



CitNOW Global Service Level Agreement

Reference(s): Terms of Use; Data Protection Policy

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Date	Comment	Who
03/10/2017	Release version (replaces all previous 2.x versions)	RD
29/11/2017	General amendments to support appendix A and B	RD
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1. Version Statement

1.1

CitNOW reserves the right to revise sections of the CitNOW Global Service Level Agreement from time to time and in all cases the published version of the agreement will apply.

The CitNOW Global Service Level Agreement, Terms and Conditions and Data Protection Policy for each region can be found using the links below:

Document	Language	Link
Global Service Level Agreement	English	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-global-sla-v3.2.pdf
Terms of Use UK	English	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-terms-of-use-v1-english.pdf
Data Protection Policy UK	English	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-data-protection-policy-v1.pdf
Online Services Factsheet	English	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-online-services-factsheet-v1.pdf

2. First Line Support

2.1

The provision of first line support for clients worldwide is as follows.

Country	First Line Support by	Self-help Support
Australia	CitNOW Reseller	
Austria	CitNOW Regional Office	
Belgium	CitNOW Regional Office	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-global-sla-v3.2.pdf
Canada	CitNOW Reseller	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-terms-of-use-v1-english.pdf
China	CitNOW Reseller	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-data-protection-policy-v1.pdf
France	CitNOW Regional Office	
Germany	CitNOW Regional Office	
Ireland	CitNOW Reseller	

Country	First Line Support by	Self-help Support
Italy	CitNOW Regional Office	
Japan	CitNOW Reseller	
Luxembourg	CitNOW Regional Office	
Portugal	CitNOW Regional Office	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-global-sla-v3.2.pdf
South Africa	CitNOW Reseller	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-terms-of-use-v1-english.pdf
Spain	CitNOW Regional Office	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-data-protection-policy-v1.pdf
Switzerland	CitNOW Regional Office	
The Netherlands	CitNOW Regional Office	
UK	CitNOW Head Office	

Country	First Line Support by	Self-help Support
USA	CitNOW Reseller	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-global-sla-v3.2.pdf
Any	Client	http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-terms-of-use-v1-english.pdf http://www.citnow.com/policy/citnow-zype-tv/pdf/citnow-zype-tv-data-protection-policy-v1.pdf

CitNOW monitors service adoption in international regions and expands resources based on demand at its discretion.

For countries not listed above please contact CitNOW Head Office.

2.1 Contacting First Line Support

First line support can be accessed using the Request Help form on the CitNOW Dashboard or by calling or emailing the provider listed above (see sections 3, 4, 5 and 6).

3. CitNOW Head Office

CitNOW has a dedicated telephone number and email address for domestic and international clients that are monitored by the CitNOW head office Customer Support team during UK business hours.

3.1 Language

The CitNOW head office Customer Support team provides first line support in English.

Written support requests in other languages will either be reassigned to a CitNOW regional office team, a CitNOW Reseller or translated prior to issue analysis. Resolutions for translated requests will be provided in English.

3.2 UK Business Hours (Head Office)

The CitNOW head office Customer Support team provides first line support in English.

Time Zone	Availability	Exceptions
GMT/BST	09:00 to 17:30 Monday to Friday	Bank holidays in England and Wales

3.3 CitNOW Dashboard

Support requests submitted using the Request Help form on the CitNOW Dashboard will be automatically assigned to either the CitNOW head office Customer Support team or the correct CitNOW regional office team when applicable.

3.4 Call

Number	IVR Option	IVR Language	IVR Language
+44 (0)118 997 7740	2	English	Voicemail

The initial call will require the completion of a basic data gathering process with a member of the CitNOW head office Customer Support team prior to issue analysis and resolution.

Out of hours and when the CitNOW head office Customer Support team is not available to take the call immediately the caller will be given the choice leave a voicemail. The voicemail automatically creates a support request.

3.5 Email

Email Address	Automated Response Language
support@citnow.com	English

To help the CitNOW head office Customer Support team resolve the support request as quickly and efficiently as possible the sender will automatically receive a reply directing them to an online form. When the additional questions have been answered and submitted the support request will be analysed.

