

Service Specific Terms



Inbound Voice Services

Enterprise Customers

1. The Service - Overview

- 1.1 The inbound voice services (the “**Inbound Voice Services**”) are telephony services that offer customers geographic and non-geographic number ranges for third parties to contact them via the Vodafone Network. Inbound Voice Services also provides access to a full range of call routing, monitoring and management tools. The term “**Service**” or “**Services**” in these Service Specific Terms means the Inbound Voice Services.

2. Service Term Structure

- 2.1 These Service Specific Terms include:
- (a) the service specification, which sets out a description of the Service, including optional Service Elements, complementary Services (where applicable), and may be updated from time to time (the “**Service Specification**”). The specific Service Elements selected by Customer will be set out in the Commercial Terms and/or Order; and
 - (b) the service levels, which set out the standards that will be applied to the provision of the Service (the “**Service Levels**”).
- 2.2 The following documents further govern Vodafone’s supply of the Service and form part of the Agreement, applying in the order of precedence set out in the General Terms:
- (a) the Commercial Terms;
 - (b) the General Terms;
 - (c) the Fixed Service Terms as set out at www.vodafone.co.uk/terms;
 - (d) the Order, which confirms the Service Elements selected by/for Customer; and
 - (e) any applicable policies and guidelines, as provided from time to time by Vodafone.

3. The Service and Equipment

- 3.1 The Inbound Voice Services enable callers to contact Customer at a charge chosen by Customer.
- 3.2 The Inbound Voice Services route calls to Customer telephone numbers via the Intelligent Network and, as requested by Customer, can be delivered directly to a specific phone line or routed to variable destinations using agreed upon criteria.
- 3.3 The Service comprises required core Service Elements and may also include optional Service Elements selected by Customer both of which shall be set out in the Commercial Terms and/or Order.
- 3.4 The Commercial Terms and/or Order will identify which Fixed Equipment, if any, Vodafone will supply to the Customer and which of such Equipment will be purchased by Customer. Associated Charges shall be set out in the Commercial Terms and/or Order.
- 3.5 Other Customer Equipment required for use of the Service will be identified in the Commercial Terms and/or Order.

4. Service Specific Conditions of Use

- 4.1 **Customer obligations:** In order for Vodafone to provide the Inbound Voice Services, Customer shall comply with certain obligations, which include:
- (a) providing Vodafone with not less than 5 Working Days prior written notice of a Mass Call Event;
 - (b) using the Inbound Self-Provisioning Tool in accordance with any user guide or information provided by Vodafone; and
 - (c) any other obligations set out in these Service Specific Terms or as reasonably notified to Customer by Vodafone from time to time.

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- (d) If Customer does not provide Vodafone with the prior notice referred to above, the Vodafone Network may be disrupted by the Mass Call Event which could have an impact on other Vodafone customers. In those circumstances, Customer's failure to provide notice may be a breach or a material breach of the Agreement and Vodafone may seek to recover from Customer compensation for the disruption that the Mass Call Event has caused to the Vodafone Network and to other Vodafone customers.
- (e) Customer shall be responsible for all investigations and enquiries into its use of any Inbound Number, including any Memorable Number that is allocated to Customer in connection with the Inbound Voice Services. Vodafone shall have no liability in connection with the Inbound Number that is allocated to Customer or in connection with Customer's use of it.

4.2 Premium Rate Numbers:

- (a) If Customer uses any Premium Rate Numbers in connection with the Inbound Voice Services, then Customer will have to comply with the following additional obligations:
 - (i) Customer will comply with all then current provisions of the PhonepayPlus (or subsequent body) Code of Practice that are in force at that time. If Customer fails to comply with any of these provisions, Customer accepts that such failure will be treated as a material breach of the Agreement;
 - (ii) Customer will provide Vodafone with all due diligence information that Vodafone may request under the then current Code of Practice in relation to Vodafone's provision of Inbound Voice Services to Customer and Vodafone will not be obliged to provide the Inbound Voice Services to Customer until Customer has satisfied this obligation to Vodafone's satisfaction. Vodafone may ask for additional due diligence information at any time in order to ensure continued compliance with the Code of Practice. Customer is responsible for the accuracy of the information that Customer provides to Vodafone and Customer must inform Vodafone of any changes to information that Customer has previously submitted to Vodafone;
 - (iii) Vodafone will use due diligence information specific to the Service (e.g. advertising copy, service recordings etc.) with a third-party audit company of its choice to verify and monitor ongoing compliance with the Code of Practice. Customer agrees to abide by the findings of the audit body and to remedy any non-compliance to the specified timescales;
 - (iv) Customer will obtain all necessary permissions, registrations, approvals and exemptions from PhonepayPlus and submit evidence of its compliance with this obligation to Vodafone before Customer promotes and/or operates the Inbound Voice Services;
 - (v) Customer will ensure that they have in place adequate facilities and resources to fulfil all promises, prizes, gifts, offers and orders that Customer may offer to their customers that use Customer's Inbound Voice Services;
 - (vi) Customer will respond promptly to all complaints from customers that use its Inbound Voice Services and Customer will take any action deemed necessary by Vodafone or by any competent regulatory authority (e.g. PhonepayPlus or Ofcom) in respect of customers use of these services;
 - (vii) Customer will comply with the PhonepayPlus requirement to have a non-Premium Rate Number phone number for customer complaints and a process to apply credits to service calls;
 - (viii) Customer will be responsible for the termination of any and all Calls on the Inbound Numbers that Customer uses in connection with the Inbound Voice Services that Vodafone provides to Customer that reach and exceed the maximum call charge as defined by PhonepayPlus in the applicable Code of Practice. If Customer does not terminate those Calls Customer will be liable for all costs associated with the continuation of the Call and Vodafone will not pay an Out-Payment to Customer other than the Out-Payment that is due to Customer up to the maximum Call charge; and
 - (ix) if Customer uses any Premium Rate Number with a 09 prefix Customer must take a voice circuit(s) from Vodafone in order that Calls to that 09 Premium Rate Number are routed to a Premium Call Routing Number (PRN) on the Intelligent Network. The PRN is used to route the call directly to the Vodafone voice circuit(s) serving Customer Sites to prevent callers from directly dialling a geographic PSTN number that could receive the Call and thereby avoid a premium rate charge.

