

# Olive Software

## IGNITETECH CUSTOMER SUPPORT PROGRAMS

### *Services to Support Your Success*

Customer success is our #1 objective, and that's why we've created the IgniteTech Customer Support Programs, which we offer at Standard, Gold and Platinum service levels.

IgniteTech's Platinum Support Program is the best option for our most active and demanding customers, as it contains the widest array of services and the highest prioritization for critical issue resolution. With Platinum, you'll receive industry-leading support from experts in IgniteTech's support, services and engineering teams to ensure you get the most out of your IgniteTech solutions, as well as have access to global, always-on support for your most mission-critical solutions.

### IGNITETECH PLATINUM

*Preventive, Personal and Always On.*

#### *Exclusive Benefits*

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#### **24x7, Always-On**

Experience confidence knowing that IgniteTech technical experts are only a phone call away when you need them most. IgniteTech support services staff are available for you all day, every day.

#### **Highest Priority and Quickest Access**

IgniteTech's Support team strives to deliver a 1-hour response from a product expert through IgniteTech's support portal, with Platinum adding direct support by phone as an additional channel.

#### **Unlimited Support Access**

As a Platinum customer, you benefit from unlimited support tickets for issues and how-to questions to provide the volume of assistance you require.

#### **Digital Freemium Program**

We'll build a special, digital edition of your publication. Typically, customers include their most viewed content from the week. This will enable you to offer a Freemium version to share with non-subscribers.

#### **Partner Program**

We'll build a Partner Program to co-market your digital content. Typical corporate partners include hotel chains, car dealerships, local employers, and top advertisers.

#### **Churn Prevention Campaigns**

Using the Olive Personalization Engine, we identify subscribers at risk of churn and build a personalized re-engagement campaign.

# IGNITETECH CUSTOMER SUPPORT PROGRAMS

SUPPORT ACCESS	STANDARD	GOLD	PLATINUM
Support availability (phone support hours)	Business Hours	Business Hours	24 X 7
Response time goals for severity 1 issues	24 hours	4 hours	1 hour
Web-based ticketing (# of tickets per year)	12	24	Unlimited
Support Channel Access	Email & Web	Email & Web	Email, Web & Phone

PRODUCT AND SERVICES	STANDARD	GOLD	PLATINUM
Hot Fix and Update releases	☑	☑	☑
Digital Freemium Program	-	-	☑
Partner Program	-	-	☑
Churn Prevention Campaigns	-	-	☑
Access to IgniteTech's Industry Consulting Team	-	-	☑

SUCCESS BENEFITS	STANDARD	GOLD	PLATINUM
Participation in IgniteTech Unlimited Program	☑	☑	☑



## *Platinum Services For* **OLIVE SOFTWARE**

IgniteTech's Platinum Support Program is designed to deliver a higher value experience to include customized, professional services. That's why, in addition to the benefits outlined in IgniteTech's Platinum Support Program for all IgniteTech solutions, the following Olive Software solution-specific professional services are also included in our Platinum Support Program for Olive Software customers.

### **Digital Freemium Program**

We'll build a special, digital edition of your publication. Typically, customers include their most viewed content from the week. This will enable you to offer a Freemium version to share with non-subscribers.

Including the most popular content from the week into a free edition increases relevance to non-subscribers, prompting more page views and new subscriptions.

### **Partner Program**

We'll build a Partner Program to co-market your digital content. Typical corporate partners include hotel chains, car dealerships, local employers, and top advertisers. This allows you to create additional advertising channels and increase ad revenue.

### **Churn Prevention Campaigns**

Using the Olive Personalization Engine, we identify subscribers at risk of churn and build a personalized re-engagement campaign. Reducing churn increases subscriber retention, which yields a higher Customer Lifetime Value for your subscribers.