3.6 First Line Support Process

First line support requests will be resolved in most cases by providing guidance and relevant articles. The target response, escalation and resolution times for first line support requests will be subject to UK business hours.

If the request cannot be resolved by first line support, it will be escalated internally to second line support (tier 2).

The process is covered in detail in sections 9, 10, 11 and 12.

4. CitNOW regional offices

CitNOW has dedicated telephone numbers and email addresses for international clients in specific countries that are monitored by CitNOW regional office teams during local business hours.

4.1 Countries

The CitNOW regional office teams provide first line support in the following countries.

Regional Office	Countries
CitNOW Benelux	Belgium (Dutch), Luxembourg and the Netherlands
CitNOW DACH	Austria, Germany and Switzerland (German)
CitNOW France	Belgium (French), France and Switzerland (French)

Regional Office	Countries
CitNOW Iberia	Portugal and Spain
CitNOW Italy	Italy and Switzerland (Italian)

4.2 Languages

The CitNOW regional office teams provide first line support in the following languages.

Regional Office	Primary Language	Secondary Language
CitNOW Benelux	Dutch	English
CitNOW DACH	German	English
CitNOW France	French	English
CitNOW Iberia	Spanish and Portuguese	English
CitNOW Italy	Italian	English

Written support requests in other languages will be reassigned to either the CitNOW head office Customer Support team or another CitNOW regional office team.

4.3 Local Business Hours

Regional Office	Time Zone	Availability	Exceptions
CitNOW Benelux	CET/CEST	English	Public Holidays
CitNOW DACH	CET/CEST	English	Public Holidays
CitNOW France	CET/CEST	English	Public Holidays
CitNOW Iberia	WET/WEST	English	Public Holidays
CitNOW Italy	CET/CEST	English	Public Holidays

4.4 CitNOW Dashboard

Support requests submitted using the Request Help form on the CitNOW Dashboard will be automatically assigned to the correct CitNOW regional office team when applicable.

4.5 Call

Regional Office	Number	City	IVR Language	IVR Option	Out of Hours
CitNOW Benelux	020 8081835	Amsterdam	Dutch	2	Voicemail
CitNOW DACH	030 30807401	Berlin	German	2	Voicemail
CitNOW France	01 86266206	Paris	French	2	Voicemail
CitNOW Iberia	091 1988432	Madrid	Spanish	2	Voicemail
	030 880 4905	N/A – National	Portuguese	2	Voicemail

Regional Office	Number	City	IVR Language	IVR Option	Out of Hours
CitNOW Italy	06 94500475	Rome	Italian	2	Voicemail

The initial call will require the completion of a basic data gathering process with the CitNOW regional office team prior to issue analysis and resolution.

Out of hours and when the CitNOW regional office team is not available to take the call immediately the caller will be given the choice leave a voicemail. The voicemail automatically creates a support request.

4.6 Email

The CitNOW regional office teams provide first line support in the following languages.

Regional Office	Email	Automated Response Language
CitNOW Benelux	support-benelux@citnow.com	Dutch
CitNOW DACH	support-dach@citnow.com	German
CitNOW France	support-france@citnow.com	French
CitNOW Iberia	support-iberia@citnow.com	Spanish
CitNOW Italy	support-italy@citnow.com	Italian

4.7 First Line Support Process

First line support requests will be resolved in most cases by providing guidance and relevant articles. The target response, escalation and resolution times for first line support requests will be subject to local business hours.

If the request cannot be resolved by first line support, it will be escalated to second line support (tier 2) based in the UK.

The process is covered in detail in sections 9, 10, 11 and 12.

5. CitNOW reseller

The CitNOW Reseller will provide first line support. In this case this agreement does not cover the provision of first line support.

If a request cannot be resolved by reseller's first line support, it will be escalated to CitNOW second line support (tier 2) based in the UK.

5.1 Countries

The CitNOW Resellers provide first line support in the following countries.

Regional Office	Countries
Automotive Loyalty Marketing	Canada
Compatible Automotive	South Africa
Elsworth Family Acquisitions	Australia
MCON	China and Japan
Next Solutions	Ireland

Full reseller contact details are available on request.