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- (b) Notwithstanding any other provision of the Agreement, if PhonepayPlus notifies Vodafone of a breach or suspected breach of the Code of Practice by Customer or by any Users or customers, then Vodafone shall be entitled to withhold all sums due to Customer under these Service Specific Terms. PhonepayPlus may demand that Vodafone pay some or all of such withheld sums to them. If Vodafone makes such a payment to PhonepayPlus in these circumstances, then Vodafone shall have no liability to pay such withheld sums to Customer. If PhonepayPlus do not demand that Vodafone pay any of the withheld sums to them then Vodafone shall only pay the withheld sums to Customer when Vodafone are satisfied that Customer has paid all sums due to PhonepayPlus under the Code of Practice, including without limitation fines and administrative charges.

4.3 **Fraud and Artificially Inflated Traffic (AIT):**

- (a) At Customer's request Vodafone will provide Customer with a copy of any notice of fraud received from another licensed telecommunications provider, or a breach of the Code of Practice, that relates to use of the Inbound Voice Services provided to Customer.
- (b) If Vodafone reasonably suspect AIT or any incidents of fraud or breach of the Code of Practice in connection with the Inbound Voice Services that Vodafone has provided to Customer, then Vodafone may request that Customer takes action to prevent such User or calling customer from continuing to have access to the Inbound Voice Services. Customer will comply with any such request that Vodafone makes in this respect without delay. If Customer does not prevent such access, then Vodafone shall be entitled to terminate either or both of this Agreement and the provision of any part of the Inbound Voice Services with immediate effect. Vodafone will not be liable for any costs incurred by Customer or by any third party as a consequence of any such termination.
- (c) Vodafone will not be obliged to pay any Out-Payments in respect of any Calls that Vodafone reasonably suspect are the result of AIT or fraud.

4.4 **Enhanced Inbound Reporting Services including, but not limited to, the Enhanced Inbound Reporting Dashboard and the Enhanced Inbound Reporting Tool:**

- (a) In order for Vodafone to provide the Enhanced Inbound Reporting Services, the Enhanced Inbound Reporting Dashboard and/or the Enhanced Inbound Reporting Tool to Customer with accurate analysis, Customer will have to comply with certain obligations which include, but are not limited to, the information contained in these Service Specific Terms.
- (b) Customer must provide Vodafone with not less than 5 Working Days prior written notice for any changes to:
 - (i) contact centre opening hours or bank holiday hours
 - (ii) Inbound Number descriptions or group descriptions
 - (iii) delivery number descriptions
 - (iv) IVR or Sales call duration lengths
- (c) If Customer does not provide Vodafone with this prior notice referred to in (b) above, then Enhanced Inbound Reporting Services, the Enhanced Inbound Reporting Dashboard and/or the Enhanced Inbound Reporting Tool accuracy will be impacted for certain metrics. This situation can be restored by providing the relevant details and requesting an Enhanced Inbound Reporting database refresh, which is a chargeable service.

4.5 **Out-Payments for Inbound Call Management:**

- (a) For calls to Service Charge Numbers, if the Inbound Numbers provided to Customer by Vodafone under this Agreement receive a consistently high number of minutes of Calls each month then Vodafone will share with Customer the benefit of any resulting Out-Payments in accordance with the calculations set out below.
- (b) Out-Payments will be calculated in accordance with rates set out in the Commercial Terms and/or Order and/or pricing schedule provided by Vodafone and the rates of payment will vary depending on the Time Periods which relate to the Calls Customer receives:

