



Metricell Service Definition Document

SmartTools Fully Digital Self Care

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1 Why Metricell?

Metricell is on a mission to deliver connectivity. We work with our customers to design, deliver and manage wireless communication networks - with a shared ambition of achieving flawless network experience. We have been responsible for a number of first-to-market products, and our technology is characterised by the relentless pursuit of automation and digitalisation.

Our geospatial intelligence tools traverse a wide range of business processes - from Test & Measurement to Customer Experience Management – and we are pioneers in the areas of Crowdsourcing and Digital Self Care. Our technology is today in use by a broad range of customers; thousands of their personnel; and millions of devices worldwide.

Through our world-class products, hosting infrastructure and technical knowledge, Metricell can provide an intelligent and scalable solution to meet the requirements of any customer. We are a Horsham based company with almost 15 years of experience providing software and services to governments, telecommunications companies and enterprises. We have a close relationship with both telco organisations and industry consultants, as well as a solid track record of delivering successful software platforms, capable of handling complex datasets and displaying them on our web-based geographic information system.

We have a number of certifications, such as ISO Information Security, Quality Management, and Business Continuity, and awards including a Queen's Award for Innovation and International Trade, demonstrating our capability on delivering first class projects – on time, on budget and at scale.

Our significant software and data analytics work supports our strategic analysis of complex technical and commercial projects, particularly involving complex infrastructure, large scale data loading and analytics, and powerful visualisation and collaboration tools, all developed and maintained inhouse.

2 Service Overview

This AI-powered software is designed to empower non-technical contact centre staff, whilst also uplifting self-service channels for the end customer. By integrating a range of data from across the business and enriching analysis and responses with AI; our software breaks down complex data into easy-to-digest information.

3 Service Features

- Enrich responses with a range of AI-powered investigation and analysis.
- Assisted, Scripted and Engineering AI responses tailored to the audience.
- Integration across customer touchpoints (Web, IVR, Apps) and existing tools.
- Standardised, accessible features for viewing "live operational status".
- Manage updates and messages visible or communicated to the public/customers.
- Allow the public/customers to sign-up for automated location-based updates.
- Correlate complex data and make simplified for non-technical staff/customers.
- Easy-to-use web-based geospatial intelligence platform, with heterogeneous data loading.
- Combination of real-time metrics from customer devices and internal datasets.
- Secure, with administrative controls for managing access to certain data.

4 Service Benefits

- Boost outputs of your technical/customer service teams with AI-powered automation.
- Benefit from the tools ease-of-use and make information accessible.
- Remove barriers to useful internal knowledge and empower key stakeholders.
- Powerful mapping options enrich data analysis by including location context.
- Automate the ingestion and correlation of any internal datasets.
- Provide timely and accurate information to customers during problem events.
- Enable customer self-service and sign-ups to automated location specific updates.
- Reduce load on the contact centre via public API-based deployment.
- Improve critical contact centre KPIs, such as FCR, MTTR, NPS.
- Gain new operational efficiencies and significantly reduce technical escalations.

5 Service Customisation

What can be customised:

- The data accessible and visible within the interface.
- How all of the inbound data is correlated and summarised to call centre agents.
- The algorithms for determining "live status", which will be amended to fit with the Buyer datasets, requirements and use cases.
- AI-powered analysis is configured and goes through additional training based on Buyer defined/provided datasets.
- AI-powered responses can be customised based the Buyer preferred language and

How users can customise:

- What specific data is visualised within the map to help handle in-bound calls and queries.
- A custom workspace and how data is visually presented e.g. layers visible in the map, collapsible menus, map themes, and more.
- Request for change via the software or via their Technical Account Manager.

Who can customise:

- Users can customise the appearance of data within the service interface as described above.
- Metricell can customise software functions based on user needs and automate any new data feed inputs.

6 Software Service Components

SmartTools Fully Digital Self Care

SmartAgents

Status Checker

AI Response
Enrichment

Personal Assistant AI
(Mobile Application)

SmartAgents

Part of our SmartTools product suite; SmartAgents is a web-based GIS software toolkit designed specifically for non-technical contact centre staff. It enables first line agents to rapidly and independently deal with inbound customer queries relating to technical queries.

