

Shopping Cart Elite Technical Support Policy



SUPPORT BEFORE DURING DEMO MODE

Prior to becoming a customer, you would have been handled by a trial tech support personal. Once you become a customer the tech support personal will have the account manager in the Skype group take over.

The process usually starts off with an introduction to the group and who everyone is. You will be asked to fill out the forms located on our welcome webpage.

Please note that there will only be one person active inside the Skype group at any given time, and that is a level 1 tech support.

Level 1 Tech Support - This individual has at least 1 year of experience with Shopping Cart Elite and he is able to answer any basic questions about the functionality of the software. He is also able to bring in a question that you may have to the right manager. You should separate a list of questions about your project into the following segments:

- a. **Software Questions**
- b. **Data Questions**
- c. **Design Questions**
- d. **Development Questions**
- e. **Setup Questions**
- d. **Deadline Updates**

In the first two weeks we primarily focus on the scope of the work for Data and Design. That means anything related to setup, development, and deadlines are typically not looked at this time. Once the design mockup has been approved, we will start to implement it on the website. Once your data has been scoped properly, we will start the work. Usually the design and data are both completed within 15 - 30 days.

If you have a question about software, or require training you may arrange a series of questions and request to schedule a call to go over them.

You can also post or read questions on our Knowledge Board (answers.shoppingcartelite.com)

HOW TO AVOID MISCOMMUNICATION

If the staff does not have enough information to come up with a deadline date, then they are not allowed to give you a deadline date under any circumstances. They are only allowed to give you next action date.

If you start posting random questions to random people in Skype they will quickly get lost in the shuffle. It is advised that you speak to one person at a time, about a specific set of questions before moving to another set of questions for another person. If you have questions for a specific person you can post them in Skype, if you have many questions for random people you may ask to speak to different individuals one at a time, not together. Once your data and design are fully completed, it will be time to speak about setup and any kind of development. Setup is always scheduled as a remote meeting, and development is advised to be taken private with CEO and any other parties that need to be involved. You may request updates at any time, however please be considerate not to ask about them daily. We have two types of dates:

NEXT ACTION DATE - When will the next action take place to proceed to the next step

DEADLINE DATE - When the task will be done

NOTE: If the staff does not have enough information to come up with a deadline date, then they are not allowed to give you a deadline date under any circumstances. They are only allowed to give you next action date.

SUPPORT DURING LIVE MODE

1.1 Shopping Cart Elite provides support services to the company's partners and customers of Shopping Cart Elite products. The Shopping Cart Elite Software technical support service helps to settle problems outlined in this document according to the established Service Level Agreement.

1.2 Before you address your question to the technical support service, you should study all the reference information available about your problem in the Documentation within the Shopping Cart Elite Software > Help Menu and the Shopping Cart Elite Q&A Knowledgebase located at <http://answers.shoppingcartelite.com>

1.3 Questions that are regarding development and that are out of the scope of technical support should be directed to our development department. Please contact your Account Manager for more information.

1.4 Shopping Cart Elite does provide implementation, training, consulting, and development services but usually it is out of the scope of tech support.

SERVICE LEVEL AGREEMENT

2.1 Technical support requests are classified in several service levels (SLA– Service Level Agreement). The service levels differ in response time and other parameters; also depending on technology area and/or operating level agreement with third party vendors.

2.2 Technical support requests are processed on a first-come, first-served basis. Maximum response period is defined by the defined service (SLA) level. Priority 1 and 2 requests that require immediate response or direct help of tech support specialists may be processed out of turn. The problem-solving period depends on the request urgency level, problem complexity and the potential need to hand the request over to the development department.

2.3 The technical support service cannot guarantee the fixed problem-solving period because there are a number of influencing factors: client’s timely replies; response time of a third-party company; the need to prepare and release a software update, etc.

2.4 The response period depends on the current technical support service workload and can take less time than stated in the regulations. Sometimes, a problem can be solved immediately upon the receipt of a request or additional information from a client or user. The response of technical support specialists should never exceed the maximum response time defined for a given support level. In this or a similar situation, making a phone call to the sales department or creating posts in the forum has no practical consequence because it will not accelerate the problem-solving process. The maximum response times are defined below.

