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Customer Support

Acoustic aims to provide exceptional customer service to all customers. Support teams are available to assist with technical issues of varying degrees of severity. For customers requiring enhanced support, such as faster response, access to experts, regular health checks, and a named Technical Account Manager (TAM) to assist with cross product technical issues, Acoustic Premium Support is an optional add-on to standard support. This fee-based program aims to provide personalized support engagement and additional support services.

This document is intended for users of Acoustic products who may need to engage support for technical assistance. The guidelines outlined in this document explain how to engage support and what to expect. For additional information regarding product level details, please refer to the individual Product Service Description document.

Severity Level Guidelines and Service Level Objectives

The following table outlines response time objectives that Acoustic strives* to achieve, measured from the time Acoustic receives your initial request for support to the time Acoustic provides an initial communication back to you regarding your request.

Severity	Severity Definition	Response Time		
		Premium Objectives	Standard Objectives	Coverage
High	<p>Critical Business Impact/Service Down: Business critical functionality is inoperable or critical interface has failed. This usually applies to a production environment and indicates an inability to access services resulting in a critical impact on operations. This condition requires an immediate solution.</p> <p>Note: Acoustic will work with customers 24 hours a day, seven days a week to resolve critical problems, provided you have a technical resource available to work during those hours. Customers must reasonably assist support with any problem diagnosis and resolution.</p>	Within 30 min	Within 1 hour	24x7
Med	Significant business impact: A service, business feature, or function of the service is severely restricted in its use, or you are in jeopardy of missing business deadlines.	Within 1 business hour	Within 2 business hours	Monday – Friday business hours
Low	Minor business impact: The service or functionality is usable, and the issue does not represent a critical impact on operations.	Within 2 business hours	Within 4 business hours	Monday – Friday business hours

*Please note: Response time objectives described in this document are intended to describe Acoustic’s goals only, and do not represent a guarantee of performance.

Hours of Operation

Acoustic support is available to assist around the clock to meet the needs of customers worldwide. To enable 24x7 coverage Acoustic support centers are located in multiples countries across the globe including United States, Canada, United Kingdom, and India. Acoustic will ensure support cases are managed seamlessly between support centers to provide a consistent experience to customers. Support is provided in English only.

Marketing Cloud and Tealeaf (Campaign, Experience Analytics, Digital Analytics, Exchange, Content, Personalization)	
Times	Support Channels
Business Hours (All Severity) Sun: 8:00 pm – 11:59 pm ET Mon: 12:00am – 11:59 pm ET Tue: 12:00 am – 11:59 pm ET Wed: 12:00 am – 11:59 pm ET Thu: 12:00 am – 11:59 pm ET Fri: 12:00 am – 8:00 pm ET	Support Portal: Available Phone: Available Chat: Available Email: Not available
After Hours (High Severity Only) Fri: 8:01 pm – 11:59 pm ET Sat: 12:00 am – 11:59 pm ET Sun: 12:00 am – 7:59 pm ET	Support Portal: Available Phone: Not available Chat: Not available Email: Not available

Support Channels

Customers can engage support through multiple channels.

Self-Serve	Find answers to frequently asked questions on Acoustic’s Help Center https://help.goacoustic.com
Real-Time Alerts	Receive email or SMS alerts on upcoming system maintenance and receive real-time alerts on production issues. https://status.goacoustic.com
Support Portal	Create new support cases or check on the progress of your existing cases on the Acoustic Support Portal https://support.goacoustic.com . An Acoustic ID is required.
Chat	Our AI Support Agent is available to assist 24x7. For more complex questions, live agents are available to chat with you Monday-Friday. You can access Acoustic Support chat by logging into the Acoustic Support portal.
Email	Please submit support inquiries using our Support Portal. If you are unable to access Acoustic Support Portal, please call or email (help.acousticid@acoustic.com)
Phone	Speak with a live agent. This feature is available during business hours. <ul style="list-style-type: none"> • United States: +1-866-820-5136 • United Kingdom: +44 808 169 2385 • France: +33 805 08 09 17 • Poland: +48 800 088 005 • Australia: +61 1800 651 824 • New Zealand: +64 800 020 004

Premium Support

Customers have an option to purchase Premium Support as an add-on service to enhance the overall support experience and increase customer success. Ask your Account Director or Customer Success Manager for pricing and determine if this is the right fit for you.

