

TAILORED SERVICE

(INCLUDING STANDARD SUPPORT
SERVICE ADD-ONS)

SOLUTION DESCRIPTION



Tailored Service (including Standard Support Service Add-Ons) Solution Description



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Tailored Service (including Standard Support Service Add-Ons) Solution Description



1. Introduction

This Solution Description forms part of the Customer's Agreement with EE. Words and expressions used in this document shall, unless the context requires otherwise, have the meaning given to them in, and be interpreted in accordance with, the Agreement.

Businesses are increasingly mobilising their workforce to gain the benefits of flexible working, including cost savings from fixed infrastructures, better utilisation of downtime and improved work life balance. Mobile technologies play a crucial part in this, as they enable staff to work from anywhere, at any time.

EE provides the Standard Support Service Plan as an inclusive benefit to business customers. To support eligible Customers requiring a greater level of support and customisation with deploying and managing mobile technologies, EE offers a Tailored Service and Standard Support Service Add-Ons which are described in this document.

2. What You Get With Tailored Service

Tailored Service provides customised support to the Customer throughout the time Customer takes the Solution. Tailored Service provides a wide range of features which allow the Customer to efficiently deploy mobile technologies to their Users and manage the Services it has taken from EE. Tailored Service offers:

- Enhanced Provisioning
 - Data Collection
- Device Customisation
- Customer and User Support
 - Customised Helpdesk
 - Account Reporting
 - Service Review
 - Administrator Training

These services are described in detail below.

3. What You Get With Standard Support Service Add-Ons

Customers can also select to purchase one or more of the service elements of Tailored Service as Standard Support Add-Ons:

- Data Collection – the details of this Service element are described in clause 4.1 below.
- Device Customisation – the details of this Service element are described in clause 5 below.
- Device Delivery – the details of this Service element are described in clause 6 below.
- Welcome Day - the details of this Service element are described in clause 7 below.
- Account Reporting – Customers have two options under this Add-On to purchase Account Reporting at a Group level or at a Group and Divisional Level - the details of this Service element are described in clause 8.2
- Service Review - the details of this Service element are described in clause 8.4.
- Administrator Training – the details of this Service element are described in clause at 8.5.

4. Enhanced Provisioning

In addition to the Provisioning offered as part of the Standard Support Service, the Customer gets Enhanced Provisioning under Tailored Service as detailed below.

EE will provide a fully managed migration and implementation service for the Customer. EE's nominated Client Project Manager liaises with the Customer during all phases of migration and implementation to ensure a seamless transfer onto the EE network by:

- Providing the Customer with fully managed User data collection service to ensure all User information required for the implementation of the Service is captured in a single database as detailed in 4.1.
- Customising Devices to the Customer's pre-agreed choices so that they are ready to use with their choice of settings and applications as detailed in 5;
- Capturing additional information from the Customer to deliver the Customised Helpdesk detailed in 8.1;



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- Communicating on behalf of the Customer with pre-agreed SMS notifications to Users regarding the implementation of the Service ;
- Delivering Devices to the Customer's chosen addresses, including the Customer's registered address, other Customer business sites, or Users' home addresses (as agreed with the Customer). The Service includes the initial cost of delivering the Device to the Customer. However it does not include the cost of failed deliveries, for example, where a delivery is aborted because the Customer or User is not available to accept the delivery at the pre-agreed time and place. EE reserves the right to charge the Customer for subsequent deliveries;
- Supporting the delivery and distribution of Devices to Users, by providing up to 10 man days (depending on the Customer's fleet size) of rollout support at the Customer's premises, providing the following:
 - copying contacts from the User's existing SIM or Device onto the new SIM or Device;
 - providing Users with advice on using EE's products and services to maximise their value;
 - set up of the User's Smartphone, including registration and email set up;
 - providing up to 5% of the Users (selected by the Customer) with additional content copying including photos, music and documents from the Users' existing SIMs or Devices onto the new SIMs or Devices. This support is limited by the volume and file size of the content that is involved and EE will advise the Customer during the implementation phase as to the number of Users that can be accommodated with this additional support.

