



BLUECORE PLATFORM SUPPORT AND CUSTOMER SUCCESS SERVICES PACKAGES

PLATFORM SUPPORT

This section defines the scope of the Bluecore Platform Support provided to Customer during the Term. Any Platform Support beyond this scope requires a mutually executed written Addendum.

Product Support Hours: 24x7x365

Product Support Scope:

- Troubleshoot ongoing issues with campaigns and Customer product catalog
- Provide guidance on Customer-created campaigns

Bluecore Customer Success Team Resources:

Bluecore will assign the following resources to engage with Customer during the Term:

- Client Success Manager (CSM): The CSM will be responsible for the overall health of Customer's Bluecore account and the customer relationship. The CSM is the point of escalation for any issues for which Customer has not received a satisfactory resolution
- Product Support Team (PS): The PS team provides the second level of support to Customer and the CSM. PS will assume ownership of support cases logged directly by Customer or by the CSM on Customer's behalf and will remain engaged until satisfactory resolution

BLUECORE CUSTOMER SUCCESS SERVICE PACKAGES

Customer Success Service - Standard ("SBCSS")*

SBCSS includes the following services:

- One (1) monthly status call for ongoing project management
- A shared Project Tracking Success Plan ("Success Plan") managed by the Bluecore Customer Success team. The CSM will document Customer's adoption and usage of the Bluecore Services in the Success Plan
- A quarterly report card, provided in an industry-standard format, detailing Customer's key performance metrics. Each quarterly report card will be emailed to Customer with noteworthy insights highlighted for quick review

** The SBCSS Package does not include: (i) strategic support, (ii) rules checks, nor (iii) audience set ups.*

Customer Success Service - Standard Plus ("SPBCSS")*

SPBCSS includes the following services in addition to those listed above in the SBCSS:

- Four (4) net new email templates created by the Bluecore Customer Success team utilizing the Visual Template Editor ("VTE")



- Two (2) enablement sessions conducted by the Bluecore Customer Success team via telephone conference call to train Customer on Bluecore Audience setup and Campaign Template setup with VTE

** The SPBCSS Package does not include: (i) strategic support, (ii) rules checks, nor (iii) audience set ups.*

Customer Success Service – Collaborative (“CBCSS”)

CBCSS includes the following services in addition to those listed above in the SPBCSS:

- Five (5) additional net new email templates created by the Bluecore Customer Success team utilizing VTE
- Three (3) email template Revisions (as defined below) managed by the Bluecore Customer Success team utilizing VTE
- One (1) additional status call per month. Status calls will be held semi-monthly, for ongoing project management
- Two (2) Onsite Business Reviews (“OBR”). OBRs will be held in-person, at Customer’s office, or other mutually agreed upon location, and includes a comprehensive overview of past performance, ongoing projects, and Bluecore’s suggested improvements for continued and additional success
- The Success Plan for CBCSS includes project management of new and existing campaigns, documentation of necessary approvals, and incorporation of recommendations from OBRs
- The Bluecore Customer Success team will join a quarterly review telephone call to discuss the key insights provided in each quarterly report card

Customer Success Service – Full (“FBCSS”)

FBCSS includes the following services in addition to those listed above in CBCSS:

- Fifteen (15) additional net new email templates created by the Bluecore Customer Success team utilizing the Visual Template Editor (“VTE”)
- Seven (7) additional email template Revisions (as defined below) managed by the Bluecore Customer Success team utilizing VTE
- Two (2) additional Onsite Business Reviews (“OBR”). OBRs will be held in-person, at the Customer’s office, or other mutually agreed upon location, and includes a comprehensive overview of past performance, ongoing projects, and Bluecore’s suggested improvements for continued and additional success
- Weekly status calls for ongoing project management, instead of monthly or semi-monthly calls
- Success Plan: CSM will provide project management of new and existing campaigns, documentation of necessary approvals, and incorporation of recommendations from OBRs
- Quarterly Report Card: The Bluecore Customer Success team will join a quarterly review telephone call to discuss the key insights provided in each quarterly report card