Support Service Level Agreement (SLA)

bLoyal is committed to providing industry-leading software, support, and services to our clients and partners. This Service Level Agreement ("SLA") is meant to communicate our commitment and define the scope of the services we provide as part of our support contract offerings.

1. Scope: Services Included in the SLA

The following services are included in this SLA:

- **Remote Support** – Remote support includes telephone, email, remote connections, and web-based support services (in English).

- **Software Support** – Remote support for bLoyal products and hosted services and third-party solutions purchased through bLoyal (i.e. USAePay payment gateway services). bLoyal does not support third-party products not purchased or contracted through bLoyal.

- **Computer Hardware and Peripheral Support** – bLoyal does not support general issues with your computers, hardware, and peripherals. Please reach out to your POS or IT partners or staff for assistance with these.

- **Online Support Account** – A free account on the MySupport Portal [https://mysupport.bloyal.com] for logging and reviewing status of support cases as well as accessing a wealth of information in the bLoyal knowledgebase.

2. Support Options

Support is available during our regular business hours: **Monday - Friday from 8:00 AM to 5:00 PM Pacific Time**. Support requests can be submitted anytime by any channel outlined below in Section 4. Please note that all non-emergency support requests submitted outside of regular business hours will be responded to the next business day as per the terms and conditions stated in Section 6. Please refer to Section 4a below regarding how to contact us by phone about an afterhours emergency related to your bLoyal Services.

You may choose one of the following support options anytime:

a. **Pay-per-Request:** bLoyal offers support on a per-request basis to clients that opt to not purchase a bLoyal Support Plan. The applicable fee is $75 per request.

b. **Support Plans:** bLoyal also offers you choices of support plans listed below as described in the following Section. Each plan is subject to the terms and conditions stated in this Support SLA:

 i. **bLoyal Standard Support Plan**

 ii. **bLoyal Dedicated Support Plan**

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3. bLoyal Support Plans

The goal of our support plans is to both help you resolve any incidents that may arise as well as build up your internal team's expertise on bLoyal to help you make the most of your solution. The bLoyal support plans are designed to support your help desk or core team through a designated contact (or contacts) on your team who will reach out to bLoyal Support for assistance and then pass along the knowledge to the rest of your team.

Please contact the bLoyal sales team for pricing or support plan change requests: 877-869-1715 | sales@bloyal.com

a. bLoyal Standard Support Plan

An annual Standard Support Plan is available on a per-user basis and includes the following benefits:

1. **Unlimited support incidents**. Addressed during regular business hours (see Section 2 above).
2. **Extended 24/7 support for emergencies related to your bLoyal services**.
3. **Standard Service Level Agreements** as described herein.

b. bLoyal Dedicated Support Plan

An annual Dedicated Support Plan is available on a per-user basis. This plan includes all of the benefits of the Standard Support Plan plus prioritization of your organization's requests:

1. **Unlimited support incidents**. Addressed during regular business hours (see Section 2 above).
2. **Extended 24/7 support for emergencies related to your bLoyal services**.
3. **Enhanced Service Level Agreements:** Your company receives priority status resulting in enhanced response times as described in Section 6 of this SLA.
4. **Business Process Support:** Our bLoyal Support team will also assist your team with best aligning business processes with your bLoyal solutions to maximize your benefits.
   a. Training sessions up to 30 minutes to cover specific features of the bLoyal solution that may best support your business processes.
   b. Sharing of business process best practices.
   c. Providing you with standard bLoyal process documentation as well as supporting your team to customize and maintain process documentation to match your specific business processes.

4. Contacting bLoyal for Support

a) **Call our toll-free support phone number** which is provided as part of your support plan.

- The Standard Support number is: **877-388-7638**
- Dedicated Support Plan clients are provided a separate Dedicated Support phone number to use.
- If we're unable to answer your call, please leave a message with your name, company, brief inquiry, and a phone number you may be reached at. Otherwise, the SLA does not apply. All support issues submitted by email or via the MySupport Portal outside of normal business hours will be addressed the following business day, and the SLA response times will begin to apply at that time.
- If you are experiencing an emergency related to your bLoyal services afterhours, please follow the directions of the support line's voice greeting to reach our afterhours support staff.

b) **Submit a request online** using the MySupport Portal at https://mysupport.bLoyal.com.

c) **Email your support email address:** support@bLoyal.com (Standard Support). A special Dedicated Support email address is made available to clients with the Dedicated Support Plan. Clients will receive an automated email from our Support Center acknowledging the receipt of their email with a link to set up one's MySupport password.