Premium Support for Acoustic Connect

A dedicated Technical Account Manager will oversee the customer's account to ensure problem resolution is expedited on support issues. Customer also receives priority support with enhanced response times, weekly support checks, annual health checks, and proactive event readiness to minimize risk during key campaigns or holidays. In addition, this offering includes 24 hours of professional services to aid in the resolution and prevention of complex problems. Acoustic will tailor services to match your needs. Most recommended services include deliverability audit, new user training, session capture tuning for behavioral data, journeys audit.

Premium Support for Acoustic Campaign and Tealeaf

A designated Technical Account Manager (TAM) will oversee the Premium Support customer's account to ensure problem resolution is expedited on support issues. Customer also receives priority support with enhanced response times, weekly support checks, annual health checks, and proactive event readiness to minimize risk during key campaigns or holidays. In addition, this offering includes 24 hours of professional services to aid in the resolution and prevention of complex problems that are outside the scope of standard support. Acoustic will tailor services to match your needs. Most recommended services for Campaign include deliverability audit, new user training, and programs audit. Most recommended services for Tealeaf include session capture tuning on your website.

Technical Account Manager

The Premium Support Technical Account Manager will work directly with you to better understand your account, its history, and challenges to tailor the support experience to your needs. For best results, Acoustic recommends the following:

- Be available to talk to your TAM regularly. The TAM will work to establish a personalized cadence with customers. This is to make sure Acoustic has a clear and up-to-date understanding of your business requirements, key deployment dates, and organizational changes to help prioritize problem resolution accordingly.
- Leverage the Slack channel. A dedicated Slack channel, monitored by Acoustic support experts, will be set up to ensure ongoing and timely communication with your team. Premium support customers are encouraged to invite appropriate personnel contacts to this slack channel to ensure key members of the team can get timely assistance when needed.

While there is no guarantee of results, Premium Support customers will be presented with the best that Acoustic has to offer to minimize risk and maximize the value to accelerate their business.

Escalation Process

You can escalate a support case if you are unsatisfied with the service, or if the original issue has escalated in severity. The escalation process can be used to request more attention and visibility to the problem, however, please be sure that enough time has been given to the support team to analyze and review all the details.

1. Go to Acoustic Support Portal <https://support.goacoustic.com>
2. Open the ticket that you need to escalate.
3. Click the “Escalate” button.
4. In the comment box below, provide details on the reason for your escalation and state what further assistance is required.
5. Once escalated, Acoustic support management will follow up to ensure appropriate next steps.

Premium support customers will also have access to designated contacts and slack channels to expediate problem resolution.

Early Access Program

Acoustic Early Access programs offer customers the opportunity to use and provide feedback on new software offerings & features before its general launch. Early Access features meet the same quality standards as generally available features, however to accommodate rapid feedback and innovation, these features are subject to potentially unexpected changes.

While Acoustic does provide technical support for Early Access features, certain limitations do apply:

1. Customer Support is only available during normal business hours in North America, United Kingdom, and Central European timezone
2. Early Access features are not covered under existing service level agreements.

Your Acoustic Customer Success Manager can help you understand if Early Access features are suitable for your needs.

Customer Responsibilities

You play a key role in assisting us when you have questions or have encountered problems with your service offering. Information that you provide about your system and/or problem is often critical to resolving your issue. The following practices can help our customer support team to better understand your problem and more effectively respond to your concerns, as well as help you make the best use of your time:

- Submitting problems electronically using the Acoustic Support Portal
- Keeping different issues (questions or problems) separate (one issue per support case)
- Selecting a Severity based on your judgment of the business impact. Explain the business impact to Acoustic support.

- Keeping support informed of major upgrades/implementations of your system (where applicable)
- Providing timely feedback on recommendations, so the support team can close out the issue when it has been resolved. If the issue reoccurs, you may reopen the original support ticket, incident, or case by resubmitting it electronically.
- You will be required to provide the following information when contacting support:
 - Your name, company name, email address, and telephone number with extension (if applicable)
 - Diagnostic data as needed e.g., logs, system info, integrations, usage scenarios, etc.

Availability Service Level Agreement (SLA) Considerations

In the event of a disruption of service to the Acoustic product, customers must submit a support case claim for failure to meet an availability SLA within 3 business days after the end of the contracted month. The Availability SLA may be found in your Product Service Description document.