SLA LEVELS

For prices visit this link: <https://www.shoppingcartelite.com/articles/staffing-plans>

If you have Standard SLA Level as part of your agreement, then we will only accept requests that are Priority 1, we will consider Priority 2 requests on case by case basis. Priority 3 will be reviewed and a relief will be offered if it can be resolved in under 10 minutes. Priority 3 and 4 will be limited to 10-minute response via Skype chat. There is no guarantee that any of your Priority 2, 3 and 4 requests will be resolved without an SLA level.

Reported issues will not be billable if they take less than 10 minutes to resolve via Skype chat. All other reported issues will be entered as a billable support ticket. Once the issue is resolved, it will be determined if it will remain billable or not based on this policy. If the issue is resolved and billable, then it will be clocked in against your monthly limits. Your Monthly limits are not transferable month to month.

By upgrading your SLA level, you will get faster relief time, faster follow-ups, more time each month to resolve your issues, and by default we will treat your requests at the default priority level that is assigned to your SLA level.

All support consists of 24/7 email with 24-hour reply / Phone support 9 am – 7 pm EST / Next business day appointment for onscreen tech support / 24/7/365 for emergency downtime (with 90-minute response time). Additional billable hours are billed at \$125/hr. All updates, upgrades, enhancements and bug fixes done in the general course of product development will be provided by Seller and / or its affiliates free of charge.

Courtesy requests will be considered on case by case basis. Courtesy request may not take more than 3 hours to resolve and may only be Priority 1,2, or 3.

PRIORITY TYPES:

Below are definitions on how we prioritize your technical requests regardless of your SLA level

3.1 **Priority 1: Critical Impact/System Down**

Overview

*Production stoppage due to product or major feature failure, or data corruption. **Regardless of your support level, priority 1 requests will get the highest priority for relief and resolution as it will be affecting all client.***

Qualifying Conditions

- A problem that affects more than 3% of all clients, and no immediate relief is available, or will not allow the business to process sales on the website.
- Shopping Cart Elite server completely unusable
- Redirector not working on at least half of the systems in service
- Shopping Cart Elite related issue that affects impending billing
- Shopping Cart Elite related issue causing a stoppage for partners of the partner

Billable Conditions

- In most cases such requests are not billable against your limits. Resolution will be treated as if you are on a Red SLA Level

Expectations

- Requires maximum effort from Shopping Cart Elite and Customer, until an emergency fix or bypass is developed and available
- Critical situations may require both Customer and Shopping Cart Elite personnel to be at their respective work locations on an around-the-clock basis

3.2 **Priority 2: Serious/Urgent - Significant business impact**

Overview

*Major feature/product failure; inconvenient workaround or no workaround exists. The program is usable but severely limited. **Regardless of your support level, priority 2 requests will get the highest priority for relief and resolution as it will be affecting all client.***

Qualifying Conditions

- A problem that affects less than 3% of all clients or an immediate relief is available
- Service interruptions to some, but not all, customers or techs
- Time sensitive issue reported by customer, which may affect billing, monitoring, or productivity
- The customer is severely impacted by this issue and is requesting that the issue be resolved in an escalated fashion
- In a production system, important tasks cannot be performed, but the error does not impair essential operations

Billable Conditions

- In most cases such requests are not billable against your limits, however the resolution time will be based on your SLA Level. Note that if you have no SLA level, our releases are bi-weekly, and it does not guarantee that priority 2 issue will be fixed.