The SLA level for a support request is determined by the level of support plan a client is on and the method used to report the incident. For example, Dedicated Support members should report their incidents via the Dedicated Support phone number, online via the MySupport portal, or via the Dedicated Support email. All others should utilize the Standard Support contact methods (see above).

Incidents submitted via other mechanisms such as emails sent directly to bLoyal staff or by calling members of the bLoyal staff directly are not subject to the response times specified in this SLA until the incident is entered into the bLoyal MySupport tracking system. In order to best serve you in a timely fashion, please reach out to one of our support channels listed above.

Request for ticket/incident escalation may be submitted in one of the above three ways. Afterhours emergencies should only be reported by following the instructions provided by our support line voice greeting.

5. Support Request Definition and Payment

A support request is defined as a single support request submitted by phone, email, or via the MySupport Portal. For best business and tracking practices, please limit each request to one service area (e.g. discounts, clubs, POS or web connector issues, etc.). If we receive a request containing multiple service areas and/or unrelated questions, a bLoyal Client Support Representative will notify you accordingly as part of the initial response that separate tickets will be created for best tracking purposes. Each request will receive its own ticket number. The separation of requests is needed to provide quality service so that nothing is overlooked within one large email chain.

Billing for bLoyal support requests will be done as part of your monthly invoice as covered in your bLoyal Subscription Agreement: http://support.bloyal.com/agreements/bLoyal-SubscriptionAgreement.pdf

6. Support Case Classification and Communications

You shall receive email-based notifications and may also consult the latest status of a support request via the MySupport Portal. A support request will be created in our support tracking tool for each separate request, and the following touchpoints will occur:

- **Automated Response:** You will receive an automated email from MySupport upon sending us your request by email or via the MySupport Portal. It will point out whether the request was received during business hours or not and will also contain your automatically assigned ticket number as well.

- **Initial Response:** You will receive an initial response from a live agent in the SLA timeframes specified below. This is the time we guarantee it will take for a bLoyal Client Support Representative to take ownership, review, and respond to a request that was placed by you as the client/partner within regular business hours; this is not a guarantee of resolution, but may potentially be a complete one-touch resolution of your request, whenever possible to do so.

- **Additional Responses:** Support Staff will respond with a resolution, status update, or a request for additional information and estimated time to resolution, when available and where applicable. You will continue to receive updates by email or may consult the latest status of a request via the MySupport Portal at any time. A request is considered solved or closed as defined in Section 8 of this SLA Agreement.

- **Check-In:** This applies to incidents that are determined by bLoyal Support Staff to be a priority of P0 (emergency/system down scenarios—see below for more info on incident classification). This check-in update may be provided by a response to a ticket, phone call, or update received via the MySupport Portal. We also strongly suggest subscribing to the **Important Service Announcements** forum in MySupport: https://mysupport.bloyal.com/hc/en-us/sections/360004137634-Important-Service-Announcements

Support request priority will be determined objectively by bLoyal and classified into one of the priorities listed below. The response times provided by this SLA Agreement for each priority classification are also below. As a reminder, our business hours are **Monday – Friday from 8:00 AM – 5:00 PM Pacific Time**, and all initial responses and check-ins take place during said business hours (unless it is a P0 emergency related to your bLoyal services occurring during afterhours):

Support Request Priority Classification	Communications Protocol			
	Standard		**Dedicated**	
	Business Hours	**Afterhours**	**Business Hours**	**Afterhours**
P0 - Business Halted A "business halted" incident priority level is defined as a client being unable to take any orders on one or more entire channels: POS, web store, or through Director. In a more severe (and unlikely) case, all bLoyal services would be unavailable.	**Initial Response:** 1 Business Hour **Check-In:** 2 Hours (or as available)	**Initial Response:** 1 Hour (contact Afterhours line) **Check-In:** 2 Hours (or as available)	**Initial Response:** 1 Business Hour **Check-In:** 2 Hours (or as available)	**Initial Response:** 1 Hour (contact Afterhours line) **Check-In:** 2 Hours (or as available)
P1 - Business Impacted Any request that is revenue-impacting and severe to the point that business is significantly impeded. For example, there could be one store (of many) that cannot use their POS systems or some other overall blocking issue. More examples: live promo is not working, all reports are down, or a live order cannot be collected and/or shipped.	**Initial Response:** 2 Business Hours	**Initial Response:** 2 Hours (next business day)	**Initial Response:** 1 Business Hour **Check-In:** 4 Hours (or as available)	**Initial Response:** 1 Hour (next business day) **Check-In:** 4 Hours (or as available)
P2 - Standard Most requests fall into the P2 priority tier. This could include a brief training request related to bLoyal services (i.e. how to configure a promo or use a report) or reporting an issue not directly related to processing a transaction. These are generally related to questions on completing a task such as creating a loyalty promo, running an email campaign, or running and reconciling a report.	**Initial Response:** 2 Business Hours	**Initial Response:** 2 Hours (next business day)	**Initial Response:** 1 Business Hour	**Initial Response:** 1 Hour (next business day)
P3 - Service Request Consulting service requests, feature requests/suggestions, issue in a testing environment, or other non-urgent questions unrelated to the day-to-day use of the product.	**Initial Response:** 2 Business Hours	**Initial Response:** 2 Hours (next business day)	**Initial Response:** 1 Business Hour	**Initial Response:** 1 Hour (next business day)