In a fiercely competitive market, the provision of fast and accurate information is a crucial differentiator in times of outages and service disruption, which when disseminated correctly can boost customer satisfaction scores, reduce social media backlash and help reduce churn.

By integrating a range of data from across the business, including live faults, maintenance tickets and other information, SmartAgents cuts out the time needed to fulfil inter-departmental requests for information. These requests have a harmful effect on crucial KPIs including First Contact Resolution, Mean Time to Resolution and 3rd Line Escalations.

Status Checker

Status Checker enables end customers to self-serve their network related complaints, reducing traffic going to the contact centre. This digital solution can be integrated across any touchpoint including: Website, IVR, Mobile App and Chatbot to name a few ensuring that your customers (or the public consumer) receive a consistent message, no matter which option they use to make contact.

Using the latest available information, the customer will be able to query the status of their expected service at a defined location and receive immediate feedback.

We have several live deployments which can be openly viewed within a telecommunications context:

- View a live deployment of our Status Checker in the UK, here:
<https://coverage.ee.co.uk/coverage/ee>
- View a live deployment of our Status Checker in Malaysia, here:
<https://www.celcom.com.my/support/network-checker>

Note: This is an optional component to the software service.

AI Response Enrichment

'AI Response Enrichment' is a sophisticated feature designed to augment the functionality of Metricell's SmartAgents and Status Checker modules. This innovative add-on leverages artificial intelligence to analyse and interpret customer-reported problems, subsequently generating tailored responses for diverse internal users within an organization. The add-on is divided into three distinct response types, each crafted to meet the specific needs of different user groups, thereby ensuring efficient problem resolution and enhancing customer service.

1. **Assisted Response:** This component provides a high-level summary, aggregating the insights from comprehensive checks to pinpoint the root cause of reported issues. It is designed to deliver concise and factual information, simplifying complex diagnostics for customer service agents. This enables agents to quickly understand the underlying problem and communicate the findings effectively to customers in a natural and understandable manner.
2. **Scripted Response:** Building upon the foundation of the Assisted Response, the Scripted Response offers a predefined script that customer service agents can directly relay to customers. This response variant maintains a consistent tone and structure, predefined by the Buyer organisation, while allowing for minor customizations to accommodate individual agent styles. It streamlines communication, ensuring that all end customers receive a uniform and coherent explanation of the problem's root cause.
3. **Engineering Response:** Tailored for technical teams, the Engineering Response delves into the specifics of the diagnostics performed, including what analysis was performed, detailed KPIs and technical findings. This comprehensive and technical narrative equips engineers with the necessary information to undertake further analysis and implement solutions to resolve issues.

This AI add-on is an essential tool for organizations seeking to enhance their problem resolution process. By providing tailored, intelligent responses, it not only improves the efficiency of customer service agents and engineers but also elevates the overall customer experience – through improved interactions and faster problem resolution. 'AI Response Enrichment' ensures that every stakeholder receives information in the most relevant and actionable format, fostering quicker resolution times and boosting customer satisfaction.

Note: This is an optional component to the software service.

Personal Assistant AI (Mobile Application)

Metricell's Personal Assistant AI mobile app revolutionizes the traditional customer care model by replacing manual and simplistic processes, which are often limited in accuracy and can be time-consuming and costly, with a fully digital automated customer support system. This system is now expected by end customers seeking immediate, reliable support. It delivers transformational 24/7 digital reporting and problem-solving capabilities through various channels including IVRs, Chat Bots, Mobile Apps, SMS, and WhatsApp, among others. The Personal Assistant AI mobile app can be deployed as a standalone application or integrated into existing iOS and Android Apps, as well as the other channels outlined above.

Utilising Artificial Intelligence, this application will support end customers, empowering them to self-serve and self-resolve connectivity issues; whether online with degraded service, or completely offline with no signal or data. The app is part of a larger suite of digital transformation solutions offered by Metricell, aimed at improving the telecommunications industry's approach to customer care and network management. By leveraging new technologies, network operators or others looking to manage

communication issues can handle a higher volume of problem reports more efficiently, leading to significant operational savings and improved customer satisfaction.

