

Your

Gladstone Support Framework

Gladstone

Contents

- 00** Gladstone Support Framework
- 01** Your Tickets Journey
- 02** Internal KPI's
- 03** Gladstone Support
- 04** Our Service Levels
- 05** Escalation
- 06** Performance Governance
- 07** Our Principal Behaviours
- 08** Our Customer Charter

Gladstone Support Framework

00

Support Overview

At Gladstone, we have a dedicated Customer Support Team who are here to ensure that your Gladstone products run smoothly. Whether you're struggling with a glitch, need assistance, or facing a mysterious error message, our team will troubleshoot and guide you through the process. We're knowledgeable, patient, and committed to delivering high levels of customer service, aiming to address your issues promptly and efficiently.

Gladstone Customer Support is available during core hours and we also offer an out-of-hours service for those who need it. The purpose of the Customer Support Team is to:

- Answer any queries and tickets promptly
- Take as much information as possible to help diagnose and resolve the query
- Resolve, where possible, your query at the first point of contact
- Provide full case ownership - keeping customers updated throughout, even if further investigation is needed from other Gladstone Teams or third parties



Gladstone Support Framework

01

Your Tickets Journey

After your ticket is logged, our Customer Support Helpdesk will work with you to resolve it as quickly as possible at the first point of contact. If additional support is required, it will be smoothly transitioned to our wider specialist teams but regardless of who is looking at your query, your allocated case owner will update you every step of the way. Once the issue is resolved, the ticket will be closed, enabling you to serve your customers seamlessly.

Process followed

Gladstone's support team excels in efficiently handling tickets with a customer-centric approach.

- Prompt acknowledgement upon submission
- Comprehensive, clear and jargon-free responses
- Aim to resolve the majority of issues at first interaction
- Ensure effective continuity of ticket handover between specialist teams, when required
- Identify improvements to customer experience, Knowledgebase articles and feed in feature enhancements to R&D.

Process followed

The Specialist Support team approaches cases as follows:-

- Tickets within this team are handled by a named individual who provides end-to-end updates throughout the lifecycle of the issue/ticket
- Use their expertise to take the necessary actions to resolve the query
- Have the resources and cross-functional knowledge to remove blockers and find additional support from other Gladstone teams or third parties



02

Internal KPI's

Gladstone's internal Key Performance Indicators (KPIs) are used to assess and monitor our operations and performance. These ensure we are meeting the service you need. On occasion these are subject to variation, however, our primary emphasis remains; on the excellence and efficiency of our service, strict adherence to documented processes and commitments, and mostly the satisfaction of our customers and colleagues.

Our key tenants are:

QUALITY
SPEED
VALUE
ADHERENCE
SATISFACTION

Examples of KPI's we monitor:

- Timely response to customer enquiries
- Meeting ticket resolution targets within the agreed Service Level Agreement (SLA)
- Ensuring high quality in all communications with customers
- Ensuring smooth handover between different functions for effective continuity
- Continuous process improvement for both internal and external operations
- Tracking and minimising the number of ticket re-opens
- Prioritising customer satisfaction as a key metric

We employ a customer service tactic called "Mystery Shop" to ensure prompt and efficient call handling for our customers. This involves conducting regular test calls during both regular and after-hours to assess our responsiveness.

03 Gladstone Support

Standard Support

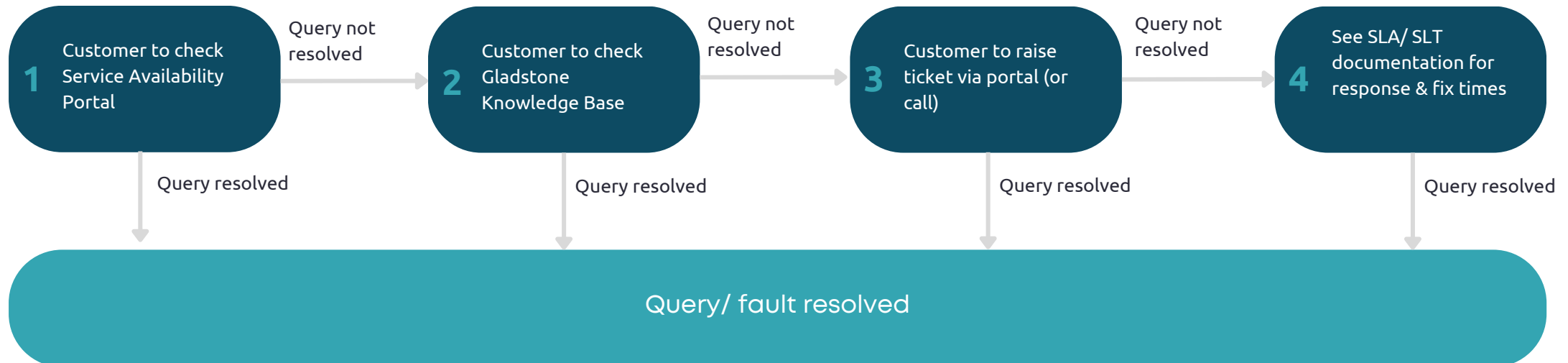
To access Standard Support, our customers will need to follow these steps:

- Check the Gladstone Service Availability portal for any outages. at www.gladstonesoftware.com/cloud-service-status
- Consult our self-help portal for possible answers to your query.
- Log a ticket through the portal
- Call on 01491 736405
- Support hours 7am to 7pm, Monday to Friday (excluding UK Bank Holidays).
- Monitored weekend answerphone and critical issues are addressed accordingly.