Expectations

- Requires intensive effort support until an emergency fix or bypass is developed and available

- Critical situations may require both Customer and Shopping Cart Elite personnel to be at their respective work locations on an around-the-clock basis

Example of Unqualified Conditions

- **GATEWAY API:** You may be using a gateway that is supported by Shopping Cart Elite, but is not widely used by all the clients. If you have are having a problem such as Refunds processing, International Currency Issues, etc. your relief may be to switch to another gateway that is widely supported. If you will face issues with your gateway and less than 3% of our clients are affected, this will be considered a Low Priority Bug
- **REPORTS:** If a report is showing wrong data, it will be treated a low priority bug
- **UI / SHORTCUT IMPROVEMENTS:** If you find that the software does not work as is with your business requirements, and this is a feature you must have in-order to use our software. We will consider your suggestion. Such enhancement may require modifying our core software. Whenever we build a new feature it is crucial to understand that we are not doing a custom feature that is strictly for one client, and we are not hard coding anything just to make it work. We have to create the feature for everyone and we have to think of every possible business case scenario, so we don't have to re-develop it in the future. Every feature we develop is released to every client in Shopping Cart Elite, so it is essential we follow this process.

PROCESS

SPECIFICATION (\$175/hr)

- **Business Case Scenario** – We draw out charts of all possible business case scenarios for a feature
- **Current and Future Conflicts** – We need check if the new feature will conflict with an existing feature and how it will conflict with future features. For example, we have an automotive vehicle search on the website that starts with MAKE MODEL YEAR. A customer requested we change that to YEAR MAKE MODEL because that would eliminate so many models in certain cases. The client thinks this is simple, just change the places of the drop down, and it will work. But this five-minute enhancement actually took two months. There were over a dozen conflicts. The MAKE MODEL YEAR was first built from a database then cached on the website. The database was used in four separate places on the website as 8 separate places on in the back office. So, once we switch the database to look up year first, all 12 places would need to be modified. A client might request a very basic feature, but due to the conflicts the price of the enhancement would cost more than some genuinely big new features. Shopping Cart Elite has over 4 million lines of code, unfortunately a feature can't be judged by its initial development only.
- **New Development or Enhancement** – Sometimes developing a new feature doesn't make sense because we can enhance an existing feature, and sometimes enhancing a feature would take so much work that we find a new way to address a certain feature. Both scenarios have their Pros and Cons.
- **Project Scope** – If we feel that this feature is not aligned with our core focus, target market or it is outside of our framework. We will reject the feature altogether. At times, the feature the client wants is already on our to do list, and we either reimburse up to 70% of the development cost or do it free.

DESIGN (\$95/hr)

- **Back office UI** – Design a user-friendly screen in the desktop back office application for the new feature.
- **Back office Setting** – Add a setting to the global setting for all customers and add it to the setup wizard
- **Website UI Graphic Design** – Design a UI for the website
- **Website UI HTML/CSS Coding** – Slice and apply the design on the template. Map all Classes to themes in the settings

DEVELOPMENT (\$175/hr)

- **Backoffice Development** – Develop the feature in the back office and address all the conflicts
- **Front End Development** – Code the new design on the website, merge themes with all customers and optimize the performance of the feature
- **Middle Tier Development** - Some features require a service to be developed. For example, an auto responder that must send out an email on a certain schedule, or QuickBooks integrations which requires communication every minute.

TESTING (\$35/hr)

- **Beta Release** – Release feature on the beta server for testing
- **QA Testing** – Spend X days testing the feature to make sure it is bug free
- **Website UI testing all browsers** – Test the feature on all desktop and mobile browsers
- **Back office UI testing** – Test the back office to make sure the feature works and no conflicts arise

DEBUGGING (\$95/hr)

- **Missed Enhancements** – It is common that we miss something in the business scenario and have to come back to enhance it.
- **Bugs** – Even though the developers release the code bug free, it is only bug free on their computer environment. Once in beta environment bug commonly arise. Most new features that are released have bugs in them, it is rare for it to be released bug free. All bugs must be fixed before production release.
- **Future Upkeep** – When we introduce a feature, we need to upkeep it forever, depending on the liability of the feature and how it will be used by all customers the rate will change for the project.