Benefits include but are not limited to:

- Customers want Digital Reporting, rather than call centre queues.
- Instant, AI-generated, network live status lookup.
- Off-line customer assistance for disconnected subscriber phones.
- 24-7 auto reporting and problem resolution.
- Make use of subscriber phone measured facts in problem solving.
- Process removes ~40% customer issues at source.
- Cost-savings from smaller, faster, more accurate call centre agent teams.
- Consistent handling across customer problem reporting, replace manual agent.

Note: This is an optional component to the software service.

7 Service On-Boarding

Prior to the software becoming fully operational Metricell will undertake a number of actions so there is a smooth deployment process to the Buyer. These are listed below:

- Documentation: User Guides; Release Notes for any updates/upgrades
- Training: Metricell will run 'Train-the-trainer' sessions with the Buyer, either online, onsite or at Metricell's HQ. More information about the training provided is explained later on in this document.
- Shared multi-customer annual roundtable sessions, where our customers share ideas and experiences directly with each other.

8 Service Off-Boarding

Metricell have a defined End of Service Process, which aims to minimise disruption to the Buyer and the end users of the software. Closing down the service must accomplish the following:

- A planned and well communicated shut down of the service, with Buyer consultation and notification.
- Migration or exportation of key customer datasets and analysis, depending on the use cases deployed.
- Return or deletion of customer IPR and collateral.
- Correct handover to IT and Operational Teams for the data sanitisation process. Typically, this may follow a standstill period, to ensure that the software can be restored should a change in decision be made.

Normally, the process should be performed over a 60-90 day period, to allow for the appropriate commercial and technical actions to be planned and executed.

9 Pricing

Please refer to the supporting Pricing Document for this software service.

10 Service Levels and Service Credits

The Buyer will have access to the Metricell Service Desk (email, portal and phone) to submit tickets when they experience issues with the software. Our well-defined and proven Incident Management process ensures all tickets go through a Level 1-3 triaging process, which are pre-defined for common events, to determine the best person within Metricell to address the issue. Our Service Desk processes are designed around ISO Quality Management and Information Security Management frameworks (we are certified in both), and the management team is trained by the Service Desk Institute. Incident reports are also shared with the Buyer for Emergency incidents.

Service Performance KPIs

The table below provides a high-level summary of the service performance provided by Metricell, depending on the level of support selected by the Buyer.

SLA	Bronze	Silver	Gold	Platinum
<i>Uptime</i>	A minimum of 97.00% per month.	A minimum of 98.00% per month.	A minimum of 99.00% per month.	A minimum of 99.50% per month.
<i>Service Availability</i>	A minimum of 95.00% per month.	A minimum of 96.00% per month.	A minimum of 97.00% per month.	A minimum of 98.00% per month.
<i>Recovery</i>	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.	Recovery Point Objective is 7 calendar days. Recovery Time Objective is 30 calendar days.
<i>Maintenance Windows</i>	Operational Hours	Operational Hours	Operational Hours, or in/outside Operational Hours by arrangement	Outside Operational Hours by arrangement

Service Desk KPIs

The table below provides a high-level summary of the Service Desk response and resolution times provided by Metricell, depending on the level of support selected by the Buyer.

SLA	Bronze	Silver	Gold	Platinum
Operational Hours	Monday to Friday 08:00 to 18.00 GMT/BST (excluding UK public holidays).	Monday to Friday 08:00 to 18.00 GMT/BST (excluding UK public holidays).	Standard Client Working Week (Up to 50 Hours, excluding UK public holidays).	24/7/365.
P1, Critical Priority	Initial target response: 24 Operational Hours after ticket submission with four-hourly updates. Target resolution or workaround: Priority reduced to P2 within	Initial target response: 16 Operational Hours after ticket submission with three-hourly updates. Target resolution or workaround: Priority reduced to P2 within	Initial target response: 8 Operational Hours after ticket submission with two-hourly updates. Target resolution or workaround: Priority reduced to P2 within	Initial target response: 4 Operational Hours after ticket submission with hourly updates. Target resolution or workaround: Priority reduced to P2 within 12 Operational Hours, and