4.1 Data Collection

Under the Tailored Service and where a Customer has selected the Data Collection Standard Support Add –On, EE offers a fully managed User Data collection service providing the following features:

- EE will build an online questionnaire to collate the User information required for the implementation of the Service and any additional information that the Customer may want.
- EE will provide the Customer with a link to the questionnaire to enable the Customer to send it out to the Users.
- EE can, at the Customer's request, provide a SMS reminder service to prompt Users to complete the questionnaire.
- EE will provide an outbound calling service to capture details from the Users who have not completed the questionnaire within the agreed timescales.
- EE will provide the Customer with the completed User database and a report on the responses from the data collection service including both the questionnaire and the outbound calling.

Customisation of the online questionnaire, Data Collection timescales and other details are finalised between EE and the Customer during the implementation phase.

It is the Customer's responsibility to provide EE with contact details for all Users for the outbound calling and SMS reminder service.

It is the Customer's responsibility to validate the information of the User database and provide EE with any outstanding information to enable EE to complete the implementation.

If the Customer is unable to provide the required information within the agreed timescales, this may impact EE's ability to implement the Service.

5. Device Customisation

Under the Tailored Service and where a Customer has selected the Device Customisation Standard Support Add – On, EE provides the Customer with a Device Customisation service, enabling the Customer to receive Devices that are pre-configured to their choice of settings from the following options:

- **Device battery charging** – EE delivers the Devices to the Customer with pre-charged batteries (up to 6 hours charging). This is a minimal charge only which enables Users to have a limited immediate use of the Device. The Customer is recommended to fully charge the Devices as soon as possible after delivery to ensure maximum battery life.
- **Company phonebook & pre-programmed numbers** – EE programmes the Customer's company phonebook and any other telephone numbers provided by the Customer on the Devices (up to a maximum of 200 numbers). These will be standard pre-programmed numbers across the Customer's fleet and no individual Device programming is included in this feature.
- **Restricted dialling** – where restricted dialling Devices are selected by the Customer, EE programmes the numbers to which the Users are allowed to make calls on these Devices (up to a maximum of 100 numbers). Any changes to these numbers after the Device has been delivered have to be managed by the Customer.

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- **Speed dialling** – EE programmes the speed dial numbers as provided by the Customer onto the selected Devices (up to a maximum of 8 numbers).
- **Setting PIN code 1 and 2** – EE replaces the PIN 1 and PIN 2 default settings by programming new PIN1 and PIN2 codes as chosen by the Customer on the selected Devices.
- **Customer's logos on Devices** – EE programmes logos as provided by the Customer onto the Devices.
- **Asset management tracking** – EE labels each Device with the asset number provided by the Customer and provides the Customer with the database of Devices and corresponding asset numbers.
- **Customer's email and software settings** - EE programmes email and software settings as provided by the Customer on the Devices, including APN settings, applications and email pre-configuration.
- **Supporting documentation** – EE provides supporting documentation with the Devices including information on SIM activation and use of the Service. In addition, the Customer may request for additional information to be included to support the Users, such as the IT settings captured for the Customised Helpdesk at implementation and details on the Customer's IT policy, as well as co-branding of the documentation.

Device customisation details and timescales are finalised between EE and the Customer in the implementation phase.

Some bespoke settings can be provided for a number of user groups within the Customer's fleet but these will be limited. If the Customer identifies a need for these, EE will advise the Customer during the implementation phase as to the number of these that can be provided to the Customer.

Some of the settings require a pilot test phase and sign off from the Customer prior to completing the order, for example where the Customer supplies a logo where the font, size or format may require some modification to work on a Device. EE may not be able to accurately replicate all of the Customer's branding, logos, fonts etc. In such circumstances the Customer shall agree to either accept a close approximation or shall agree to waive that customisation request.