6. Client

6.1

Client groups can opt to provide first line support internally by nominating either a key contact or utilising their IT support team. In this case this agreement does not cover the provision of first line support.

If a request cannot be resolved by the client's first line support, it will be escalated to CitNOW second line support (tier 2) based in the UK.

7. Self-help support

The eLearning modules, Quick Learns and knowledgebase articles are designed to cover 95% of our clients first line support requests based on an ongoing analysis of the requests received in the previous six months.

CitNOW monitors service adoption in international regions and revises module and article languages based on demand at its discretion.

7.1 CitNOW Dashboard eLearning

The suite of CitNOW eLearning modules have been designed to provide support through short informative and instructional learning available 24/7 to support the user community at the moment of need.

7.1.1 Example Modules

Module Name	Description
CitNOW Introduction	In this module we will explain why CitNOW is a key tool for your business to engage with Customers and show you how it can be used in Sales and Aftersales.
CitNOW Sales	In this module we will explain CitNOW Sales—how it works, best practice to create a perfect presentation and demonstrate how it can be used for more than just responding to an initial enquiry.
CitNOW Workshop	In this module we will explain CitNOW Workshop and how it can clearly show your Customers any work needed on their vehicle.

Upon completion of each module, you will be presented with a Certificate confirming your completion and allowing you to print the Certificate. Once you have reached the end of the module, close the window and return to the Dashboard.

The eLearning modules are available in English.

7.2 CitNOW Dashboard Quick Learns+

These are new shorter modules lasting 2-3 minutes designed to provide an overview of a specific process or technique.

The Quick Learns are available in English.

7.3 CitNOW Dashboard Knowledgebase

The CitNOW Dashboard provides access to a comprehensive knowledgebase which includes articles covering a range of frequently asked questions (FAQs).

The knowledgebase articles are available in English and the following additional languages; Dutch, French, German, Italian, Portuguese and Spanish. The translated knowledgebase articles will be available within 15 working days of the publication of the English reference article.

8. Second line support (Tier 2)

The CitNOW head office Customer Support team provides second line support (tier 2).

8.1 Language

The CitNOW head office Customer Support team provides second line support in English only.

8.2 UK Business Hours

Time Zone	Availability	Exceptions
GMT/BST	09:00 to 17:30 Monday to Friday	Bank holidays in England and Wales

8.3 Call

Number	IVR Option	IVR Language	IVR Language
+44 (0)118 997 7740	2	English	Voicemail

Out of hours and when the CitNOW head office Customer Support team is not available to take the call immediately the caller will be given the choice leave a voicemail. The voicemail automatically creates a support request.

8.4 Email

Email Address	Automated Response Language
support@citnow.com	English

An automated process identifies inbound emails from CitNOW Regional Offices, CitNOW Resellers and Client IT support teams which bypasses the first line process.

8.5 Second Line Support (tier 2) Process

Second line support (tier 2) requests will be resolved in most cases by providing technical guidance. The target response, escalation and resolution times for second line support (tier 2) requests will be subject to UK business hours.

If the request cannot be resolved by second line support (tier 2), it will be escalated internally to second line support (tier 3).

The process is covered in detail in sections 9, 10, 11 and 12.

9. Target response, escalation and resolution times

CitNOW shall use commercially reasonable endeavours to respond to, escalate and resolve support requests and Issues within timeframes set out below. The durations specified below are in business hours.

Incoming Support Request Channel	Default Priority	SLA Start
CitNOW Dashboard - Request Help Form	Medium	Receipt
Email	Low	Post triage
Call	Medium	Immediate
Voicemail	Medium	Receipt

Case: CitNOW use Salesforce Service Cloud to manage client support requests (see Departments, Escalation and Operations Level Agreement).

Triage: Support requests submitted by email require an additional process prior to analysis. Because of this the default case priority for email requests is low.

During the initial analysis, the default priority will be assessed against the support request's level (see Request Levels) and the priority will be changed as necessary in accordance with the CitNOW team's reasonable opinion at the time.

