

# Standard Service Level Agreement

Document Reference	Feedback Ferret – Standard Service Level Agreement
Version	3.2
Effective From	1 October 2014
Issued By	Feedback Ferret – Systems
Changed History	December 2020
Enquiry Point	Vian van der Berg Business Manager Feedback Ferret Limited 22 Wycombe End Beaconsfield Buckinghamshire HP9 1NB United Kingdom  Tel: +44 (0) 1628 681 088 mail: <a href="mailto:vian.vanderberg@feedbackferret.com">vian.vanderberg@feedbackferret.com</a>
Copyright © 2013	Feedback Ferret Limited, All Rights Reserved

## Table of Contents

Standard Service Level Agreement .....	1
1 Overview .....	3
2 Logging Tasks, Faults, Incidents or Issues.....	3
3 Response Times.....	3
4 Automatic Identification and diagnosis of events .....	4
5 Prioritization of Events .....	4
6 Categorizing Events .....	5
7 Escalation of Events.....	7
8 Resolution & Resolution Time.....	7
9 Uptime & Service credits .....	7
10 Continual Service Improvements to Event Management.....	8
11 Exclusions.....	8
12 General.....	9

## 1 OVERVIEW

This document outlines the Service Level Agreement (“SLA”) between Feedback Ferret Ltd (“FF”) and its Customers (hereinafter jointly referred to as the “Parties”) for the provisioning to support and/or sustain the Services provided by FF under contract with their respective Customers, and how FF restores or repairs normal service operations as quickly as possible following an event (tasks, faults, incidents or issues that affect service operations), while minimizing the impact to Customer business operations and ensuring quality is maintained.

This Agreement remains valid until superseded by a revised written agreement mutually agreed by both Parties. All events are classified on receipt of notice from the Customer in accordance with impact and urgency, and are then assigned to appropriate groups, escalated and managed through to resolution and reporting. The objectives of this Agreement are to:

- Explain accountability, roles and/or responsibilities in relation to the resolution of service issues.
- Present a clear, concise and measurable description of service provision to the Customer in relation to the resolution of events impacting on service.
- Match perceptions of expected service provision with actual service support & delivery.

## 2 LOGGING TASKS, FAULTS, INCIDENTS OR ISSUES

The Customer can raise or report a service issue by means of:

- Email: An email addressed to [feedback@feedbackferret.com](mailto:feedback@feedbackferret.com) with “New Incident” as the subject header; or
- Telephone: Contacting the assigned Account Manager or person assigned as the primary Customer contact or nominated as such; or
- JIRA platform (bug and issue tracking application)

All events of a Critical or High priority level will be logged by FF to the JIRA application or as otherwise necessary and required for the resolution and conclusion of such an event.

JIRA supports the project management process with the ability to log events and assignment to appropriate groups, escalate, and manage through to resolution. Any FF user can log into JIRA to record the event and track it through the entire event life cycle until service has been restored or the event completely resolved. Once the event has been properly dealt with, it is closed.

## 3 RESPONSE TIMES

As part of the support services outlined in the services agreement with the Customer, FF will respond to service related events and/or requests submitted by the Customer within the following time frames:

- 0-8 hours for issues classified as Priority 1-2
- Within 48 hours for issues classified as Priority 3-4
- Within 4 working days for issues classified as Priority 5

*Business hours shall be: UK business hours 09h00-17h30*

## 4 AUTOMATIC IDENTIFICATION AND DIAGNOSIS OF EVENTS

In addition to having users logging events directly through JIRA, various processes and contingencies are in place where events are raised automatically from pre-established conditions.

Certain business rules are incorporated in the FF Text Analytics process that generate an event after a certain series of conditions has been met (or not for that matter), which are resolved before any such event is visible on the FF Platform.

The operational platform also has integrated error detection sensors that alert the development and support team when there has been an error or other event. These may be resolved directly without the need for any event reporting from the Customer to FF.

Initial diagnosis of events is still largely a human process through JIRA or otherwise, whereby FF looks at the information within the event and communicates internally and/or with Customer users to diagnose and resolve it.

All Priority 1 events known by FF but not reported by the Customer will be communicated where applicable and documented to all Customer representatives.

## 5 PRIORITIZATION OF EVENTS

FF uses three metrics for determining the order in which events are processed.

- **Impact**
- **Urgency**
- **Priority**

*Priority is determined depending on impact and urgency according to the following rules:*

<b>Impact</b>	<b>Urgency</b>	<b>Priority</b>
1 - High	1 - High	1 - Critical
1 - High	2 - Medium	2 - High
1 - High	3 - Low	3 - Moderate
2 - Medium	1 - High	2 - High
2 - Medium	2 - Medium	3 - Moderate
2 - Medium	3 - Low	4 - Low
3 - Low	1 - High	3 - Moderate
3 - Low	2 - Medium	4 - Low
3 - Low	3 - Low	5 - Planning

All events submitted by email will be classified as Priority 4 by default and will have a new Priority assigned within 24 hours, where applicable.

FF is responsible for defining the metric classification for each event.

The Priority field is set by determining the Impact and Urgency values. To change how Priority is calculated, FF can either alter the priority rules or create their own business logic. This decision is only made at FF senior manager level or if and when intervention is required.

## 6 CATEGORIZING EVENTS

Categories are used to dictate the assignment rules, prioritisation and notifications to FF users. For instance, with a certain assignment rule, an event with a category of Data feed could automatically be assigned to the technical team that always handles database issues.