7. Support Request Handling and Case Escalation

Each support request is handled by a product support specialist within a particular support tier:

Escalation Level	Action and Goals
Tier 1 Initial contact and responses. Full resolution of standard requests.	The request is analyzed on the phone or online by a bLoyal Client Support Representative. Our goal is to have all support requests resolved or escalated to Tier 2 or 3 (as necessary) during the initial response timeframe described in Section 6, although further investigation or clarification may first be required.
Tier 2 - Investigation Resolution and correction, if applicable.	Requests that require additional investigation at a higher access level, patching, or hotfix approval are escalated to Tier 2. The goal for Dedicated Support is to have all service cases resolved or escalated to the next tier within one business day, whereas the goal for resolution/escalation of Standard Support cases is within two business days.
Tier 3 – Development Team bLoyal Product Development team or Service Ops team.	Tier 3 escalations are for requests requiring assistance from the bLoyal Product Development team or Service Ops team for further analysis and fixes, beyond the scope of the first two support tiers. Client Support Representatives (Tier 1) will work directly with the Tier 3 team to help reach a solution and will also keep you updated on the progress. The goal for Dedicated Support is to have all P2 or lower Tier 3 cases resolved within 21 business days, whereas Standard Support goal for resolution is 28 days. Emergencies are handled promptly.

8. Support Request Closure, Merges, and Resolution

Once a support request has been marked as solved, you will be notified via email of the completion of the ticket. A ticket will be deemed solved for one of the following reasons:

Resolution	Description
Completed	The request has been successfully resolved by bLoyal Staff or the client/partner has stated the ticket may be marked as solved.
Cannot Reproduce	If there is an issue that cannot be reproduced by our support team via thorough testing in a staging or production environment (as needed), the request will be marked as solved albeit in the *Cannot Reproduce* status, and we will notify you accordingly of our findings and suggestions moving forward.
Ticket Merge	A request will be closed and merged into a pre-existing ticket if the particular scenario has already been reported to us by your team or partners or is otherwise closely related to the older ticket. All email replies you and we make will be routed to the merge destination ticket (typically this is the older ticket).
Ticket Split	Whenever a request is received that has multiple unrelated items to address, our support team will split them into separate tickets for best tracking purposes. This is to prevent anything from being missed in a long email chain as well as to keep tickets addressed to only one matter each.

7-Day Solve Automation	Tickets that have been in pending/awaiting info status for seven days without a reply from you are automatically changed to *Solved* status. You will receive an email the day prior warning of this upcoming automation as well as another email on the seventh day notifying you it is now marked as solved. We certainly understand you may be pressed for time due to other responsibilities and unable to respond sometimes within the seven days; you may simply reply to the email anytime to reopen the ticket (or create a linked follow-up ticket) and provide us the requested information when you can.

The below descriptions help illustrate how an incident will be solved, as appropriate. In all cases, we will notify you:

Question on How to Complete a Task
- Cause: You have reached out to ask a question that will help them clarify how to complete a specific task such has creating a discount promo. The support team is able to provide the requested guidance either over the phone, via reference to a MySupport article or online meeting (depending on the best approach to resolve the question). This scenario is not intended to substitute for formal training that may be required at any point in time as is typically covered in less than 30 minutes via phone, when applicable.
- Resolution: Ticket is marked as solved and classified as completed.

Assistance Requested for a Specific Business Initiative Project
- Cause: You have reached out to request detailed information on setting up a loyalty program (or something similar) with specific regard to consideration of your business requirements.
- Resolution: Ticket is assigned to a bLoyal staff member to provide a quote for the consulting work as covered in Section 9 of this SLA. Ticket is put in a pending status once the quote has been sent to the client and is either assigned to a project manager if the quote is approved or marked as solved upon receiving declination of the quote. If assigned to a project manager, the ticket will be solved and classified as complete once the project is finished.