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- (c) Vodafone reserves the right to change the Out-Payments rate and to vary the Time Periods from time to time. Vodafone will notify Customer of these changes. Any such change will become effective 30 days after such notice is served.
 - (d) For each month Vodafone will:
 - (i) calculate the Total Minutes in that month;
 - (ii) multiply the Total Minutes by the respective Out-Payment pence per minute multiples above to produce monthly totals, minus the PhonePay Plus levy defined in paragraph (e) below;
 - (iii) within 60 Working Days after the end of the month, Vodafone will pay the resulting total sums (plus VAT) to the Customer by BACS transfer, subject to the Out-Payment Threshold being met.
 - (e) Out-payment prices exclude the deduction of the PhonePay Plus levy. This is an industry level mechanism to fund the PhonePay Plus regulator. This levy is applied to out-payments to 087, 09 & 118 numbers. The levy is applied as a percentage of the Out-Payment and it is set annually by announcement on the PhonePay Plus website.
 - (f) Vodafone will not be obliged to pay Out-Payments to Customer until a period of at least 30 days (or any other length of period as stipulated in the Code of Practice) has expired after the use of any Premium Rate Numbers to which the Out-Payments relate.
 - (g) If any provider of any other Public Electronic Communications Network fails to make all or part of their in-payments to Vodafone in relation to the minutes of Calls originating on their networks, Vodafone will make no Out-Payment to Customer in relation to those minutes. However, those minutes of Calls in each month will still count towards meeting that month's Out-Payment Threshold.
 - (h) Vodafone reserves the right to stop making Out-Payments to Customer, either on a temporary or permanent basis, with one month's notification if a decision of Ofcom, PhonepayPlus, BT or any other communication service provider directly or indirectly results in a change to the payment rates Vodafone receives for carrying and delivering Calls. If Vodafone stop making Out-Payments to Customer in these circumstances Customer shall be entitled to terminate the Service by serving at least 30 days' notice on Vodafone.
 - (i) If Vodafone overpays Out-Payments to Customer, Vodafone shall be entitled to either offset the overpayment against the next Out-Payment that is due to Customer or issue Customer with an invoice for repayment of the overpayment. This repayment will become due within 30 days of the invoice date. Vodafone's rights under this paragraph (i) shall survive the expiry or termination of the supply of the Service or of the Agreement.
 - (j) Vodafone shall cease to pay Out-Payments to Customer on the date of expiry or termination of the provision of Services for any reason. Any Out-Payments that Vodafone pay to Customer after the expiry or termination of the Services will become immediately repayable by Customer to Vodafone as a debt.
- 4.6 **Self-Billing:** If Vodafone provides Customer with a self-billing form in connection with charging for the Services, this form must be renewed annually by Customer on or before each anniversary of the relevant Service Commencement Date. It is Customer's responsibility to request and send any changes to previously completed self-billing forms to the Vodafone VAT department (details of which are on the self-billing forms), including address, bank details and VAT number. Failure to do this will result in non-payment of Out-Payments until authorisation is received by the Vodafone VAT department at its absolute discretion.
- 4.7 **Third Party Rights:** PhonepayPlus or a subsequent organisation operating in a similar regulatory capacity shall be entitled to enforce any term of this Inbound Voice Services Schedule pursuant to Section 1 of the Contracts (Rights of Third Parties) Act 1999.
- 4.8 **Termination.** Notwithstanding each of the termination provisions set out in the General Terms or the Fixed Service Terms:
- (a) Customer shall have the right to terminate the Inbound Voice Services, without liability for any Recovery Charges, by serving not less than 30 days' prior written notice on Vodafone. In the event Customer has a directory enquiry entry, Customer must notify Vodafone in advance if they want to cancel the directory enquiry entry to avoid the corresponding annual Charges;

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- (b) Vodafone shall be entitled to terminate this Agreement or the provision of the Inbound Voice Services in the event that:
 - (i) the licence or regulatory authorisation under which the Telecommunications Administration of Origin (TAO) conveys the calling party's Call expires or is terminated;
 - (ii) any interconnection agreement between Vodafone and another public telephone operator relating to the Inbound Voice Services expires or is terminated and is not renewed forthwith on equivalent terms;
 - (iii) the telephone number(s) allocated to Vodafone by the TAO or Ofcom for the provision of Inbound Voice Services is (are) withdrawn or are no longer made available by a TAO or Ofcom; or
 - (iv) have reason to suspect fraud or AIT in respect of use of the Inbound Voice Services by Customer or Users or Customer's customers;
- (c) the Inbound Voice Services shall terminate automatically if Customer ports any of the Inbound Numbers and Vodafone shall not be obliged to provide Inbound Voice Services to Customer in respect of any Inbound Numbers that Customer has ported; and
- (d) Vodafone shall be entitled to terminate, on 30 days' written notice, any or all of Customer's Inbound Numbers that have had no call traffic usage on them for a period of twelve months or longer.

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1. The Inbound Numbers

- 1.1 The following Inbound Numbers are, depending on its Commercial Terms and/or Order, available to Customer for use with the Inbound Voice Services:
 - (a) 080, 050 and 116 free to caller numbers;
 - (b) 01 and 02 local area prefixes (geographic numbers);
 - (c) 03 UK-wide;
 - (d) 084, 087, 09 and 118 Service Charge numbers; and
 - (e) International freephone.
- 1.2 The international freephone service enables callers overseas to dial a local toll-free number and get connected to one of its sites in the UK. International freephone numbers are local toll-free numbers outside of the UK and they are different in each country.
- 1.3 Calls to Inbound Numbers are routed via the Intelligent Network and, as requested by Customer, can be delivered directly to a specific phone line or routed to variable destinations using criteria stored in a Call Plan routing script, such as the time of day or day of the week.
- 1.4 Vodafone will deliver all Calls to either UK PSTN telephone numbers (which are numbers beginning with either '01' or '02'), mobile telephone numbers, premium call routing numbers within Vodafone's Intelligent Network (for '09' Inbound Numbers) or, where regulation permits and Vodafone has agreed to do so, to international telephone numbers. Onward connection to UK telephone numbers or international telephone numbers attract per minute call delivery charges.
- 1.5 All Inbound Numbers all work in the same way, the only difference is how the cost of the Call is divided:
 - (a) the cost of Calls made to 03 UK-wide numbers is shared between the caller and Customer. Charges to consumer callers cannot be any more than the charges for their national call charges to 01 and 02 numbers and they must be included in their national call discount plans;
 - (b) the cost of Calls made to UK and international freephone numbers is paid for by Customer and the caller is not charged for the call;
 - (c) the cost of Calls made to 084, 087, 09 and 118 Service Charge numbers is defined by the relevant Service Charge and the callers Access Charge. Out-payment revenue share may be available depending on the volume of minutes and the Service Charge.
- 1.6 The different cost structures applied to the different Number Types in paragraph 1.5 above are subject to change in accordance with the Commercial Terms and/or Order.
- 1.7 Depending on availability, Vodafone may be able to provide Memorable Numbers (Gold and Silver), which are non-geographic numbers that are classified by Vodafone as being easier for callers to remember, to Customer on request and subject to an additional charge. If Customer has requested that Vodafone provides Customer with the use of a particular number, then Customer is responsible for conducting all necessary enquiries as to the legitimacy of use of such number and Vodafone shall have no liability to Customer whatsoever with respect to the number that Customer has chosen and its use by Customer.
- 1.8 For Inbound Numbers issued by Vodafone, or unless otherwise agreed, Customer acknowledges that it does not own the Inbound Numbers and agrees that Customer will not, and will not try to, on-sell, transfer, register as a trade mark or otherwise part with the Inbound Numbers. Customer further acknowledges that Vodafone has the right, at Vodafone's sole discretion, to withdraw or change any telephone number that Vodafone allocate to Customer at any time. Where Vodafone needs to withdraw or change a telephone number for regulatory or legal reasons then Vodafone shall try to give Customer as much notice as Vodafone can in the circumstances before Vodafone take this action.
- 1.9 Ofcom may introduce new Number Types, change the rules that apply to existing Number Types, or withdraw existing Number Types. Where Vodafone needs to change the Inbound Voice Services in such circumstances Vodafone shall try to give Customer as much notice as Vodafone can in the circumstances before Vodafone take this action.