SUPPORT (\$35/hr)

- **Tutorials** – Once the project is closed, a tutorial is designed for the new feature and released into the knowledge base.
- **Customer Support** – Some customers do not like to go through the tutorials, so they request customer support. Depending on the complexity of the feature we need train not only the client who ordered the feature, but also future customers who will use it.
- **Managing** – Each project must have a dedicated manager who is responsible to start and close the project. The manager will be the bridge between the client, developers, designers and Shopping Cart Elite.

Due to this process, we will ask you to pay for advanced features discovery to evaluate your requirements. If you would like to assist in the discovery, you may present a video explaining the situation, screenshots of the problem, screenshots of another system having such feature, use case on how it will benefit your company by having it, and use case on how it will benefit other clients.

If you rather have us understand your situation, and present you a workaround to solve your business case, we will ask you to do a daily workflow discovery with five-hour minimum, and 5 hours of daily work flow training so we can understand your business case and suggest options. We will make best effort to find a workaround but such discovery does not guarantee a workaround will be provided.

Upon conclusion of the discoveries we will give you a price for enhancing such feature to be done on your deadline, if you refuse to pay for the enhancement, we may choose to transfer that enhancement to priority 4 to be released as part of our regular release cycle.

3.3 **Priority 3: Low Minor impact**

Overview

Minor feature/product failure, convenient workaround exists\minor performance degradation\not impacting production. We usually consider such priority an enhancement or an improvement to a working process, or an improvement to a flawed process will be considered as an enhancement bug. Some customers have an expectation of how the software will perform based on their past experience or assumption. The software is sold as is, with no guarantees that the processes within the Software will function as the customer desires. Unless otherwise stated in your statement of work, any such enhancements will be added to our wish list for future releases, and will go part of our release cycle. To expedite such development a customer may volunteer to pay hourly to make such enhancement for them.

If you participate in Alpha stage features, there will be no guarantee when the features will be stable and available for usage. When we roll out new features, and the customer requests for setup or training, and such request is not part of the original statement of work, it will be counted against the customer's SLA limits.

Qualifying Conditions

- System is up and running, but the problem causes significant impact. Workaround exists, but it is only temporary
- The software still functions in the Partner's business environment, but there are functional limitations that are not critical in the daily operation
- Does not prevent operation of a production system, or there could be minor degradation in performance
- Moderate loss of application functionality or performance resulting in multiple users impacted in their normal functions
- Important to long-term productivity

Billable Conditions

- In most cases such requests are billable against your time limits, however the resolution time will be based on your SLA Level. Note that if you are a **blue level**, our releases are bi-weekly, and it does not guarantee that priority 2 issue will be fixed.

Example of Unqualified Conditions

- **MARKETPLACE DATA PROBLEMS:** New eBay data creation issues.
- **PACKING LIST:** If you need your packing slip to look a certain way, this is part of “Enhancement Bug”
- **SEO RICH SNIPPETS:** If the rich snippets are not rendering to your satisfaction and we require to do something outside of the Schema.org to make it work, this is an “Enhancement Bug”
- **PROCESSING ORDERS:** If you do not like the workflow of our order processing (split orders, backorders, etc.) or columns are missing this is an “Enhancement Bug”
- **ADDRESS VERIFICATION:** Any third-party system that must be integrated to enhance the address verification is an “Enhancement Bug”

3.4 **Priority 4: Standard\Informational\Out of Scope**

Overview

The issue consists of "how to" questions including issues related to APIs and integration, installation and configuration inquiries, enhancement requests, or documentation questions

Qualifying Conditions

- System is up and running, but the problem causes significant impact. Workaround exists, but it is only temporary
- The software still functions in the customer’s business environment, but there are functional limitations that are not critical in the daily operation
- Does not prevent operation of a production system, or there could be minor degradation in performance
- Moderate loss of application functionality or performance resulting in multiple users impacted in their normal functions
- Important to long-term productivity

Billable Conditions

- In most cases such requests are billable against your time limits, however the resolution time will be based on your SLA Level. Note that if you are a **blue level**, our releases are bi-weekly, and it does not guarantee that priority 2 issue will be fixed.