	30 Operational Hours, and fully resolved within 96 Operational Hours.	24 Operational Hours, and fully resolved within 72 Operational Hours.	18 Operational Hours, and fully resolved within 60 Operational Hours.	fully resolved within 48 Operational Hours.
P2, High Priority	Initial target response: 48 Operational Hours from ticket submission with updates every 8 Operational Hours. Target resolution or workaround: Within 96 Operational Hours.	Initial target response: 32 Operational Hours from ticket submission with updates every 6 Operational Hours. Target resolution or workaround: Within 72 Operational Hours.	Initial target response: 16 Operational Hours from ticket submission with updates every 4 Operational Hours. Target resolution or workaround: Within 48 Operational Hours.	Initial target response: 8 Operational Hours from ticket submission with updates every 2 Operational Hours. Target resolution or workaround: Within 36 Operational Hours.
P3, Medium Priority	Initial target response: 60 Operational Hours from ticket submission. Updates provided as necessary. Target resolution or workaround: Within 30 business days.	Initial target response: 36 Operational Hours from ticket submission. Updates provided as necessary. Target resolution or workaround: Within 20 business days.	Initial target response: 24 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 10 business days.	Initial target response: 12 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 5 business days.
P4, Low Priority	Initial target response: 80 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 180 business days.	Initial target response: 72 Operational Hours from ticket submission. Updates once per business day. Target resolution or workaround: Within 60 business days.	Initial target response: 60 Operational Hours via email. Updates provided as necessary. Target resolution or workaround: Within 40 business days.	Initial target response: 48 Operational Hours via email. Updates provided as necessary. Target resolution or workaround: Within 20 business days.

Service Penalties

To provide for a workable service, during any single contracted month the following number of items will be accepted by the Buyer as not being subject to penalty:

- Critical Level: 1
- High Level: 2
- Medium Level: 15
- Low Level: Unlimited

After this allowance, The Client has the right to request compensation for Metricell's failure to deliver a solution within the specified timeframes, with the penalties stipulated as follows:

- 3% of monthly cost of Technical Support for every 24 hours of not delivering temporary solution for problems of Critical Level.
- 1% of monthly cost of Technical Support for every 3 working days of not delivering temporary solution for problems of High Level 2.
- 1% of monthly cost of Technical Support for every 1 calendar month of not delivering temporary solution for problems of Medium Level.

11 Supporting Documentation and Resources

Metricell has a dedicated knowledge repository which will be made available to buyers once the service period has begun which can be accessed through a platform called HappyFox. The HappyFox platform stores a rich library of resources, in multiple formats such as video guides, user guides and FAQs, which have been designed to enable the buyer to self-educate themselves on the features contained within the solution.

12 Training

Training is offered by Metricell at the point of delivery, either in person or remotely in an online training environment. As well as this initial training period, Metricell are fully committed to the model of continuous training and improvement and this is reflected in the way we will support our customers. Starting with User Guides, after each new publish to our products, Metricell will provide updated User Guides to alert users to the new functionality. In addition, on service launch Metricell will provide Train-the-Trainer training sessions. The purpose of these sessions is to allow the Buyers internal training team to learn how to use the solution on an in-depth level so they are fully competent from one of our subject matter experts. The training team can then distribute this knowledge throughout the user base where required, for which Metricell will often provide continued support. Finally, when a user experiences an issue with our products, as part of the resolution our Service Desk will offer further training as part of the issue resolution.

13 Ordering Process

To procure the software service, please contact us by e-mail in the first instance on sales@metricell.com. Upon receipt of your email, a member of our sales team will make contact to schedule a session to discuss your requirements in more detail to confirm the complexity of the requirements. All pricing will be as per the associated pricing sheets.

About Metricell

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Find out more at www.metricell.com