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2. Call Plans and the Inbound Self-Provisioning Tool

- 2.1 For a charge, Vodafone will set up agreed Call Plans for Customer and, if requested, Vodafone will provide Customer with access to the Inbound Self-Provisioning Tool which will enable Customer to:
 - (a) access Customer's current Call Plan setup;
 - (b) amend Customer's Call Plan; and
 - (c) create a new Call Plan.
- 2.2 Any amended Call Plans will be automatically sent to the Intelligent Network for processing and implementation.
- 2.3 Vodafone will provide secure logins for the Inbound Self-Provisioning Tool for Users.
- 2.4 If the Inbound Self-Provisioning Tool is unavailable, Customer can ask its Vodafone sales contact to order any amendments to its Call Plans. These will be implemented by the Control Centre, and Target Lead Times will apply as set out in the Service Levels.
- 2.5 Vodafone will provide user guides for the use of the Inbound Self-Provisioning Tool. Additional in-depth training is available on request and for an additional charge.
- 2.6 The Inbound Self-Provisioning Tool is and remains Vodafone's property and Customer must cease all use of it when the Services terminate or expire.
- 2.7 **Reserve Call Plans:**
 - (a) Vodafone can set up Reserve Call Plans for Customer which can be activated within 15 minutes of Vodafone confirming receipt of Customer's activation request. To send an activation request, please contact the Customer Service Centre.
 - (b) Activating multiple Reserve Call Plans may take longer than 15 minutes. The Control Centre will advise Customer of the timescales when they receive Customer's activation request for multiple Reserve Call Plans.
 - (c) Only Reserve Call Plans can be activated by this method. All other changes to Call Plans are subject to the relevant Target Lead Times described in the Service Levels.

3. Reporting

- 3.1 Vodafone can provide a monthly service platform performance report to Customer, the content of which shall be agreed in advance between Vodafone and Customer.
- 3.2 Vodafone offers e-billing reports for Customer's non-geographic Inbound Numbers. Access to e-billing can be organised by contacting the Customer Service Centre.
- 3.3 For an additional charge, Vodafone will provide Customer with access to Vodafone's web-based reporting tool known as the 'Inbound Call Reporting Tool' that enables Customer to view and analyse live and historic call statistics about its Inbound Voice Services usage.
- 3.4 For an additional charge, Vodafone will give Customer access to a live traffic network reporting application, called Voice Dashboard, which provides live network performance indicators. Vodafone will set up Voice Dashboard for Customer as a chargeable professional services project. Thereafter the use of the Voice Dashboard will be subject to a monthly usage charge as set out in the Commercial Terms and/or Order and/or pricing schedule provided by Vodafone.

4. Vodafone Enhanced Inbound Reporting ("VEIR") Services

- 4.1 For a charge, Vodafone will provide Customer access to the service feature known as 'Enhanced Inbound Reporting Dashboard' (the "**Dashboard**") which provides analysis of inbound call traffic on Customer's Inbound Numbers.



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- 4.2 Vodafone can also provide Customer with access to the Enhanced Inbound Reporting Tool which provides User selectable options to generate a report exportable to Excel.
- 4.3 As part of the VEIR Service, Vodafone provides a daily review of the Dashboard results by a Business Analyst expert to look for evidence of operational performance or Customer experience issues that may require action. This is complemented by an ad-hoc report as required for dashboard information that may be of interest.
- 4.4 **The Enhanced Inbound Reporting Dashboard:**
- (a) The Enhanced Inbound Reporting Dashboard provides access to:
 - (i) report of the number of calls made to:
 - (A) individual Inbound Numbers,
 - (B) groups of Inbound Numbers, or
 - (C) all Inbound Numbers allocated to Customer's organisation
 - (ii) report of the total Calls and total Call failures
 - (iii) report of Call failures split into the following five categories:
 - (A) out of hours,
 - (B) unanswered,
 - (C) engaged,
 - (D) terminated in IVR,
 - (E) short calls
 - (iv) a choice between two sets of additional reports detailing information in relation to key business KPI's. These options are listed below:
 - (A) Sales Option – The Sales Option includes access to the following two reports:
 - Sales Option (Report 1) – Report to show the amount of lost business on sales telephone lines resulting from callers who failed in any of the failed categories listed in paragraph (iii), who did not call back in the period measured. The number of these callers is multiplied by the average conversion rate and average order value to give an approximate measure of lost business.
 - Sales Option (Report 2) – Report to show the number of callers who had a quality call, which is a call long enough to have purchased the product or service, divided by the estimated number of successful callers, which is a call not in the failed categories listed in paragraph (iii).
 - (B) Customer Service Option – The Customer Service Option includes access to the following two reports:
 - Customer Service Option (Report 1) – Report to show the cost of the organisation Agent overhead, handling avoidable repeat callers.
 - Customer Service Option (Report 2) – Report to show the rate of incident calls that are resolved during the first call.
 - (v) report showing the Customer Effort Score. This score out of 10, with 10 being the highest, is calculated using 10 separate measurements, such as the number of repeat calls, and provides an indication to the overall customer effort in contacting Customer.
 - (vi) summary report of trends in each of the relevant metrics described from paragraph 4.4(a)(i) to (v) above.
 - (vii) summary trend chart for each relevant metric described from paragraph 4.4(a)(i) to (v) above.
 - (b) A detailed report against each Enhanced Inbound Reporting metric is available on the Dashboard for individual Inbound Numbers or groups of Inbound Numbers.