It is the Customer's responsibility to provide EE with:

- accurate information on their choice of settings for Device Customisation; and
- the required information for the selected Device Customisation option (for example: phonebook details, speed dialling numbers);
- the required logos, designs, copy and branding detail necessary for the selected Device Customisation option within the timescales and in the format that is required by EE to meet the delivery timescales. Any delay in the provision of these requirements will result in a corresponding delay of the delivery of the affected Devices or Devices will be delivered without any of the affected Device Customisation.

Device Customisation can be provided on most EE branded and supplied Devices and is likely to be applicable to most future Devices. Some specialist Devices may place particular constraints on the Services that can be provided.

EE is unable to provide Device Customisation on iPhone and certain other Devices due to the manufacturer's restrictions, with labelling of Device boxes available only. EE will advise the Customer on any further limitations on the options available on certain Devices and on the Devices affected at implementation.

6. Device Delivery

Where the Device Delivery Add On has been selected the Customer benefits from the following feature:

- Delivering Devices to the Users' home addresses (as agreed with the Customer).

The Add-On includes the cost of delivering the Device to the Customer. However, it does not include the cost of failed deliveries, for example, where a delivery is aborted because the Customer is not available to accept the delivery on the pre-agreed day (deliveries are made anytime between 8am and 6 pm) and place. EE reserves the right to charge the Customer for subsequent deliveries.

7. Welcome Day

Where the Welcome day Add-On has been selected the Customer will benefit from the following features

- Supporting the delivery and distribution of Devices to Users, by providing 1 man day of rollout support at the Customer's premises, providing the following:
 - copying contacts from the User's existing SIM or Device onto the new SIM or Device;

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- providing Users with advice on using EE's products and services to maximise their value;
- set up of the User's Smartphone, including registration and email set up;
- providing up to 5% of the Users (selected by the Customer) with additional content copying including photos, music and documents from the Users' existing SIMs or Devices onto the new SIMs or Devices. This support is limited by the volume and file size of the content that is involved and EE will advise the Customer during the implementation phase as to the number of Users that can be accommodated with this additional support.
- In addition and where selected, the Customer will get additional man days of this support.

8. Customer and User Support

Tailored Service provides the following Customer and User Support in addition to the Standard Support Service:

- Customised Helpdesk
- Account Reporting
- Service Review

8.1 Customised Helpdesk

The Customised Helpdesk offers personalised and enhanced telephone support to Users, including direct access for Users to EE's Business Technical Support. Users can contact the Customised Helpdesk service by using dedicated phone numbers allocated to the Customer.

The Customised Helpdesk uses the information provided by Customer during implementation of the Service to resolve the User's queries faster and more accurately by recognising:

- Device configuration, including the Customer's email server settings
- Exchange rules affecting Users, including mailbox and attachment size limits
- The Customer's corporate Wi-Fi and Proxy settings
- The Customer's Private APN settings
- The Customer's mobile and roaming policies

EE also provides the Customer with a dedicated contact number providing Users with direct access to the Business Technical Support who will provide help and advice on

- EE supplied Devices
- Network related issues
- EE technical services and solutions
- Quick re-direction of any queries more appropriate to the 158 Helpdesk

As part of the Customised Helpdesk, EE provides the Customer with a dedicated contact number providing Users with prioritised access to the 158 Helpdesk who will provide help and advice on EE's Services and Equipment they may be using including:

- Lost, damaged and faulty equipment
- Coverage issues
- Network performance issues
- Product support
- Quick re-direction of any queries more appropriate to Business Technical Support
- General queries

EE provides the Customer with monthly reporting on the performance of the Customised Helpdesk as part of the Account Reporting detailed in 8.2.

To ensure efficient delivery of the Customised Helpdesk, it is the Customer's responsibility to provide EE with accurate information as part of the implementation of the Service. This information is initially captured by the EE's nominated Client Project Manager and reviewed regularly by the Customer and EE's nominated Service Manager as part of the Service Reviews, as detailed in 8.3.