Example of Unqualified Conditions

- **DESIGN REQUESTS:** If your design request will take more than 1 hour, or you will have more than 6 hours of design requests per year, then you will need to arrange an agreement with Shopping Cart Elite, as our design team is mainly focused on new clients versus maintaining existing client websites.

- **OPTIMIZE WEBSITE LOAD TIME AND SPEED:** All website by default come with basic caching. However, via optimization we can set aggressive caching in certain areas to improve the performance of the website. This task is considered a conversion optimization and thus would have to be done under a marketing advisory agreement.
- **SOFTWARE SPECIFICATIONS:** A request by a client that asks to explain why some feature works the way it does, or a request to explain how the feature work on a technical level will be ignored. If the customer does not like how a feature works, he can suggest an enhancement that will be completed based on his SLA level.
- **UI / SHORTCUT IMPROVEMENTS:** We will accept your recommendation on how to improve the process, but it will go to our wish list and roll out as part of our scheduled release cycle.
- **THIRD PARTY PLUGINS:** Unless stated in the statement of work, or if the third-party plugin integration will take less than 15 minutes, then we will not support such third-party integrations and plugins in this support policy. You will need to arrange separate integration fee for each plugin you wish to install.
- **REPORTS:** All reports that we currently have are AS IS. If you do not like how a certain report generates the data, or would like to improve it. We charge \$500 per report that will be customized for you.
- **NEW FEATURE IMPLEMENTATION / TRAINING:** If a certain feature is not ready for production, but only in Alpha stage. We will have no obligation to set it up for you or train you how to use it until it is in production with documentation on how to use it. (Ex: If we release a new feature such as Google Trusted Stores plugin in Alpha stage, and if you agree to use it and it doesn't work, then we will have no obligation to make it work until it is in production.)
- **SEARCH FUNCTION:** Our search can be optimized to provide you the results you are looking for, however if you type a word and do not receive the correct results, you may either watch the tutorials on how to optimize the search yourself, or hire us via Marketing Advisory to do it for you.
- **CONVERSION OPTIMIZATION:** Anything related to your request that will lead to conversion optimization is not a technical problem, it is a marketing problem. Unless this is part of your statement of work you will be redirected to hire us via marketing advisory. (Ex: Search Filters sorting, Setting up Email Marketing, Setting up Abandon Cart, etc.)

CHAT SUPPORT

4.1 Purpose and Priority (Chat)

- Shopping Cart Elite chat is intended to provide individuals with an online, interactive method to request and receive basic information and troubleshooting assistance. Support is provided on a first-come, first served basis.
- Incoming chat requests to Shopping Cart Elite support will be answered on a first-come first-serve basis and may be queued for response as technicians become available.

4.2 Individuals Supported (Chat)

- Shopping Cart Elite chat is intended for partners, prospects and trials of Shopping Cart Elite who have an active subscription, trial or demo license.

4.3 Scope of Service (Chat)

- Shopping Cart Elite chat is intended to offer quick assistance on simple questions. Technicians will attempt to address any issue that an individual might call Shopping Cart Elite Support for or open a normal ticket via email/portal.
- Shopping Cart Elite chat can provide a status on an existing ticket. However, if that ticket needs further work that is outside the scope of the chat session or requires referral to another department, the request will be transferred to dispatch.
- Individuals asking complex questions that will require in-depth troubleshooting, configuration or instruction may be transferred to an engineer with availability for the subject matter, or transferred to dispatch for scheduling purposes. High priority issues such as server downs or critical business-affecting conditions will be transferred to dispatch for proper handling.
- Chat sessions are intended for Shopping Cart Elite to offer quick assistance and may not be the most efficient method to handle complex troubleshooting situations. If such a complicated session lasts longer than 10 minutes, we may refer or transfer the request for service as outlined above.
- If a chat session goes 10 minutes or longer without a response from customer, we reserve the right to end the chat in order to provide prompt service to all waiting chat sessions.
- Chat availability is during business hours. We do reserve the right to triage chat service based on the need to meet complex or server down issues.