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- (c) Detailed reports can be shown by day, week and month and some specific reports can be split by hour of the day.
- (d) Each of the Enhanced Inbound Reporting reports can be broken down by the dialled number or delivery number.
- (e) Ad-hoc and bespoke reports created as part of the Enhanced Inbound Reporting Service are subject to prior arrangement and will be provided to Customer or nominated recipients by email.

4.5 The Enhanced Inbound Reporting Tool:

- (a) The Enhanced Inbound Reporting Tool provides access to,
 - (i) Call Type Selection Report which includes the following different report types:
 - (A) total Calls,
 - (B) successful Calls,
 - (C) unanswered Calls,
 - (D) engaged Calls,
 - (E) out of Hours Calls,
 - (F) average Duration,
 - (G) failed Calls,
 - (H) terminated in IVR Calls,
 - (I) sales Calls (proxy),
 - (J) short calls,
 - (K) calls to agent (proxy),
 - (L) unique callers,
 - (M) unique successful callers,
 - (N) unique unanswered callers,
 - (O) unique engaged callers,
 - (P) unique out of hours callers,
 - (Q) unique terminated in IVR Callers,
 - (R) unique short callers,
 - (S) unique caller to agent (proxy),
 - (T) unique sales callers (proxy),
 - (U) unique failed callers,
 - (V) unique lost callers; and
 - (W) % resolution rate
 - (ii) Caller summary report which may include the following metrics:
 - (A) % and total repeat callers,
 - (B) % and total sales callers (proxy),
 - (C) % and total failed callers,
 - (D) % and total lost callers

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- (iii) Failed Caller Report which includes the following metrics:
 - (A) % and total failed callers,
 - (B) total unique unanswered,
 - (C) engaged,
 - (D) terminated in IVR; and
 - (E) short callers
 - (iv) Repeat Caller Report which includes the following metrics:
 - (A) % & total repeat callers,
 - (B) % and total repeat call-backs within 15 minutes
 - (v) Headline Summary Report which includes the following metrics:
 - (A) total Calls,
 - (B) successful Calls,
 - (C) unanswered Calls,
 - (D) engaged Calls,
 - (E) out of hours Calls,
 - (F) average duration,
 - (G) average sales duration,
 - (H) failed Calls, terminated in IVR Calls,
 - (I) sales Calls (proxy),
 - (J) short Calls,
 - (K) calls to agent (proxy)
- and can be filtered by various criteria such as year, month, day, our, company:
- (b) Trend Report which can be shown by comparing any two months, weeks or days and can be broken down by Group, non-geographic numbers and dialled number. Trends are the % increase or decrease in the period measured and are available for the following metrics:
 - (i) % total Calls,
 - (ii) % successful callers,
 - (iii) % unanswered callers,
 - (iv) % engaged callers,
 - (v) % lost callers,
 - (vi) % failed callers,
 - (vii) % average duration and
 - (viii) % Customer effort score.
 - (c) Time period selection report which allows Customer to select any two dates to generate a report between various metrics for example, total Calls, successful Calls, unanswered Calls.
 - (d) Customer effort score report which shows Customer effort score by month, week and day either at the group, non-geographic numbers or destination number level. The individual element of the score can also be viewed to see which particular factor is affecting the score adversely.



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5. Contact Channel Optimisation (“CCO”) Services

- 5.1 For a charge, Vodafone will provide Customer with CCO Services which is a suite of professional services related to the management and improvement of its contact centre as detailed in this paragraph 5.
- 5.2 **Service Review:** Vodafone will perform a review of the CCO Services Vodafone provides to Customer under these Service Specific Terms at a frequency set out in Order.
- 5.3 **Audits:** Vodafone will carry out an audit of the voice channels and communications covered by the CCO Services to help Customer improve the quality of Customer’s IVR system. The audit will cover all aspects of the calling experience, for example: making sure steps in the IVR make sense; that no ‘rogue’ messages have been added in error; that the quality, sound, tone and consistency of messages is good; that the queue/on hold experience is working effectively and content is relevant to callers at that particular time. Vodafone would carry out the audit following commencement of Vodafone’s provision of the CCO Services to Customer and at a frequency agreed with Customer and set out in the Order. Customer Site visits will be as specified in the Order. Where Customer’s requirements are such that the duration of site visits will exceed the standard duration covered by the Charges, Vodafone will contact Customer and discuss whether additional Charges will apply in respect of Customer’s Order. Where additional Charges will apply, Vodafone will agree such additional Charges with Customer prior to undertaking the site visits.
- 5.4 **Insights:** Following an audit conducted in accordance with paragraph 5.3 above, Vodafone will provide Customer with a written report of the results of the audit together with Vodafone’s recommendations for improvements to Customer’s communications.
- 5.5 **Work Pool:** Having regard to the recommendations Vodafone makes under paragraph 5.4, Vodafone shall discuss with Customer a programme of services to include some or all of the following:
- (a) Planning calls – these are calls between Vodafone and Customer to review, plan and adapt the CCO Service being delivered in line with changes to Customer’s contact or business strategy.
 - (b) IVR call flow changes and announcements – this service involves Vodafone’s provision to Customer of voice files for Customer’s IVR - designed, recorded, edited, checked and delivered.
 - (c) Queue/on hold content – Regular changes delivered to meet Customer’s service, efficiency, customer engagement or communication goals as agreed in the Service Review under paragraph 5.2 above and detailed in the Order.
 - (d) Music and music licences - this service relates to advice from a music expert on what music to choose to match Customer’s customers’ preferences and service goals.
 - (e) Agent conversation guidelines – this service includes Vodafone’s assistance with agent scripts, on screen prompts and knowledge management articles.
 - (f) Written and online communication - web site FAQs and knowledge management articles, printed letters and bills and even emails, in each case as agreed in the Service Review under paragraph 5.2 and detailed in the Order.
 - (g) Foreign language voice & translation services – access to over 50 foreign languages and local dialects, with supporting translation capability at Vodafone’s then Standard List Price for such services.
 - (h) Voice guarantee - this service provides Vodafone’s assurance to Customer that either the same voice is always available for Customer for IVR recordings or, where it is not available, Vodafone will re-record all of Customer’s existing IVR recordings in a new voice.
 - (i) Creative and tone of voice consulting – this additional service option provides access to psychologists, musicians, composers, copywriters and voice artists that will help Customer to understand its creative options, and pick the ones that are best suited to Customer at Vodafone’s then Standard List Price for such services.