8.2 Resolution of Incidents, Queries, Issues, problems

The Customer acknowledges that not all Incidents, queries, issues or problems (Issues) will be resolvable by EE. EE will use its reasonable endeavours to identify where the cause of any Issue lies and where EE is able to exclude

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that EE, the Network, Solutions, Devices, EE Software or Equipment are at fault, the Issue will be defined as resolved and closed. In such circumstances EE may advise the Customer that it will need to carry out its own further investigations into the fault and EE will advise where possible of any information that it had that might assist the Customer in its investigations.

8.3 Account Reporting

Tailored Service and the Account Reporting Standard Support Add – On provides the Customer with monthly Account Reporting which tracks EE's Service performance and the Customer's account activity and usage. It provides management information on the following:

- Base activity, including volume of Connections and Disconnections on the account
- Details of the types of Devices in use by the Customer
- Equipment replacements, including breakdown by User
- Helpdesk
- Device barring, including breakdown by User and reason
- Call success monitoring specific to the Customer, including the overall call success rate and the reason for the call failure broken down by handset failure, congestion failure, network data failure, interface failure, unknown failure and awaiting fix.
- Roaming, including breakdown by geographical area
- Top ten Users, including breakdown by call usage and charges, data usage and charges, SMS usage volume and charges and roaming usage and charges
- Data usage, including breakdown by User
- Device activity in the last 180 days from the date EE runs the report, including breakdown by last usage and inactive devices
- Equipment spend information, including volume of Equipment ordered

This management information can be provided at two levels of detail depending on the Service selected: **Account Reporting Group** – this report provides summary information across the accounts the Customer has elected to set up. This could represent different subsidiaries within a group company or departments within one company.

Account Reporting Divisional – this report provides detailed reporting within each account the Customer elected to set up.

Customers who have taken Tailored Service receive both Group and Divisional Account Reporting as standard.

Customers who have taken Account Reporting as a Standard Service Add-On will be provided with Group Account Reporting and can then select to take Divisional Account Reporting as well. An additional charge is made for every account the Customer selects to be included in the Add-On.

8.4 Service Review – Tailored Support

The Tailored Service provides the Customer with regular face-to-face Service Reviews to measure, monitor and improve the Service provided by EE. The frequency of the Service Reviews depends on the Customer's fleet size as follows:

- 200 – 500 Users: - Service Reviews available on a 6 monthly basis
- 500 – 1500 Users: - Service Reviews available on a 3 monthly basis
- 1500+ Users: - Service Reviews available on a monthly basis

EE's nominated Service Manager delivers the Service Reviews, working closely with the Customer to understand their business requirements and identify opportunities for Service Improvements providing:

- **Billing support** – a review to ensure the Customer's company structure is correctly reflected within EE's billing systems and to assist the Customer with the use of EE's online billing tool.
- **Network updates** – a review to ensure the Customer is informed of any work on EE's network which could impact the Service, and to discuss options to ensure the Customer benefits from the best possible coverage
- **Account Reporting** – a review of the monthly Account Reports to track EE's Service performance, the account activity and usage.
- **Customer Scorecard** – a review of the Customer Scorecard, giving the Customer an opportunity to provide further feedback and rate EE's performance.

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- **Customer information** – a review of the additional information captured at the implementation of the Service for the Customised Helpdesk with the Customer to update EE's systems accordingly, ensuring accurate and efficient service.

8.5 Service Review – Standard Support Add-On

The Service Review Standard Support Add – On provides the Customer with a one man day Service Review to measure, monitor and improve the Service provided by EE covering:

- **Billing support** – a review to ensure the Customer's company structure is correctly reflected within EE's billing systems and to assist the Customer with the use of EE's online billing tool.
- **Network updates** – a review to ensure the Customer is informed of any work on EE's network which could impact the Service, and to discuss options to ensure the Customer benefits from the best possible coverage.
- **Account Reporting** – a review of the Account Reports to track EE's Service performance, the account activity and usage, if the Customer has purchased the Account Reporting Standard Support Add-On.
- **Customer Scorecard** – a review of the Customer Scorecard, giving the Customer an opportunity to provide further feedback and rate EE's performance.
- **Customer information** – a review of the additional information captured at the implementation of the Service for the Customised Helpdesk with the Customer to update EE's systems accordingly, ensuring accurate and efficient service.