Below are typical SLA indicators on how events are associated with a category type:

CATEGORY TYPE	DESCRIPTION	PRIORITY
FF Platform Hosting Issues (Down time or service unavailability)	Ferret Explore	1
	Ferret Respond	1
	Ferret Review	1
	Reporting	1
	Hot Alerts	1
	Ferret Surveys	1
Data Feeds: Text or Audio (In or Outbound as applicable)	Data uploads & exports	2
	Changes	3
	Reprocessing	3
Text Analytics	Categorisation: Changes or Updates	4
	Perspectives: Changes or Updates	4
	Accuracy	4
FF Platform: Configurations	Ferret Explore	5
	Ferret Respond	5
	Ferret Review	5
	Reporting	5
	Hot Alerts	5
	Ferret Surveys	5

All event resolutions are subject to the scope of the Customer contract.

## 7 ESCALATION OF EVENTS

Three escalators are available:

- Service Level Agreement: If a target resolution time set out in the SLA has not been achieved, the event is escalated to the next highest priority.
- Inactivity monitoring: Inactivity monitoring takes place to prevent events from slipping through the cracks when an event has gone a certain amount of time without being updated.
- Manual intervention: Event priorities can also be escalated by either Customer or FF management if the Impact to the Customer business is considered to require a faster resolution time.

## 8 RESOLUTION & RESOLUTION TIME

Target resolution time is determined by the event Priority. Target resolution time schedules are:

Priority	Target Resolution Time	
1	24	Hours
2	48	Hours
3	7	Days
4	3	Weeks
5	As agreed	

Actual resolution times are significantly dependant on adequate information being received from the Customer in order to enable FF to resolve the event. The Customer will receive notice from FF where further information is required to resolve an event.

After an event is considered resolved, the event raised will be classified as resolved and then closed.

Any event that is related to another that has been resolved may be configured to a closed status automatically when the event is resolved through the business rules.

## 9 UPTIME & SERVICE CREDITS

Subject to Clause 11, the FF Platform shall have a minimum uptime of 99.5% measured on a monthly basis between the hours of 09h00 -17h30 (GMT) Monday to Friday, excluding UK bank holidays.

Subject to compliance of FF's general terms and conditions, the Customer shall be entitled to submit an application for service credits for Priority 1 events only, which will be subject to FF's assessment within 30 days, the approval of which shall not be unreasonably withheld. Any application for service credits relating to events older than three calendar months will be automatically rejected.

Subject to clause 5, the measurement of downtime starts one hour after a qualifying fault is reported to FF for each 15 minutes of downtime to a maximum claim value cumulative per month not exceeding 10% of the (service/product specific) monthly service charge.

FF shall not entertain any claims for service credits that relates to Services provided during any trail or proof of concept period or where the contractual commitment is any shorter than six months.

<b>Priority 1 event</b>	<b>Service credit %</b>
>1 hour & <5 hours	1/20 <sup>th</sup> of service/product specific costs
>5 hours & <12 hours	1/30 <sup>th</sup> of service/product specific costs
>12hours & <24 hours	1/40 <sup>th</sup> of service/product specific costs
<24 hours	1/50 <sup>th</sup> of service/product specific costs

Service credits may not be off-set by the Customer against any payables, bar agreed Service credits older tan 90 days which have not been applied against payables which FF will issue by way of a credit note.

## 10 CONTINUAL SERVICE IMPROVEMENTS TO EVENT MANAGEMENT

The FF support staff may change or improve the event management process using the information gathered and the Customer will be notified of any changes in the process where they are affected.

FF assesses and uses historical event information to ensure a continual improvement of the FF service solutions.

Unnecessary events must be avoided by encouraging Customer users to consult with the primary Customer representative before creating any event.

## 11 EXCLUSIONS

Notwithstanding anything stated elsewhere to the contrary, no unavailable time shall be deemed to have occurred with respect to any unavailability, suspension or termination of the FF Platform, or any other FF Platform performance issues, that:

- (i) are caused by factors outside of FF's reasonable control, including, without limitation, any force majeure event, carrier related problems or issues, or Internet access or related problems beyond the demarcation point of FF or its direct hosting subcontractors (i.e. beyond the point in the network where FF maintains access and control over the FF Services);
- (ii) result from any actions or inactions of Customer or any third party (other than FF's direct hosting subcontractor);
- (iii) result from applications, equipment, software or other technology and/or third party equipment, software or other technology (other than third party equipment within FF's direct control);
- (iv) arise from FF's suspension and termination of Customer's right to use the FF Services in accordance with the contractual terms agreed with the Customer;
- (v) are due to scheduled maintenance;
- (vi) are problems or issues related to alpha, beta or not otherwise generally available FF features or products; or
- (vii) are any specific exclusions contained in the services agreement between FF and Customer.

Where any of the above exclusions apply, FF shall be under no obligation to resolve the resulting event within any given time or at all. FF may nevertheless at its discretion provide assistance to the Customer in attempting to resolve such an event and may charge for such service at its normal charging rates.

## 12 GENERAL

Service support relating to any SLA is provided during service hours: 9h00-17h30 Monday to Friday (GMT), except official holidays in the UK.

Status updates pertaining to events should be provided by email to [feedback@feedbackferret.com](mailto:feedback@feedbackferret.com) with subject heading "Incident Status Update".

Customer is responsible for the reasonable availability of Customer representative(s) when resolving a service related event request.

As services and technologies change, the SLA may change to reflect the improvements and/or changes.