Details of the selected Service Elements in this paragraph and Vodafone’s Charges for the same shall be set out in the Commercial Terms and/or Order.

- 5.6 **Training:** Vodafone’s recommendations made under paragraph 5.4 may include the provision of training days relating to one or more of the following subjects:



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- (a) On hold and in queue - writing effective scripts; what, and what not, to play in queue and on hold; choosing the right music.
- (b) IVR - routing and announcements that improve understanding and reflect brand values; routing and automated service design best practice.
- (c) Letters and emails - writing clear communications to ensure customer understanding and support contact efficiency targets.
- (d) Knowledge management - creating articles that increase understanding and are easy for agents to use
- (e) Agent scripts - writing scripts that get the point across whilst sounding natural.
- (f) Social media and chat - making Customer understood and demonstrating empathy in the customer service environment.

Vodafone's provision of training will be detailed in the Commercial Terms and/or Order and shall be subject to an additional Charge in accordance with the rates set out in the Commercial Terms and/or Order and/or any pricing schedule provided by Vodafone.

5.7 **Professional Announcement recordings:** This additional service option includes the following features:

- (a) Provision of a skilled voice artist;
- (b) Management and coaching of voice artist throughout recording sessions;
- (c) Studio and studio engineer time for recording and editing of projects;
- (d) Formatting messages to work effectively on the voice platform;
- (e) Pre-delivery quality checks; and
- (f) Delivery via secure download facility

Vodafone's provision of this service will be detailed in the Commercial Terms and/or Order and shall be subject to an additional Charge in accordance with the rates set out in the Commercial Terms and/or Order.

6. Number Porting:

- 6.1 Subject to clause 4.8(c) of the Service Specific Terms, if Customer decides to move to another network provider and wish to retain the Inbound Number allocated to it by Vodafone. Customer can request Vodafone to port the Inbound Number to another network provider for an additional charge in accordance with the Commercial Terms and/or an Order.
- 6.2 Non-Vodafone allocated numbers can either be ported back to the original range holder or ported as a subsequent port to the gaining network provider.
- 6.3 Such transfers may be subject to reasonable terms in accordance with Ofcom regulations.
- 6.4 Subject to the remainder of this paragraph 6, Inbound Numbers allocated to Customer by other network providers can be ported to Vodafone's Intelligent Network. Vodafone will carry out a check against the supplier from which Customer has requested numbers to be ported to check that Vodafone has a porting agreement with them. Vodafone will then let Customer know if Vodafone are able to port the requested numbers to Vodafone. Customer will need to provide Vodafone with a customer authority letter, a network amendments data fill form, and a copy of its latest bill from its current Inbound Numbers provider.

7. Phone book and directory listings

- 7.1 Customer can ask Vodafone to arrange for its Inbound Numbers to be listed in UK published phone books and directory enquiry services.
- 7.2 Each Inbound Number is entitled, free of charge, to a single, basic listing in the regional phone book associated with the Inbound Number's post code if the Inbound Number is a virtual geographic number, or in the regional phone book of their choice if the Inbound Number is a non-geographic number.

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- 7.3 Additional listings in single region or all-UK phone books may be ordered in standard, bold, or super bold typeface, and will incur additional Charges.
- 7.4 Entries will appear in the next published issue of the applicable phone book. BT's phone books are published on a 12-month cycle. Details of the publishing cycle are available on request from Vodafone.
- 7.5 To the maximum extent permitted by law, Vodafone excludes all liability for any losses, damages and costs incurred by the Customer arising directly or indirectly from incorrectly published details in the BT published phone books (including without limitation incorrect telephone numbers, incorrect address information, incorrect publication in phone book editions across the United Kingdom and incorrect typeface options).
- 7.6 Customer must ensure that Vodafone receive its publishing order at least two weeks before the BT cut-off date for the applicable publication to ensure they are provisioned.
- 7.7 To the maximum extent permitted by law Vodafone excludes all liability for or damages arising from requests not being published in a given year because the request was not submitted before the applicable publication cut-off date, or because BT declines an application.
- 7.8 Each entry request for publication in all Phone Books will be billed an annual Charge per telephone number at the time of the first directory publication as specified in the Commercial Terms and/or an Order and/or pricing schedule.
- 7.9 Single Phone Book Charges will be incurred per number when the applicable Phone Book is published.
- 7.10 Vodafone can cancel and the Customer can withdraw an entry at any time by written notice to the other.
- 7.11 Withdrawn or cancelled entries already in published phone book directories will not appear in the next issue of the applicable phone book when published, but published number entries cannot be removed from already printed and distributed phone books.
- 7.12 Vodafone reserves the right to amend the directory listing charges and will provide a 30-day written notification period prior to the amendment becoming effective.



