NEWZAPP COMMUNICATIONS

# Service Definition Overview



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# About Us

NewZapp Communications is a trusted SaaS (Software as a Service) communication platform that will deliver all of your email campaigns, surveys and landing pages to your contacts.

Enhanced delivery through the toughest firewalls and spam filters. Our account managers talk directly with your IT support to ensure maximum delivery.



## Trusted by:

NetworkRail

exeter college

NHS

GUILDFORD BOROUGH

UNIVERSITY OF LEEDS

Equality Commission FOR NORTHERN IRELAND

NewZapp gives Communications teams the tools they need to inform and engage their contacts through better communications. The platform includes tools to send targeted, personalised and more engaging campaigns & surveys with the reassurance that their emails will arrive safely in the intended inboxes.

Our award-winning online software give your brand messages clarity and consistency. Our bespoke email templates keep your communications completely on brand.

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**NewZapp is a product of DestiNet Ltd.**
Bradley House, 7 Park Five Business Centre, Harrier Way, Exeter, Devon EX2 7HU, UK.
Registered in England and Wales with Co No. 3679291.

## Customer Service

Our superb support team are available when you are as we are based in the UK! With a combined 30 years' experience in Digital Communications, you can be sure you're in safe hands.




We are available **Monday to Friday, 9-5 on phone and email.** We are here to support you and help you to make your email campaigns a success.

At NewZapp, we will work closely with you on making your communications successful – we will check in with you every 3 months to see how your communications are performing. This is also a fantastic opportunity to ask any questions that have popped up since we last spoke but you have not had a chance to ask.

Our fantastic Knowledge Base can be found by clicking Help in your account and contains everything you need to know about NewZapp, as well as best practice and industry news. This area is continually being updated by the Marketing, Support and Design teams with guides and blogs that you can access 24/7.
If you cannot find the help you need, you can add a ticket via the Knowledge Base which will go through to the team.

*"We're delighted with the report and the insights this gives us – for the first time, we're able to see how staff interact with our comms, backing up many 'assumptions' we've had for years."*

*"To say we're happy is an understatement!"*

NHS
Royal Devon and Exeter
NHS Foundation Trust

Becky Parry
Communications Manager

# Onboarding Programme

NewZapp Communications onboarding programme begins the minute you become a customer. You and your team will be greeted by your dedicated customer Account Manager who will work with you to create a plan.

This program is designed to ensure your NewZapp setup & implementation meets your needs and is giving you the results you want as quickly as possible.




**Introduction Meeting**

The objective of this meeting is to officially kick off the onboarding program. In this stage all NewZapp system users will be introduced to their new Account Manager. We jointly define the specifications, configuration, timeline and resources required for the onboarding program of NewZapp into your organisation.

**Technical Setup**

NewZapp is an email provider who maximises delivery of your comms emails. Getting the right technical setup is critical to this. During this very simple step we will co-ordinate with you and your IT team to activate your NewZapp account ready for the safe delivery of your campaigns.

**Template Design**

Protect your brand. Streamline your workflow. Engage your employees. All NewZapp email templates are purpose-built to serve your needs and look their best whether they're opened on desktop, tablet or mobile. Our designers will consult with you to make sure what we deliver meets your goals and adheres to your brand guidelines.

**User Training**

Training can start as soon as you log in to your account. Your new Account Manager will run through all of the key areas of the platform to get you up and running, including: This 60 - 90 minute session can per performed on Microsoft Teams, Google Meet or Zoom.

**Your First Campaign**

Once your account is ready, bespoke email designs are complete, and technical specifications are in place, you're set to complete your first campaign send.

**Onboarding Complete**

Now the onboarding is complete, your Account Manager will remain as your main point of contact. Working together on your successful internal communications strategy.

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# Data Security

Data security is at the heart of NewZapp communications. With sophisticated data breaches becoming more and more common, NewZapp eliminates external threats through strong data encryption.

To prevent security risks from unauthorised internal access and weak passwords, customers receive data security assurance through training on how to send, share and store data safely.



Our **service model** is a SaaS solution that has been designed specifically for email Communication, Employee Engagement, and HR Updates within any organisation.

Our **deployment model** is public cloud on UK based secure servers. At the time of producing these documents (April 2022) our **data storage and processing location** is London England. Our platform can only be accessed with an internet connection via https using unique verifed email address and password or via Identity federation with existing provider (Okta or your Microsoft Account for example)

A copy of our current D.P.I.A (Data Proctection Impact Assessment) is available on request.

We use highly secure, industrial standard encryption to protect all data in-transit between our servers and the user. All tracked and identifiable data between sender and recipient is also encrypted. We have a robust data backup and redundancy strategy in place giving you total security without interruption in service.

**Our ICO Data Protection Registration Number is Z8717259**

*"The NewZapp system is providing us with a greater level of understanding on what staff are reading. This is helping us to create more engaging and valuable content on subjects they want to hear about."*

Andrew Manning
Network Rail

# Certification & Awards

NewZapp Communications is accredited with ISO 27001 compliance. We have taken the necessary steps to manage information security risks and data effectively in accordance with the International Organisation for Standardization (ISO)
The ISO 27001 standard helps organisations to establish and maintain an effective Information Security Management System (ISMS) using a 'continual improvement' approach. NewZapp has systematically assessed any risks to information security and put in place policies and procedures to manage them.

Cyber Essentials is a widely recognised, government-accredited scheme which protects organisations from the most common cyber security attacks. Organisations not only benefit from the crucial protection that Cyber Essentials gives, but achieving certification proves that a business is more trustworthy and reputable for taking cyber security seriously.

NewZapp is an approved and registered supplier for the G-Cloud Framework as a Cloud Software Service within the Digital Marketplace.

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## Pricing Overview

Pricing is based on an annual licence fee. Please refer to the pricing document (PDF) which is available to download on our G-Cloud listing. Our pricing scales based on the number of licences you require and the volume of messages you plan to send.

## Backup & Resiliency

Backups are taken daily. The target is for the service to be available at least 99.5% of total time each month, excluding scheduled downtime. NewZapp's SaaS platform and accompanying solutions are designed from the ground up to be highly resilient and scalable and utilise private cloud infrastructure to achieve this. Our core private cloud is a fully virtualised environment allowing for resilience and redundancy in each service tier and rapid recovery in the event of failure.

## Data Extraction

Customer data can be extracted at anytime via Microsoft Excel. We will delete all Content and Customer Personal Data within 30 days following any termination of an agreement. If you wish us to provide you with a copy of the Customer Personal Data on or in relation to any termination of an agreement we will be entitled to make a minimum charge of £125 + VAT for the time spent by us in carrying out this work

## Contract Termination

The services are provided by NewZapp for the initial term of an order and shall (by default) automatically renew for successive 12-month periods, unless terminated at the end of either an initial or renewal term on at least 30 days' written notice.

In addition to the above, in accordance with our terms, both the customer and the supplier can terminate a contract where: the other commits a material breach of contract; or either party becomes insolvent (or otherwise ceases or threatens to cease trading), enters into an arrangement with creditors or has a receiver or administrator appointed.

Where a contract is terminated before the expiry of the initial or then-current renewal term (unless termination is due to a material breach of contract by NewZapp), all remaining charges for the unexpired portion of the relevant term are payable.