secure File Share	X	X
Channel management		
Real-time website user behaviour	X	X
Channel management	X	X
Dynamic banners	X	X
Dynamic banner behaviour	X	X
Dynamic banner content	X	X
Contextual routing	X	X
Automatic load management	X	X
Chat banner control	X	X
Customer engagement resources		
Chat conversations copy	X	X
Save chat conversations as PDF	X	X
Mobile optimised	X	X
Contact centre management		
Proactive interaction rules	X	X
Bot trainer		X
Multi-skill groups	X	X
Customisable design	X	X
Insights		
Customer engagement reporting	X	X
Dashboard	X	X
Reporting & statistics	X	X
Integrations		
Access to Puzzel Marketplace	X	X
E-Task API	X	X
Microsoft Teams	X	X
SMS gateway		X
Chatbot gateway		X
Admin		
User management	X	X
Access control	X	X

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Digital First Feature Matrix	Discover	Embrace
User groups & profiles	X	X
Dynamic shortcuts	X	X

The following chargeable Professional Services units are available:

CCaaS Professional Services	Description (Info)
Consultation	Consultation Services to define Partner / End User business outcomes
Project Management	Project Management, customer Kick Off or Design Workshops
Implementation	Architect / Design, Engineering Build or Quality Assurance and Testing
Training	Admin Training, Agent Training or Go Live / Floor walk Support
Application Integration	Back Office Business System Integration e.g., Salesforce Integration
Call Flow Tool Certification	Administrator Certification for Call Flow Build
Digital First Design	Design assistance and workshops for the creation of a digital first strategy and or process.

The following table defines what is included with each CCaaS Professional Services unit:

CCaaS Professional Services Element	Breakdown	Items Provided
Consultation	Consultation	Consultation to work with the Partner /End User to define business outcomes. The output is an updated scope of works. The amount of Man Days will be specified on the Order Form.
Project Management	Project Management	Project Management to support project delivery and setup. The amount of Man Days will be specified on the Order Form.
	Customer Kick Off	Project Management to provide the customer kick off meeting. The amount of Man Days will be specified on the Order Form.
	Design Workshops	Design workshop to finalise the detailed solution design to be performed on site or remotely. The output is a low-level design. The amount of Man Days will be specified on the Order Form.
Implementation	Architect/Design	Professional services from a design architect to be performed remotely. The output is the sign-off of the implementation design. The amount of Man Days will be specified on the Order Form.
	Pre-Build Engineer	Engineering to perform the service build to be performed on site or remotely. The amount of Man Days will be specified on the Order Form.
	Quality Assurance and Testing	Professional services to complete the solution testing and make any required amendments before go-live. To be performed on site or remotely. The amount of Man Days will be specified on the Order Form.
Training	Admin Training	Admin training to be delivered on site or remotely. The amount of Man Days will be specified on the Order Form.

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CCaaS Professional Services Element	Breakdown	Items Provided
	Agent Training	Agent training to be delivered on site or remotely. The amount of Man Days will be specified on the Order Form.
	Go Live/Floor walk	Go-live support to be delivered remotely or on-site with a floor walk. The amount of Man Days will be specified on the Order Form.
Application Integration	Application Integration	Back-office business integration completed remotely. The amount of Man Days will be specified on the Order Form.
Call Flow Certification	Call Flow Tool Certification	Training to support call flow build to be delivered on site or remotely. The output is a formal certification and access to the call flow. The amount of Man Days will be specified on the Order Form.

A total of 10 solution-level changes per month that take no longer than 30 minutes each will be provided at no additional charge. Additional changes or changes which take longer than 30 minutes are subject to additional charges. Changes will be carried out during Normal Business Hours.

Exponential-e shall use reasonable endeavours to give the Partner / End User not less than 24 hours' notice of any planned works on the CCaaS Service.