Service Levels

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1. Incident Management

- 1.1 During the Minimum Term, Vodafone shall carry out Incident management, which aims to restore service operation to within any agreed Service Levels and minimise the adverse impact of the Incident on its business operations.
- 1.2 If Customer needs to log an Incident with Vodafone, then contact Vodafone using the contact details provided by Vodafone.
- 1.3 Vodafone shall:
 - (a) provide for separate identification of Incidents (by raising a Trouble Ticket, at which point the Incident will be deemed to have commenced) and the tracking of Incidents by the Customer Service Centre through to closure of the Trouble Ticket;
 - (b) categorise Incidents in accordance with any Severity Levels set out in these Service Specific Terms;
 - (c) maintain and update records of Incidents based on information in Vodafone's possession; and
 - (d) investigate, carry out diagnostic activities and resolve any Incidents where such activities are included as part of the Services and subject always to any exclusions or restrictions set out in these Service Specific Terms.
- 1.4 Customer shall:
 - (a) appoint primary and secondary central points of contact within its organisation who will be responsible for reporting Incidents to and progressing Incidents with us;
 - (b) provide adequate information to Vodafone when the Incident is first reported to enable Vodafone to diagnose and resolve suspected Incidents. This information will include:
 - (i) Customer name;
 - (ii) the name, telephone number and email address of the person reporting the Incident;
 - (iii) its contact name, telephone number and email address if different from above;
 - (iv) the physical location of the Incident;
 - (v) the number of Customer Sites affected by the Incident (if relevant);
 - (vi) identification of the service or component the Incident is being reported against, such as a web site, an IP address, a hardware reference, or similar identifiers; and
 - (vii) any other details that may be relevant to diagnosis of the Incident (including symptoms, events or actions leading up to the Incident, any tests carried out in attempting to isolate the problem, any environmental conditions that may be causing the Incident);
 - (c) use all reasonable endeavours to ensure that the Incident has not arisen as a result of any matter that is not Vodafone's responsibility under the Agreement before reporting a suspected Incident with the Services to us;
 - (d) complete all initial troubleshooting activity previously specified by Vodafone before reporting an Incident to Vodafone; and
 - (e) procure such co-operation from Users and from any third party providers as is reasonably requested by Vodafone to assist in the management of Incidents pursuant to this clause 1.4.
- 1.5 If an Incident is reported to Vodafone which is not Vodafone's responsibility, then Vodafone may charge Customer for reasonable costs that Vodafone has incurred in investigating the Incident.

2. Service availability and performance

- 2.1 The Service Levels, Service Credits, Target Lead Times and Target Resolution Times set out in the Service Levels section of these Service Specific Terms shall apply to the Inbound Voice Services.



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- 2.2 A "Service Failure" is defined as a total 100% failure to deliver any Calls to the designated termination point(s), where Calls are not delivered via standard Call Plans or any straight route disaster Call Plans, but not as a result of an "Excluded Event".
- 2.3 For the avoidance of doubt, in the event that Call traffic is directly routed by Vodafone but not in accordance with the Call Plan this shall not be deemed to be a Service Failure.
- 2.4 Vodafone will not be liable for any failure to perform or a delay in performing an obligation under these Service Specific Terms to the extent that such failure or delay arises as a result of or in connection with the occurrence of an Excluded Event.
- 2.5 Any Service Credits that are due to Customer will be applied to its next bill following the end of the 3-month service credit assessment period described in the Service Levels, after agreement that such Service Credits are due. All Service Credits will only be payable if:
- (a) in respect of the relevant Measurement Period, the relevant elements of the Inbound Voice Services fall below the applicable Service Level target for that period; and
 - (b) Vodafone notify Customer that a Service Credit is payable; or
 - (c) Customer reasonably suspects that the relevant element of the Inbound Voice Services are not achieving the Service Levels and Customer notifies Vodafone in writing that it believes a Service Credit is payable within 30 calendar days of the end date of the relevant Measurement Period. Vodafone will then investigate the claim for a Service Credit and confirm whether a Service Credit is payable.
- 2.6 The Service Credits for Inbound Voice Services will be calculated as set out in the Service Levels and will be subject to the limits on Vodafone's liability that are set out in the General Terms.
- 2.7 **Outages:**
- (a) Outages to the Inbound Voice Services and/or equipment may be necessary from time to time. A notice period shall be provided for all planned outages and Vodafone will use reasonable endeavours to provide notice in emergencies or circumstances whereby safety or the integrity of the Inbound Voice Services is considered to be seriously at risk.
 - (b) Vodafone will endeavour to minimise the number of Outages and any subsequent disruption to Customer.
 - (c) Vodafone will use reasonable endeavours to ensure that Outages do not affect the Intelligent Network's ability to deliver Calls by utilising the extra capacity built into the Intelligent Network.
- 2.8 **Incident Management and Reporting:**
- (a) Customer must promptly report suspected Incidents relating to the Inbound Voice Services using the contact details provided by Vodafone.
 - (b) In addition to the information required by Vodafone when Customer first reports an Incident as set out above, Customer must ensure that the following information is provided to enable Vodafone to diagnose and resolve any suspected Incidents rapidly and effectively:
 - (i) the affected Inbound Number(s) and destination(s);
 - (ii) symptoms of the Incident; and
 - (iii) details of any tests carried out in attempting to localise the Incident.
 - (c) The Customer Service Centre will log the Incident and attempt to contact Customer to provide updates on progress until the Incident is resolved. Vodafone aim to resolve Incidents in accordance with the Target Resolution Times set out in the Service Levels.
 - (d) Vodafone will provide Incident support 24 hours a day and 7 days a week (the "**Helpdesk Hours**").
 - (e) Vodafone will carry out root cause analysis (where appropriate for the severity of the Incident) and provide resolution details for individual Incidents, including what fixed the Incident and what was ultimately determined as its cause. Once this has been provided the Control Centre will agree with Customer to formally 'close' an Incident (its agreement not to be unreasonably withheld).

