

## SCHEDULE F: SERVICE DEFINITION: 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              |
| 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              |

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              |
| 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 Customer 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.<br>Agreement on payment instances needed, based on payment processes. Scope the requirements for each process.<br>Identify the payments gateway against existing lists of PCI-Pal integrations.<br>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.<br>Channel management, Website user behaviour, Dynamic banners, Web chat & messaging*, Contextual routing, Agent Assist including Knowledgebase<br>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.<br>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)<br>Please see table below for full details. |

\*Messaging includes choice of SMS and Social.

\*\*This requires a Chatbot

| Digital First Feature Matrix  | Discover | Embrace |
|-------------------------------|----------|---------|
| <b>Channels</b>               |          |         |
| Web Chat                      | X        | X       |
| SMS                           | X        | X       |
| Social Messaging              | X        | X       |
| <b>Self-service</b>           |          |         |
| Smart Chat Bot                |          | X       |
| Customer facing knowledgebase |          | X       |
| <b>Agent application</b>      |          |         |
| Agent Assist                  | X        | X       |

|                                      |   |   |
|--------------------------------------|---|---|
| AI Powered - Agent knowledgebase     | X | X |
| AI Powered - interactions analysis   |   | X |
| CRM Link                             | X | X |
| Agent Widget API                     | X | X |
| Single Sign-on (SSO)                 | X | X |
| Secure File Share                    | X | X |
| <b>Channel management</b>            |   |   |
| 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 |
| <b>Customer engagement resources</b> |   |   |
| Chat conversations copy              | X | X |
| Save chat conversations as PDF       | X | X |
| Mobile optimised                     | X | X |
| <b>Contact centre management</b>     |   |   |
| Proactive interaction rules          | X | X |
| Bot trainer                          |   | X |
| Multi-skill groups                   | X | X |
| Customisable design                  | X | X |
| <b>Insights</b>                      |   |   |
| Customer engagement reporting        | X | X |
| Dashboard                            | X | X |
| Reporting & statistics               | X | X |
| <b>Integrations</b>                  |   |   |
| Access to Puzzel Marketplace         | X | X |
| E-Task API                           | X | X |
| Microsoft Teams                      | X | X |
| SMS gateway                          |   | X |
| Chatbot gateway                      |   | X |
| <b>Admin</b>                         |   |   |
| User management                      | X | X |
| Access control                       | X | X |
| User groups & profiles               | X | X |
| Dynamic shortcuts                    | X | X |

The following chargeable Professional Services units are available:

| <b>CCaaS Professional Services</b> | <b>Description (Info)</b>  |
|------------------------------------|--|
| Consultation                       | Consultation Services to define Customer 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 Customer 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.  |
|                                     | 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 Customer 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).

#### Excused Reasons

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. Concurrent agent licenses

Where the Customer is consuming concurrent agent licenses, the minimum contracted amount of concurrent agent licenses will be stated on the Order Form. The Customer is entitled to consume over and above that contracted concurrent agent licenses stated on the Order Form. In the event that the Customer consumes over and above the contracted concurrent agent licenses stated on the Order Form, the Customer 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.

**6. Named user licenses**

Where the Customer is consuming named user licenses, the minimum contracted amount of named user licenses will be stated on the Order Form. The Customer is entitled to consume over and above that contracted named user licenses stated on the Order Form. In the event that the Customer consumes over and above that contracted named user licenses stated on the Order Form, the Customer 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).