Client Process
- Cause: During triage it is determined that the issue was the result of using a non-supported process by the client/partner or a process that is outside of a supported process a client may have received bLoyal training for.
- Resolution: Ticket is solved and classified as complete.
  - You will also receive suggestions on proper procedure with documented guidance whenever applicable.

Product Feature Request
- Cause: New product feature request for functionality that is not currently available in the application.
- Resolution: Ticket remains open and is triaged to Tier 3 to review and consider the request for potential development in a future release. The ticket number may be used for reference. If your request is approved and developed, we will include a notification of said development via our release service bulletins: https://mysupport.bloyal.com/hc/en-us/sections/203667528-Release-Information

Issue That Can Be Reproduced: Hotfix Request
- Cause: There is a severely impacting issue reported in the platform. During triage, the issue can be reproduced and thus should be resolved by the development team urgently.
- Resolution: The severity level requires that the fix cannot wait to be addressed in an upcoming release and thus needs to be treated as a hotfix to the product. The ticket will remain open until the hotfix has been released to production. At that time, the requester is notified, and the ticket is solved and classified as complete.

Issue That Can Be Reproduced: Product Planning for Future Release
- Cause: There is an issue in the platform that is causing a minor to moderate problem. During triage the issue can be reproduced, although there may be a viable workaround.
- Resolution: The issue is not severe enough to be treated as a hotfix and thus will be scheduled within a regular product release cycle. Ticket remains open and is later solved and classified as complete once the fix is released. These items are also included in the Release Information postings for quarterly releases (link above).

Issue That Cannot Be Reproduced
- Cause: There is an issue experienced and reported to us. During triage, the issue cannot be reproduced by the support team and thus cannot be investigated by the development team.
- Resolution: Ticket is solved and classified as *Cannot Reproduce.* Additional steps/tips provided moving forward.

Product or Feature Request Declined
- Cause: There is a request triaged as a product planning request or feature request to be considered for a future release. After triage to Tier 3, the development team has declined implementing the product change request.
- Resolution: Ticket is solved and classified as complete*.* The *Product Planning* ticket field states: *Will Not Fix*

9. Services Available Outside of SLA

The following services are available to bLoyal clients outside of this SLA. These services can be provided remotely or on-site in some cases. All services are billed in hourly increments or as a packaged service, where applicable:

- **Product Training** – bLoyal will provide product training on any bLoyal product or connected bLoyal service.
- **On-Site Installation, Support, and Maintenance** – bLoyal will deploy a certified product specialist to install software products purchased from bLoyal. The scheduling shall be on a best-effort basis. Installation is billed at the current price list with one day booking minimum, plus travel and accommodations fees (if applicable).
- **Multi-Level Loyalty and Multi-Channel Commerce Consulting** – bLoyal will deploy a consultant or product manager on-site or remotely to consult in all areas of multi-level loyalty and multi-channel business consulting. This includes process development or guidance that is specific to your business requirements that extend beyond basic support requests. The scheduling of such consulting shall be on a best-effort basis.
- **Custom Software Development** – bLoyal can potentially provide custom software development services to you. The scheduling of such services shall be on a best-effort basis and per an agreed statement of work signed by both parties. Custom development services are billed at current price list rate.

10. Client/Partner Responsibilities

- **Account in Good Standing** – Client's account must be kept in good standing at all times. Accounts that are past due 60 days or more will go into a "no support" status until the client's billing is settled up.
- **Prompt and Accurate Communication** – Client must promptly notify bLoyal Support with clear and accurate information regarding any support request.
- **Prompt Response with Requested Information** – Many support cases rely on additional information that is required from you. In this situation, it is very important that the client/partner is prompt in obtaining the required information and responding to the bLoyal support team.
- **Remote Access to Each Computer Supported (As Necessary)** – In order to provide remote support to client POS or backoffice computers, the client/partner must work with bLoyal to allow remote access to the computer. This is normally done by utilizing a customized utility we will provide a link for called QuickSupport (by TeamViewer). However, Support may also utilize GoToMeeting or some other secure remote session tool at yours or our discretion for the purposes of ease-of-use or access.

11. Helpful Links

Our Website: http://www.bloyal.com

MySupport Portal: https://mysupport.bLoyal.com

Important Service Announcements:
https://mysupport.bloyal.com/hc/en-us/sections/360004137634-Important-Service-Announcements

Release Information: https://mysupport.bloyal.com/hc/en-us/sections/203667528-Release-Information