		Target Time (Business Hours)		
Case Priority	Description	Response	Escalation	Resolution
1	Critical	2	0	4
2	High	2	4	8
3	Medium	2	8	16
4	Low	2	16	24
5	Other	2	N/A	N/A

CitNOW shall use commercially reasonable endeavours to respond to, escalate and resolve support requests and Issues within the timeframes set out above.

Response: Verbal or written communication to confirm receipt of the support request.

Escalation: The escalation of support requests by First Line Support to Second Line Support and Second Line Support to Third Line Support or External Partner Support.

Resolution: The provision of guidance (written or verbal) and knowledgebase articles. The implementation of a workaround. The provision of software fixes via engineering change.

9.1 Resolution Exceptions

CitNOW works with various External Partners to enable the provision of integrated services for our clients. When escalation to External Partner Support is required the Resolution Target Time will not apply if either of the following statements are true: The Client has an existing service level agreement with the third party; CitNOW does not have a service level agreement with the third party. CitNOW third party service level agreements are available on request.

9.2 Resolution Time Pause

The Resolution Time will also be paused for the following reasons:

Case Priority	Applicable	SLA Pause Reason	Case Status
1	No	-	-
2-4	Yes	Case awaiting Client, Client Support Team or Reseller Response	Pending
		Case escalated by Second Line Support to Third Line Support	On Hold
5	No	-	-

10. Support levels (categories)

10.1

The level of support is categorised as follows:

Support Level	Tier	SLA Start
First Line Support (see section 2)	1	Normal support activities including (but not limited to): Client contact; taking incoming calls (if applicable, see channels) and receiving emails; basic data gathering (issue details, error codes, impact, actions taken by the Client); issue analysis and resolution using standard processes; guidance and knowledgebase article selection and provision; escalation to Second Line Support.
Second Line Support (Customer Support)	2	Intermediate support activities including (but not limited to): Escalations from CitNOW Regional Offices, CitNOW Resellers and Client first line support; advanced data gathering; escalation to Second Line Support Tier 3; escalation to External Partner Support; communication of implemented resolutions to First Line Support.

Support Level	Tier	SLA Start
Second Line Support (Technical Operations)	3	Advanced support activities including (but not limited to): Escalations from First Line Support and Second Line Support Tier 2; evaluation of actions by First Line Support and information and evidence acquired; advanced problem solving; escalation to Third Line Support; implementation of workarounds; issue management; software fault report management; provision of software fixes via patches supplied by Third Line Support.
Third Line Support (Development)	4	System expert support activities including (but not limited to): Escalations from Second Line Support; resolution of software faults through provision of workarounds or software fixes.
External Partner Support (Third Party)	N/A	Specialist support activities by a third party to enable CitNOW to resolve issues using standard processes.

Tier: Additional category to enable the subdivision of the Support Level.

11. Requests levels (definitions)

11.1

The support request's level will be categorised as follows in accordance with the CitNOW Customer Support Team's reasonable opinion at the time each request is received.

The request level is categorised as follows:

Case Priority	Default Priority	Standard CitNOW Definition
1	Critical	Server (multiple locations)
2	High	Location (multiple users)
3	Medium	User (single user)
4	Low	Administration
5	Other	Other

Case Priority	Detailed Definition
<p>1/2</p>	<p>System is severely degraded, for example, Client is unable to access the core functionality of the CitNOW service and unable to upload or send videos and images. NB: This excludes Client IT issues which are categorised separately below.</p>
<p>2/3</p>	<p>System is degraded, for example, Client is unable to login or access the CitNOW Dashboard at citnow.com OR when logging in to the Dashboard, navigation is compromised to the extent that the Client is unable to access or playback their videos, images or reports. NB 1: Client can still access the core functionality of the CitNOW App and able to upload or send videos and images. NB 2: This excludes Client IT issues which are categorised separately below.</p>
<p>4</p>	<p>A non-urgent operational issue that requires assistance from CitNOW support, including but not limited to the following: User administration; report administration; general product guidance and assistance; integration with third party systems.</p>
<p>5</p>	<p>Client Location IT Issue: CitNOW App will not work as a result of no/poor WiFi; Location's IT infrastructure restricts or prevents the use of the CitNOW App and access to the CitNOW Dashboard. Client Infrastructure IT Issue: Client's IT infrastructure (multiple locations) restricts or prevents the use of the CitNOW App and access to the CitNOW Dashboard. NB: CitNOW will provide technical information; client is responsible for resolution.</p>