2. Target Service Commencement Date

CCaaS Service   30 Working Days*

* From order acceptance

3. Contact Centre as a Service (CCaaS) Service Level Agreement

Target Availability

The CCaaS Service is deemed unavailable if there is a total loss of a Core Service such that all relevant users do not have use of the Core Service which is not caused by one or more Excused Reasons as set out in Section 8.2 of the Main Body of this Service Document as added to below. Core Service means any aspect of the CCaaS Service other than:

Automated Agent / Chatbot
SMS Service
All Social Media Channels
Workforce Management
Softphone
Ticketing

The Target Availability Service Level for the CCaaS Core Service is as follows:

	Target Availability
CCaaS Service	99.99%

Availability is calculated for any measurement period (being a calendar quarter i.e., January to March, April to June etc) as the percentage of the period which the service is Available (i.e., not unavailable as set out above).

Service Credits

In the event that the Service Level for the CCaaS Core Service is not met, other than for Excused Reasons (as set out in Section 8.2 of the Main Body of this Service Document as added to below) Service Credits as provided for in the table below, shall apply. No Service credits are payable in respect of the other service levels set out above.

Availability	Service Credit*
Lower than 99%	10%
Lower than 99.9%	5%
Lower than 99.99%	1%

The Service Credit is a percentage of the quarterly (i.e., aggregate over three months) of the contracted monthly licence charges for the Service (which excludes traffic and other charges which are not monthly recurring).

<u>Excused Reasons</u>

The following shall also be considered an Excused Reason in respect of CCaaS:

- In the event an access method other than an uncontended Exponential-e private Ethernet over Fibre connectivity service is used to access the CCaaS Platform (e.g., Ethernet over Copper, or Broadband or 3rd party Ethernet over Fibre) the SLA will not apply in the event of a connectivity failure or impairment.

4. Contact Centre as a Service (CCaaS) Key Performance Indicators (KPIs)

The following KPIs shall apply in respect of non-Core Service aspects of the CCaaS Service:

	Target Availability
Automated Agent / Chatbot	99.6%
SMS Service	99.6%
All Social Media Channels	99.6%
Workforce Management	99.5%
Softphone	99.9%
Ticketing	99.9%

Achievement against the above levels will not be reported in and will not attract any service credits. They are provided for information only.

5. Data Processing

When Exponential-e provides CCaaS Service, this may result in Exponential-e Processing Partner Personal Data. The following applies to the Processing of such Personal Data by Exponential-e:

<u>Subject Matter of Processing</u>

Phone numbers, call records, content of voicemails, email addresses, passwords/codes and usernames used in conjunction with the Service and/or Service portal.

<u>Nature of the Processing</u>

Storage, collection, and reporting.

<u>Location of Processing</u>

The Processing will take place within the UK and/or EEA.

<u>Appropriate Technical and Organisational Measures</u>

With respect to the requirement set out in the General Terms in Clause 10.15 at point (ii), the Partner agrees that as far as it is concerned the security measures set out in the Contract and Exponential-e's maintenance of the ISO27001 (Information Security Management) standard or any replacement or equivalent of either subsisting from time to time (the "Security Measures") fulfils the requirement of appropriate technical and organisational measures and the Partner agrees not to contend otherwise, recognising that the Charges for the CCaaS Service directly relate to the Security Measures to be applied.

6. Concurrent Agent Licenses

Where the Partner / End User is consuming concurrent agent licenses, the minimum contracted amount of concurrent agent licenses will be stated on the Order Form. The Partner / End User is entitled to consume over and above that contracted concurrent agent licenses stated on the Order Form. In the event that the Partner / End User consumes over and above the contracted concurrent agent licenses stated on the Order Form, the Partner will be charged for the peak number (maximum number) of concurrent agent licenses in use at any time in that

month over the contracted minimum at the same rate as the contracted minimum number of concurrent agent licenses stated on the Order Form.

7.   Named User Licenses

Where the Partner / End User is consuming named user licenses, the minimum contracted amount of named user licenses will be stated on the Order Form. The Partner / End User is entitled to consume over and above that contracted named user licenses stated on the Order Form. In the event that the Partner / End User consumes over and above that contracted named user licenses stated on the Order Form, the Partner will be charged for any additional named user license consumed until the remainder of the Initial Term (for the contracted named user licenses stated on the Order Form).