TECHNICAL SUPPORT SCOPE

5.1 The following problems are outside of the technical support scope:

DEVELOPMENT / CUSTOM SOLUTIONS / THIRD PARTY INTEGRATIONS

New features, custom solutions or integrations that will require more than 10 minutes will require a separate statement of work to be completed.

OPERATIONS MANAGEMENT

If you require help with data entry, image upload, file upload, filter setup, customer service, live chat, etc. you may ask for a virtual assistant referral that already knows Shopping Cart Elite and we will be happy to provide one. Unless stated in your agreement our technical support can't spend more than 10 minutes on your requests.

MARKETING CONSULTING / OPTIMIZATION

If you are interested in our marketing service please inquire with our sales team for more information. This includes conversion optimization, marketplace setup, troubleshooting conversion issues, etc. Unless stated in your setup and support agreement, or you are on the enterprise plan we do not offer free marketing support.

5.2 Product Updates & Maintenance

The following topics are within the scope of technical support:

- Investigation and elimination of license key problems occurring during software update.
- Detection and elimination of problems that might be caused by an incorrect product update installation process.

5.3 Shopping Cart Elite Software Products Errors

The following topics are within the technical support scope:

- Errors caused by the Shopping Cart Elite that are unrelated to environmental, hardware, or OS errors
- The following assumptions are assumed:
 - Issues affecting less than 5% of your installed agents can be classified as environmental
 - Issues deemed intermittent or cannot be replicated can be classified as environmental
 - The following problems are outside of the technical support scope:
 - Environmental, Hardware, or OS errors not caused by Shopping Cart Elite.

5.4 Development Questions

The following problems are within the technical support scope:

- Explanation of general principles of integration of Shopping Cart Elite Software products in the design using the software documentation or training materials.

The following problems are outside of the technical support scope:

- Consultation on general principles of programming

- Implementation of custom, user defined logical operations and algorithms
- Diagnosis of any 3rd party software code or any of its components
- Development of custom components or scripts and software modules
- Modification of code of the existing system modules or components to adapt them for specific business tasks

5.5 Miscellaneous Questions

The following problems are within the scope of technical support:

- Explanation of functions of the system modules not included in the documentation
- Software licensing policy explanation
- Shopping Cart Elite Software built-in system security enhancement questions

The following problems are not within the technical support scope:

- Requests for development of new product features or product improvement requests: please contact us via Skype
- Requests for additional product documentation: please contact us via Skype
- Requests for additional training, walk-throughs, video issues, or university questions: please contact us via Skype

TECHNICAL SUPPORT PROCEDURE

I. Contacting Support

- Skype group
- Account Manager

II. Ticket Expectations

- The problem description and the step-by-step procedure to reproduce the error (if possible)
- The technical support specialists may inquire about doing a screen share on customer's machine to reproduce a problem or to fix an issue.
- All problems should be described using commonly accepted software or hardware terminology.
- Each time a client submits a technical support ticket or sends a message that is further accepted and regarded by the Shopping Cart Elite technical support staff as a technical support ticket, the system automatically generates and sends a notification stating that the issue will be taken care of according to the service level assigned.
- Incorrect, incomplete or misleading information given by the customer.
- When creating a ticket or sending a support request via e-mail, customers can include screenshots and other images that can help to identify and resolve the problem. Screenshots are to be created in PNG, GIF, JPG formats only.

III. Reasons for Ticket Delays

There are a number of circumstances that can delay or even abort the problem-solving process:

- Lack of information required to resolve the problem
- A problem cannot be reproduced using the steps provided by the customer
- The problem requires custom improvements by Shopping Cart Elite that are currently being developed or to be included into a later release.

IV. The Technical Support Quality Rating

- Shopping Cart Elite Software places high emphasis on the technical support service quality and provides the highest possible support service for all categories of users.
- After resolving a problem, we kindly ask you to estimate the service quality for each incident by responding to the survey for service ticket ID.
- If you suppose that a ticket has been prematurely closed, you can re-open the ticket and define your question more exactly within seven days of closure. After seven days, all requests are considered new requests.