Case Priority	Detailed Definition
5	The submission of ideas for enhancement to a product or service; requests for additional features and services. NB: CitNOW provide commercial off-the-shelf (COTS) products and services and as such these requests will be acknowledged and raised with the product development team but no commitment will be made to provision them.
5	Orders for subscriptions, additional features, customisation and training. NB: See Orders.

12. Departments, escalation and operations level agreement

CitNOW support department responsibilities are as follows:

Department	Responsibilities
Customer Support	First Line Support
	Second Line Support Tier 2
Technical Operations	Second Line Support Tier 3
Development	Third Line Support

12.1 Escalation

In the event that the Client has concerns regarding the CitNOW's progress with a particular support request or with any other matter regarding the delivery of support, they may raise such concerns with CitNOW according to the following escalation path:

Department	Name	Title
Customer Support	James Hetherington	Customer Support Manager
	Richard Dearing	Head of Operations
	Donna Barradale	Chief Operations Officer (COO)
Technical Support	George Irvine	Technical Operations Manager
	Colin Tinto	Chief Technology Officer (CTO)
Development	Colin Hamilton	Head of Development
	Colin Tinto	Chief Technology Officer (CTO)

12.2 Operations Level Agreement

CitNOW use Salesforce Service Cloud to manage client support requests. Each support request is recorded in a Parent Case which may also have one or more Child Cases due to escalation. Escalated Child Cases may also have an associated JIRA Ticket.

CitNOW's internal Operations Level Agreement (OLA) target times match the Service Level Agreement as follows:

		Target Time (Business Hours)		
Department	Management System	Response	Escalation	Resolution
Customer Support	Salesforce Service Cloud - Parent Case	Yes	Yes	Yes
Technical Operations	Salesforce Service Cloud - Child Case	-	-	Yes
Development	JIRA - Development Request	-	-	Yes

*Subject to the acceptance of the escalated support request Development shall use commercially reasonable endeavours to resolve Issues within the SLA timeframes (see Target Response, Escalation and Resolution Times). The implementation of workarounds and fixes to enable resolution will also be subject to the current maintenance and release schedule.

13. Service availability

CitNOW utilises scalable cloud based servers hosted by Amazon Web Services (AWS) and Rackspace to provide a resilient service worldwide and meet regional compliance and data residency requirements.

CitNOW shall use commercially reasonable endeavours to make its services available with an Annual Uptime Percentage of at least 99%.

Service availability is also subject to the CitNOW maintenance schedule. Whenever possible scheduled maintenance will be completed outside of the applicable local business hours (see Business Hours).

13.1 Monitoring

CitNOW utilises a range of monitoring applications to ensure the availability of its services. In the event of a service issue, notifications will be automatically sent to the Technical Operations Manager, Development Operations Manager and Chief Technology Officer (CTO).

13.2 Notifications

The CitNOW Push Notification Service (CPNS) delivers on-device messages including app updates and service availability notifications. The CitNOW Dashboard displays banner messages including upcoming service updates.

14. Order Fulfilment

CitNOW shall use commercially reasonable endeavours to fulfil orders for subscriptions, features, data and training. All orders are subject to contract, payment of applicable fees and fulfilment during UK business hours.

14.1 Example Orders

Order	Target Time (Business Days)
CitNOW Subscription	2
CitNOW Subscription and Kit (UK and EU)	5
Level 1 Feature (SMS, Multipart and Rate This Video)	5
Level 2 Feature (Pre and Post Roll, Video Presentation Page and Video Purpose and Email Template)	20
Data and Reporting (Bespoke Reports)	20*
Academy Training (Brilliant Basics, Developing Competencies and Building Best Practice)	30**
Integration with a third-party eVHC or web solution	30

*Subject to the data release cycle.

**Dependent on Integration with a third-party eVHC or web solution where applicable.