Extended Support

In addition to standard support:

- 7pm until 11pm Monday to Friday
- Includes weekends and UK Bank Holidays
- Designated line for out-of-hours use



04

Our Service Levels

Cases are prioritised based on 4 levels of severity and each has its own resolution and response time.

We will regularly review these with you through your Account Manager to ensure your satisfaction with the service. In the unlikely event of a complaint, we have escalation routes available.

Each Case is assigned a unique reference number by Gladstone for tracking all communications and updates.

The 4 levels of severity:

Critical

A problem which results in the loss of ability to complete any customer facing transactions across an entire site. This would include the complete loss of payment via any payment method/channel at all reception points.

High

A problem which results in the loss of ability to complete any financial transactions at any Site including paid for bookings, including the creation of unpaid invoices

Medium

A problem which impacts a specific non-financial software module such as a kiosk, adding zero-cost bookings, updating member records or swiping cards.

Low

An isolated problem that affects relatively few users, or has a low impact on the operation.

Our Service Levels

To view the current status, customers should view the Service Status page on our portal:

www.gladstonesoftware.com/cloud-service-status

Our cloud provision SLA is set at 99.9% system uptime over a rolling 90 days basis.

Response

Case Priority	Response SLA (Standard)	Response SLA (Extended)
Critical	1 Hour	1 Hour
High	2 Hours	Next working day
Medium	4 Hours	Next working day
Low	24 Hours	Next working day

Resolution

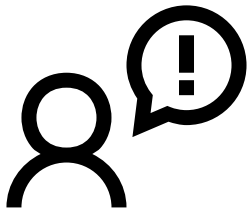
Case Priority	Response SLA (Standard)	Response SLA (Extended)
Critical	4 Hours	4 Hours
High	20 Hours	20 hours
Medium	40 Hours	40 hours, starting from the next working day
Low*	80 Hours	80 hours, starting from the next working day

*If low priority and development resource is required, we aim to resolve the problem in an upcoming scheduled software maintenance release, We will regularly keep our customers informed of the resolution status and implementation date.

05

Escalation

We take complaints extremely seriously and will always look to resolve them with you as quickly as possible. In the event you need to escalate any query, you can do so in order of contact:



We have processes for logging complaints and we always aim to respond within 48 hours and resolve within 5 working days. If we are unable to meet that timescale, we will work with you every step of the way to ensure you are kept informed throughout.