8.6 Administrator Training

Under the Tailored Service and where a Customer has selected the Administrator Training Standard Support Add – On, EE's Client Project Management Team will provide one face to face Administrator Training session on the use of the online billing and web self serve tools to the Customer's in house training team or other personnel nominated by the Customer, enabling them to deliver ongoing training to other members of the Customer's staff as required.

9. The Customer's Role and Responsibilities

To deliver and support the Tailored Service requires the co-operation and assistance of the Customer. These are detailed in the Standard Support Service description but are re-iterated below:

- The nomination of suitable points of contact for the administration of all aspects of the account;
- The provision of an internal IT and technical help desk to provide first line support to the Customer's Users available during sufficient hours to allow EE to meet any Service obligations described herein;
- Provide sufficient and detailed information to enable EE to carry out root cause analysis and any follow up information that is reasonably required
- Respond to any requests from EE for information in a timely manner;
- Cascade any EE service notices to the appropriate Users in a timely manner;
- Assisting EE with the identification and diagnostics of service related faults;
- To follow (and ensure their Users follow) agreed processes for
 - the reporting and escalation of service-affecting Incidents;
 - the management of the Services, Solutions and Equipment
- Participate in any regular reviews held by the Account Manager to review the account and provide feedback, including:
 - Performance compliance
 - Service development opportunities
 - Technical issues
 - Planned maintenance
 - Network improvements
 - Service improvements
 - Exception reporting
 - Communication
 - Feedback through EE's Scorecard
 - Business benefits from EE's network and services
- Notifying EE at least 5 Working Days in advance of any planned works that the Customer will carry out that will or may affect the operation of the Services. Customer to give EE at least 5 working days' notice of any planned works that will or may affect operation of the Service. EE may suspend the Service during the planned works

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where it reasonably considers the works to be of a nature that may affect or compromise the performance of the Network.

This document has also identified some specific areas where the Customer's support is a pre-requisite to providing a certain feature or option.

10. Exclusions

EE shall have no responsibility for faults which in its reasonable opinion result (directly or indirectly) from:

- the Customer's use of its internal telecommunication equipment or to any equipment not provided by EE
- Improper or unauthorised use of the Service or interference with the Service by the Customer including from Customer Equipment;
- Events outside of EE's direct control;
- A breach by the Customer of its obligations under the Business Agreement.

EE may charge the Customer reasonable repair fees (including the cost of replacement equipment) to rectify any faults resulting from the above.

11. Definition of Terms

Definitions: where the context permits any defined term in this document shall have the same meaning as in the Customer's Business Agreement. In this document:

158 Helpdesk means the EE team that provides support to all the Customer's Users on EE's service and Equipment they may be using.

Account Manager means the nominated point of contact from the Account Management Team. This nominated contact may change from time to time as required by EE.

Business Technical Support Team means the EE team that provides support to the Customer Technical Contacts on any technical issues around EE's service and equipment.

Client Project Management Team means the EE team that provides a fully managed migration and implementation service for the Customers to support with the deployment of their fleet.

Client Project Manager means the nominated point of contact from the Client Project Management Team. This nominated contact may change from time to time as required by EE.

Customer Technical Contact means a Customer employee, nominated by the Customer who is responsible for acting as the first level technical support for Users and escalating issues to EE where the Customer's IT Helpdesk is unable to resolve an issue.

Incident means an issue logged with EE and which is being investigated by EE.

Service means the products and services provided by EE to the Customer under their Contract.

Standard Support Service means the services provided to all Customers who meet the eligibility criteria as described in the 'EE's Standard Support Service Plan for Large Customers' document.

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