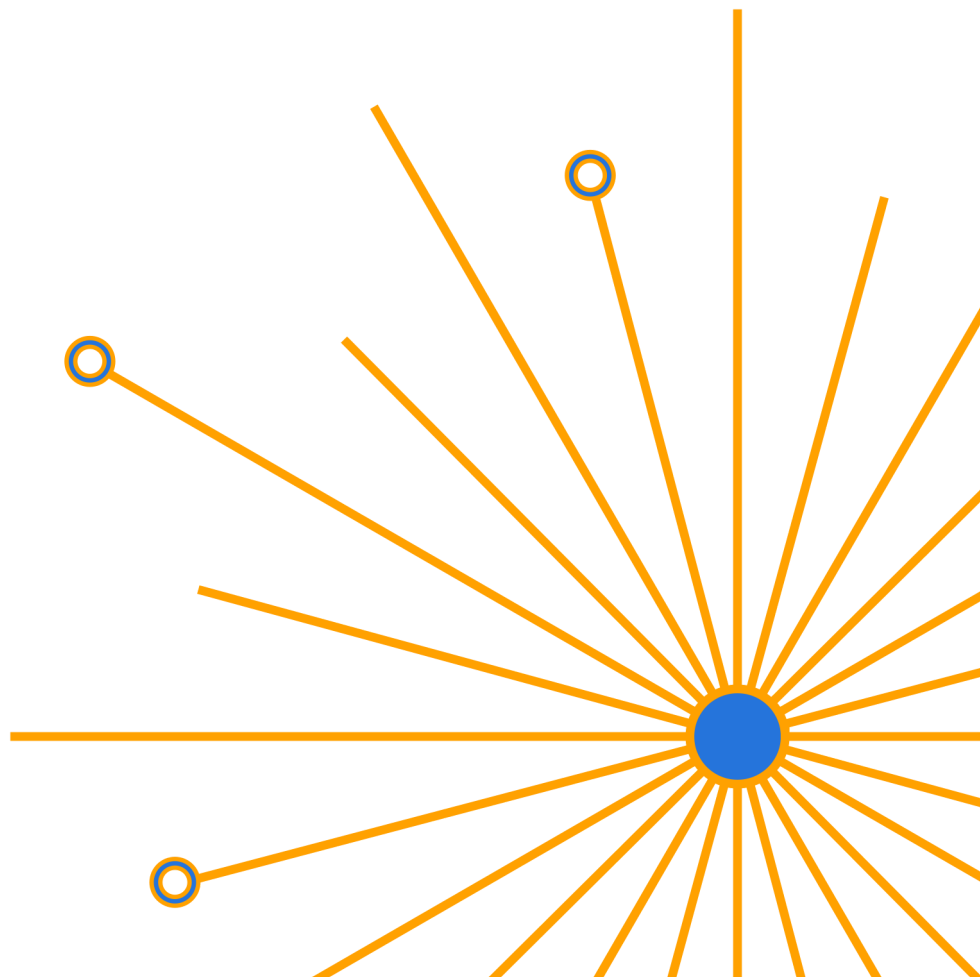




Rant & Rave: Voice of the Customer

Helping place the customer voice at
the heart of decision making



Introduction

Company overview

Mobile Commons is a leading mobile messaging platform that empowers organizations to connect with their audiences. Our company serves mid-to-large organizations across North America and Europe. Mobile Commons combines advanced technical capabilities with deep industry expertise to help organizations activate supporters, drive political action, and achieve measurable impact at scale.

At the core of Mobile Commons' value proposition is the integration of intelligent technology with strategic guidance. Expert strategists work as trusted advisors to ensure the use of our products align with their organizational goals and delivers measurable results. By embracing an AI-first approach and the latest innovations, Mobile Commons continues to evolve the future of mobile engagement.

Our Pillars

- **People First:** We put customers and their communities at the center of every decision, believing technology is only as valuable as the people it serves.
- **Product Matters:** We invest in building reliable, clear, and scalable platforms because every detail counts when it comes to results.
- **Earn Trust:** We show up, communicate honestly, deliver on our promises, and take ownership, building relationships that last.
- **Be Clear:** We speak plainly and avoid jargon, making clarity our competitive advantage in every customer interaction.
- **Move Deliberately:** We act with urgency but never at the expense of quality, always planning and prioritizing with purpose.
- **Build What's Next:** We embrace innovation—like AI and new messaging channels—to help organizations stay ahead and serve their audiences better.

Rant & Rave Value Proposition

Rant & Rave is a real-time customer feedback and engagement platform designed for organizations where customer experience is paramount.

The platform captures feedback instantly via SMS, email, web, or app, transforming it into actionable insights through sentiment analysis, automated alerts, and intuitive dashboards. By closing the feedback loop quickly, Rant & Rave helps organizations demonstrate that customer voices matter while driving improvements in service delivery and satisfaction.