Case Owner

First point of contact is always your case owner

Team Leaders

Debbie Smith

dsmith@gladstonesoftware.co.uk

Phil Gage

pgage@gladstonesoftware.co.uk

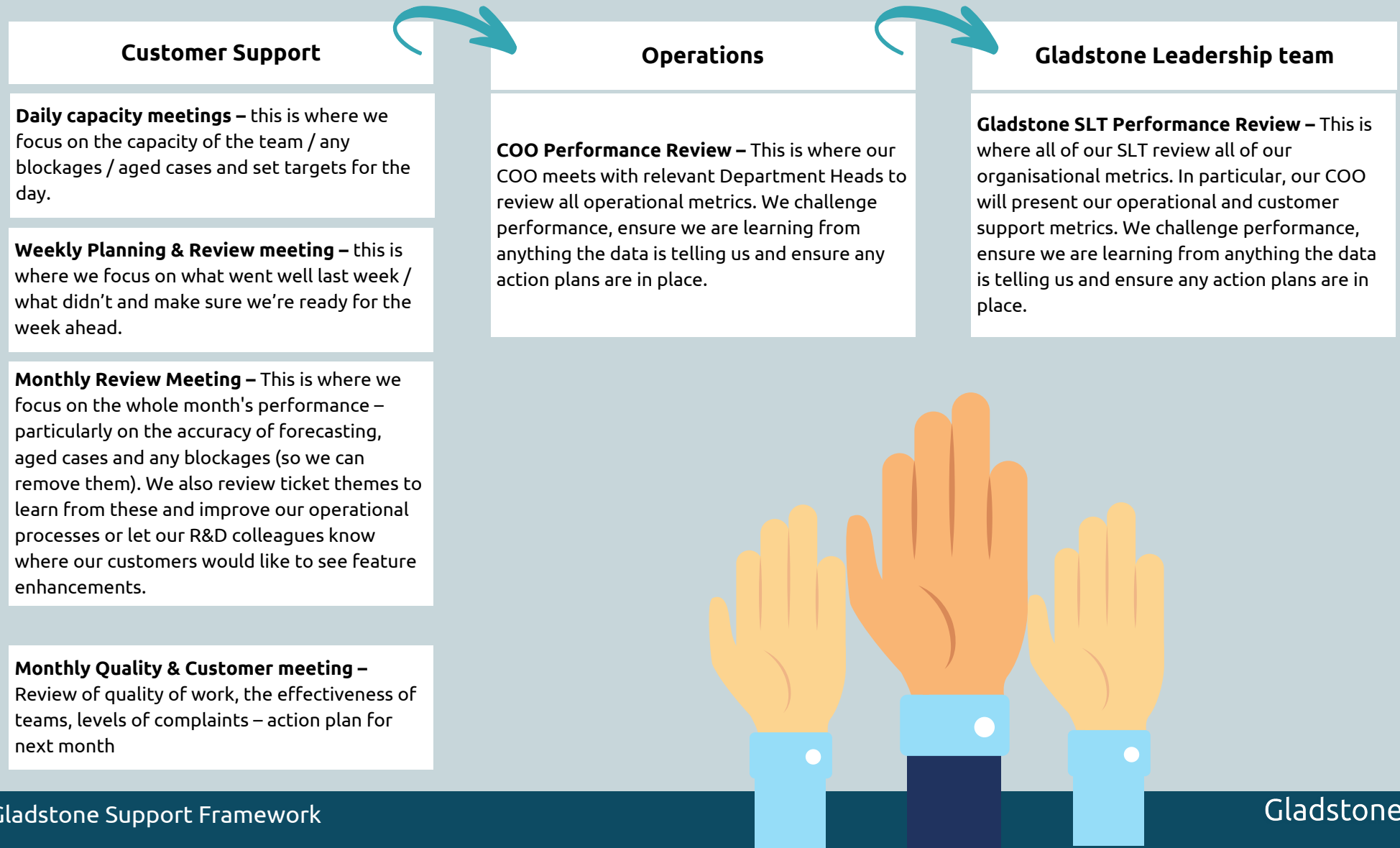
Chief Operating Officer

Garry Adamson

gadamson@gladstonesoftware.co.uk

06 Performance Governance

As you'd expect with an organisation like Gladstone, we have our own performance governance that allows us to assess how we're performing and put right anything we need to. We're transparent about what we do as we think it's important you know how seriously we take our performance and the service you receive.



07 Our Principal Behaviours

At Gladstone, we have 4 key principal behaviours. These behaviours are part of our DNA. We hire against these, we manage performance against these and we obsess about these – regardless who you are in Gladstone...these matter



We obsess about our customers

We strive to turn our customers into fans who keep coming back to Gladstone. We break down barriers and silos to get the best from our people and are focused on delivering the greatest value for our customers and for Gladstone.



We take accountability to deliver

We strive to make things happen and take responsibility on setting and delivering against actions and ultimately are focused with outcome in mind. We take accountability for delivering the change we want to see.



We show care and respect

Our teams have the upmost respect for each other. We speak freely without fear or judgement, but we always do so with care and respect for others. We trust our colleagues implicitly - we are here for the same purpose, and we bring no ego to work.



We show initiative to try new things

We are creative in our thinking. We spot problems, see solutions and are empowered to have a go if we think it's the right thing to do.
The biggest mistake we can make is not acting on something we feel needs acting on.

Our Customer Charter

At Gladstone, we have a customer charter. It's our commitment to you. It's written by our people, informed by our customers and compliments our behaviours.



Scan to hear our team speak about the charter!

FRIENDLY CONVERSATIONS

- We're friendly, polite and professional in all we say and write.
- Our language is simple - we're here to help you, not confuse you.
- We don't bombard you with information, we provide you with the right information at the right time.

RELIABLE PEOPLE & TECHNOLOGY

- Support tickets are acknowledged promptly, with critical issues handled within the hour.
- We keep our promises, do what we say whilst remaining transparent at all times.
- We're proactive in finding resolutions and send the communications to match.
- We strive for zero unplanned outages in our cloud services and provide advanced notice of planned maintenance. Our cloud service status is available 24/7 to all our customers.

EASY TO DO BUSINESS WITH

- Getting help is easy, and answers are available by through our Customer Portal or over the phone via our Support technicians.
- We meet with you at least quarterly be it in person or scheduled call.
- We invite you to our events and Insight Briefings we hold throughout the year.
- We aim to be your strategic and trusted partner not just a software provider.

VALUING FEEDBACK

- Your views are important to us. That's why we ask for your feedback and relay action orientated progress from the surveys we undertake.
- We endeavour to be the best we can be. Whether its a support incident, account meeting or technology update we want to hear how you felt we did.

INDUSTRY INNOVATORS

- We're at the forefront of the industry when it comes to technology.
- Our people have the right skills and knowledge to deliver the best solutions.
- Our roadmap is regularly shared with you and shaped by your feedback.

Legal Disclaimer: The commitments made or offered within this Charter do not constitute contractual legally binding terms on behalf of Gladstone. If you believe Gladstone has failed to meet any of the commitments, we will investigate your circumstances and provide a response,.