Service Down does not include time related to a scheduled maintenance outage; causes beyond Acoustic's control; problems with your content or third-party content or technology, designs, or instructions; unsupported system configurations and platforms or other customer errors; or customer caused security incident or customer security testing. For further details about SLAs (Service Level Agreements), please refer to the Services Agreement for your product.

Satisfaction Surveys

Your feedback is important. Acoustic surveys its customers to obtain additional feedback on recent experiences with customer support. The survey focuses on the quality of support provided and overall experience. The survey results are reviewed by management. Acoustic reserves all rights, title and interest in and to any feedback you provide to Acoustic, including suggestions, ideas, concepts, improvements, reports, and any other materials, whether written or oral.

Unica Integration

The integration of HCL Unica Campaign with Acoustic Campaign uses the segmentation tools of HCL Unica Campaign and the advanced messaging capabilities of Acoustic Campaign.

The integration provides digital marketers with the ability to communicate over multiple channels, personalize and track customer interactions, and protect sensitive personal data. Marketers can target specific audiences to reach customers through email, SMS text messaging, and mobile push campaigns.

Below is a sample list of issues customers can encounter if they have implemented Unica Campaign-Acoustic Exchange- Acoustic Campaign integration. Please reach out to respective support teams if you encounter any of the issues listed in the table below:

Contact Acoustic Campaign Support	Contact Acoustic Exchange Support	Contact HCL Support https://hclpnpsupport.hcltech.com/csm
Using the Unica Campaign – Acoustic Campaign offer integration	Credentials from Acoustic Exchange to configure in campaign.	Issues/Configuring web application certificates
Configuring Acoustic Campaign mailing templates	Missing events in tracking tables	Creating Marketing Platform users for integrations
Issues related to Fast Campaign Integration (FCI)	Questions related to Acoustic Campaign- Unica Campaign supported events	Issues/configuring Unica Campaign partition settings
Issues related to Templates not showing up in HCL Campaign	Issues related to Acoustic Exchange dashboard	Issues running Unica Campaign Flowchart
Mailing jobs take a long time.	Issues/ Questions related to configuring events to campaign	Configuring Acoustic Exchange related setting in Campaign
Configuring campaign URL in Acoustic Campaign		Installing and issues related to running Campaign Accelerator Scripts

If your issue does not fit into one of the above scenarios, or you are unsure where to start, please open a case with Acoustic Exchange Support.

Partner Support

Acoustic works with various partners to deliver our products and services worldwide. In many cases, our partners provide support directly to end users of the product. It is important to check your purchase agreement to understand how support is being delivered to you. When support is being delivered through a partner, here is what you should expect:

Partner Responsibility:

- Provide clear documentation to the end user on how to engage support, including service level objectives and escalation methods. This is typically part of the purchase agreement.
- Deliver support to end users when called upon. Typically, this includes assisting users with configurations, answering questions, notifying them of upcoming changes or maintenance, and addressing any problems that may arise from normal use of the product.
- When the partner cannot resolve the issue (e.g., code fix), it is the partner's responsibility to engage Acoustic support directly on behalf of the end client.

Acoustic Responsibility:

- Ensure partner has access to all relevant information including Acoustic help center, support portal, learning academy, communities, notifications, technical documentation, etc.
- As needed, work with partners to address any problems that may arise in accordance with the service level objectives as defined in this document.

Customer Responsibility:

- Understand the terms of your support contract and ensure end users are enabled to the specified support channels.

Useful links

Acoustic Academy https://learn.goacoustic.com	Explore all learning courses and plans tailored just for you, whether you are a business user, administrator, or technical expert
Help Center https://help.goacoustic.com	Various technical articles and documentation across our product suite
Acoustic Community https://community.goacoustic.com/	Ask questions, share best practices, and connect with fellow marketers, developers, and the Acoustic team
Share Your Ideas https://ideas.goacoustic.com/	We are here because of you. Let us know what you need and let us turn it into a reality
System Status https://status.goacoustic.com	Check to see operational status of systems including past incidents. Subscribe to maintenance and system availability alerts.
Developer Experience https://developer.goacoustic.com	Technical resources, code samples, SDKs, tools, and downloads. Everything you need to extend, customize, and integrate with Acoustic products
Downloads https://download.goacoustic.com	Download the latest version of software and fix packs