Whether monitoring service interactions, gathering citizen input, or tracking employee engagement, Rant & Rave provides the tools to listen, learn, and act with speed and empathy.

Rant & Rave will help you to:

- Fix problems before they escalate, reducing complaint propensity
- Get to root cause quickly and identify key drivers of satisfaction
- Ensure accountability for service delivery
- Drive continuous improvement with evidence based change
- Celebrate employees that have gone above and beyond in their role
- Provide evidence that the customers voice is part of the decision making process

Mobile Commons' Rant & Rave platform is designed to support capturing multiple parts of the customer experience, providing segmented views to operational people in those areas, whilst also providing holistic views to the Customer Experience & Insight teams.

There are three key aspects Rant & Rave uses to successfully deliver this:

- Effectiveness: trigger personalised feedback requests in the moment
- Ease: using the most convenient channel for the customer
- Emotion: that generates an emotional response for more engaging feedback

Our goal is to make providing feedback easy for your customers to ensure you continue to receive a high volume of actionable insight.

What the Service Provides

Rant & Rave allows you to understand how your customers truly feel after an interaction with you. Whether that's a call, a digital interaction, or an in-person interchange; we provide you with a complete view of customer satisfaction, and the drivers of it, across your customer journeys.

Our platform is broken out into 4 key areas, Capture, Process, Present, and Act.

Capture

There are two elements to capture:

1. Transferring data to Rant & Rave
 - a. In real time using our Solicitation API
 - b. In batch using an Excel/CSV drop to our SFTP
 - c. Combination of both
2. Rant & Rave offers the following channels to capture customer feedback:
 - a. SMS
 - b. Email
 - c. Voice
 - d. Digital
 - e. Listening post

Process

The Rant & Rave sentiment engine analyzes your customers' free-format verbatim feedback using natural language processing, then presents actionable insights alongside aggregated scoring metrics.

Present

Rant & Rave provides a suite of reporting dashboards suitable for multiple personas within the business. These include:

Core Dashboard

Our core dashboard enables you to quickly identify how you are performing, identify experience drivers, and filter data. This is a great place for managers, department owners, or leaders to understand how customers feel after interacting with their business unit, what you're doing really well and where you need to focus attention.

Frontline Dashboard

Our Frontline dashboards are built solely with the use of your frontline in mind. These dashboards are engaging as they simplify feedback, making it easy for Agents to understand how they are performing at an individual level and Team leaders to see how their teams are performing. With gamification in mind, these dashboards are designed to motivate employees and empower them to self-coach through being able to easily see how their own interactions can impact the customer's experience.

Discover Reporting Suite

Our Discover Reporting Suite capability supports the real-time Fast Feedback dashboard with a powerful data visualisation tool. This helps to support and drive more complicated analysis well as the ability to integrate external data sources with relevant data to provide a more rounded view. Discover is also the place to monitor response rates and survey fatigue by channel and survey workflow.

Recover Module

Recover allows you to categorise, distribute, prioritise and ultimately resolve items of customer feedback that require action. It provides automated workflows from Rant & Rave feedback items and automatically creates tasks in Recover based on your alert parameters, i.e. low scores, negative sentiment etc. You can even respond directly to customers by email through the tool should you wish. You are also provided with statistical analysis so you can measure how many items require action by specific individuals, teams or your entire organisation.

Act

Taking action quickly on customer feedback requires you being alerted to it in the first place, Rant & Rave does this by sending email or SMS alerts based on either scores or words & phrases. Once the alerting parameters have been met, an alert is then triggered to the appropriate team to take action. Managing customer recovery can be done in the Rant & Rave tool itself, in external systems or by using Rant & Raves Recover module.

Associated Services

Not applicable

Using the Service

Ordering and invoicing

Ordering is undertaken via the prevailing Google Cloud / CCS call-off contract

Pricing overview

Please refer to the Pricing document included within our GCloud listing.

Availability of Trial Service

We do not offer a trial of Rant & Rave

On-Boarding, Off-Boarding, Service Migration, Scope, etc.

Onboarding

Rant & Rave provides complete implementation, training, ongoing support, upgrades, maintenance, and customer success services. Mobile Commons Rant & Rave is a Software as a Service product and as such is configured remotely. There is a range of local and remote post-implementation support and consulting services available to you. Our Professional Services will complete the implementation process so the customer is enabled and trained. The initial implementation workshops will focus on the business architecture and analysis that must proceed any configuration in the user interface.

Offboarding

Users are always able to extract data at any time. On contract end (or before) Rant & Rave will provide a number of data options but, in summary, this can be done either by manually extracting the data via the dashboard using XLS or by pulling the data via our API. You will be the data controller and thus all the data is yours. Once agreed, all data is destroyed and a Data Destruction certificate is issued. As per Terms & Conditions, we will delete all the relevant data according to the relevant standards in a timeframe that is mutually agreed. This deletion requires no statement of work is included. Additional work will require a statement of work and relevant scoping. A Data Destruction Certificate will be issued once the process is agreed and completed.

Service Migration, Scope

Effort for this will be dependent on the Scope required by the customer, and will be defined and agreed with the Customer prior to any work commencing.

Training

As part of the deployment process, Rant & Rave strategists will train your designated personnel in various aspects of the application and industry best-practice. All implementations of the Rant & Rave application include training that Mobile Commons believes is critical to your success and apply to all Rant & Rave dashboards and admin profiles.

Implementation Plan

Most projects begin within 14 days of receipt of a signed contract. However, before the official kick-off, we'll run a solution workshop to define the solution we're delivering and create a statement of works. This is an important part of the process, as it forms the foundation for what our implementation team will build.

Following the solution workshop, your dedicated Rant & Rave project manager will reach out to arrange the project kick-off workshop. Throughout the 8-12 week implementation, your project manager will liaise with you and our internal teams to ensure the project is delivered on time.

Service Constraints

None envisaged. For details on planned maintenance schedules, and support limitations please refer to the Service Level Agreement within the Terms and Conditions in our GCloud listing.

Service Levels

Please see Terms and Conditions in our GCloud listing.

Outage and Maintenance management

For details on planned maintenance schedules, please refer to the Service Level Agreement within the Terms and Conditions in our GCloud listing.

Financial Recompense Model

Not Applicable

Provision for the Service

Customer Responsibilities

For Customer “Compliance and Use” obligations, please refer to our SaaS Schedule within our Terms and Conditions provided within our GCloud listing.

For Customer “Support” obligations, please refer to our Service Level Agreement schedule within our Terms and Conditions provided within our GCloud listing.

Rant & Rave is a low effort solution to deliver from a customer perspective as the bulk of the work is on our services team. However, typical projects require the involvement of the following resources from the customer:

- Executive level sponsorship for the duration of the project.
- A project liaison who is responsible for delivering the project from your side, and can work with our implementation teams on any questions or resource requirements.
- An IT Lead who has a thorough understanding of the customer data we need to solicit surveys to customers. They will also be responsible for producing any files or extracts we need to support that in addition to supporting with testing.

Technical requirements and client-side requirements

Most modern browsers are supported, please see main listing.

Outcomes/Deliverables

Mobile Commons will work very closely with your team to help configure, deploy, and handover Rant & Rave to your users and administrators. To accomplish this, we will provide resources for this engagement which combine technical expertise, strong project management, and a thorough understanding of the business impact.

Development life cycle of the solution

No custom product development required for installation. Rant & Rave is a SaaS solution. Releases are made from time to time to deliver new capabilities.

Post-sales Account Management

Each Rant & Rave customer is assigned a nominated Customer Success Manager who will be with you throughout the lifecycle of your Rant & Rave programme.

Termination Process

Following any termination or expiration of the contract each party shall immediately cease use of any Confidential Information of the other communicated under the contract, and within thirty (30) days of such termination or expiration, return or destroy all copies of any Confidential Information of the other party disclosed under the contract, subject to each party's customary backup and archival processes

Data Protection

Information Assurance

Mobile Commons understands that the confidentiality, integrity, and availability of our customers' critical data is vital to their business operations. We appreciate – and don't take for granted – the trust our customers have placed in us to keep their information safe. Our approach to data security is fundamental and the basis for providing an enterprise-grade cloud experience; it is a key differentiator in our products and corporate culture.

We embrace these five dimensions of security to give you the peace of mind to work smarter:

- People
- Environment
- Application development
- Cloud Infrastructure
- Operational security and compliance

Mobile Commons maintains a comprehensive Information Security Program that contains administrative, technical, and physical safeguards appropriate to the complexity, nature, and scope of its activities, and the sensitivity of its information assets. Such safeguards include the elements that are reasonably designed to:

1. Achieve the security and confidentiality of customer data;
2. Protect against any anticipated threats or hazards to the security or integrity of customer data;
3. Protect against unauthorized access to or use of customer data that could result in substantial harm or inconvenience to Customer;
4. Provide assurances to customer of the ongoing effectiveness of controls.

Data Back-Up and Restoration

Mobile Commons shall maintain a recovery time objective of 24 hours and recovery point objective of 4 hours.

Business continuity statement/plan

Mobile Commons requires that all applications hosted on behalf of customers to have a documented and approved disaster recovery plan. All continuity plans must be communicated and approved by management. All business continuity plans are tested annually to verify their effectiveness and suitability with all aspects of the testing being documented including overall results and lessons learned. Results of tests are communicated to management for review.

Privacy by design

All of Mobile Commons' product lines are accredited or follow best practices as defined by various bodies in relation to their standards and procedures. These include, but are not limited to:

- SSAE 16 SOC 1 Type II
- SSAE 16 SOC 2 Type II
- ISO 27001 Certification
- GDPR Compliant
- HIPAA Compliant
- Privacy Shield Certification



Thank You

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