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- (f) If the Incident management provisions in clause 1 above conflict with the provisions of this clause 2.8 then provisions of this clause 2.8 shall take precedence.

3. Service Availability of the Intelligent Network

- 3.1 The Service Level for the availability of the Intelligent Network is set out in the table below. This Service Level only applies to the Intelligent Network provided by Vodafone; it does not apply to the availability of any traffic to the extent that it is delivered over circuits that are provided by network suppliers other than Vodafone.

Application	Service Level measure	Service Level target	Service Credit
Intelligent Network – the delivery of call traffic over the Vodafone Network only and not including the delivery of call traffic over circuits provided by network suppliers other than Vodafone.	The percentage of time during a month that the Inbound Voice Services are not affected by a Service Failure, where inbound calls are terminated directly to its termination points with or without active call routing plans.	99.999%	0 to 15 minutes of not meeting the Service Level target – no Service Credit is provided.
			For every additional complete 15-minute block in which the Service Level target is not met, Vodafone will provide a Service Credit equal to the value of the average 15-minute chargeable Calls value or the average 15-minute Out-Payment value (as calculated in accordance with paragraph 3 below).
Intelligent Network – Inbound Self Provisioning Tool	Service Levels for availability are not available for the Inbound Self Provisioning Tool		
Intelligent Network – Inbound Call Reporting Tool	Service Levels for availability are not available for the Inbound Call Reporting Tool		
Enhanced Inbound Reporting Services	Service Levels for availability are not available for the Enhanced Inbound Reporting Services		
Enhanced Inbound Reporting Dashboard	Service Levels for availability are not available for the Enhanced Inbound Reporting Dashboard		
Enhanced Inbound Reporting Tool	Service Levels for availability are not available for the Enhanced Inbound Reporting Tool		
Contact Channel Optimisation (CCO) Services	Service Levels for relevant for the CCO services		

4. Service Availability Credit

- 4.1 In respect of each Service Failure, for each additional complete 15-minute block in which the Service Level target is not met, after the first 15-minute block, the amount of the Service Credit shall be equal to the average value of its Inbound Voice Services:

- (a) Call usage charges; and
- (b) Out-Payments,

in each 15-minute interval during the 3 calendar months following the month in which the Service Failure occurred.

- 4.2 The average value is calculated as follows.

- (a) There are 96 15-minute intervals during each 24-hour period;

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- (b) There are 92 days in the period October to December, so there are 8,832 15-minute intervals in that period (i.e., $96 \times 92 = 8,832$);
- (c) The value of Customer's Call usage charges and Out-Payments during that 3-calendar month period will be divided by 8,832 to derive the average value of each 15-minute interval;
- (d) That average 15-minute value will then be multiplied by the number of 15-minute intervals of Service Failure eligible for a Service Credit to derive the total value of the Service Credit available to Customer in respect of that particular Service Failure.

4.3 A working example is as follows:

Hours of Service Failure	Network Availability Percentage over 30 Days				
	1%	2%	3%	4%	5%
Number of 15-minute intervals of Service Failure over 30 days	29	58	86	115	144
Equivalent number of hours of Service Failure	7	14	22	29	36

Service Credit examples based on average monthly revenue share or charges (average based on the 3 months after the Service Failure)	1% Service Failure Service Credit	2% Service Failure Service Credit	3% Service Failure Service Credit	4% Service Failure Service Credit	5% Service Failure Service Credit
Average monthly revenue share or charges of £5,000	£50	£100	£150	£200	£250
Average monthly revenue share or charges of £10,000	£100	£200	£300	£400	£500
Average monthly revenue share or charges of £15,000	£150	£300	£450	£600	£750
Average monthly revenue share or charges of £20,000	£200	£400	£600	£800	£1,000

- 4.4 Service Credits are a reduction of the charges payable in respect of the Inbound Voice Services and do not include VAT.
- 4.5 Vodafone's liability for Service Credits in any 12-month period shall be capped at 30% of the Call usage charges and Out-Payments payable in respect of that period.
- 4.6 Service Credits are not available for the Inbound Call Reporting Tool and the Inbound Self-Provisioning Tool.
- 4.7 Service Credits are not available for the Enhanced Inbound Reporting Services, the Enhanced Inbound Reporting Dashboard and the Enhanced Inbound Reporting Tool.

5. Target Lead Times

- 5.1 Subject always to the provisions of the Agreement, Vodafone will use reasonable endeavours to comply with the following Target Lead Times and Target Resolution Times subject always to the provisions of these Service Specific Terms.
- 5.2 Target Lead Times shall be calculated from the time when Vodafone receives a complete and correct Inbound Voice Services Order form.
- 5.3 Orders for Inbound Numbers can be placed by Customer via the appropriate service desk.

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- 5.4 Target Lead Times for international freephone depends on the carriers from the countries where the Inbound Voice Services are being set up. International freephone Inbound Voice Services are normally provided within 30 days of receipt by Vodafone of Customer's Order request. Vodafone can give Customer a more detailed estimate of the provisioning timeframe on request.
- 5.5 For all other Inbound Numbers:
- (a) if there is no Call Plan, it is possible to implement or reconfigure a non-geographic number in use within 24 hours of receipt by Vodafone of Customer's Order request if agreed with Vodafone as a chargeable fast track Order; or
 - (b) if there is a Call Plan, implementation or reconfiguration can take up to 20 Working Days of receipt by Vodafone of its Order request, depending on the complexity of the Call Plan.
- 5.6 Orders for Enhanced Inbound Reporting Services can be placed by Customer via the appropriate service desk.
- 5.7 The following table lists the Target Lead Times for provisioning requirements.

Provisioning		
Inbound Voice Service	Notes	Target Lead Time
Reserve dialled number	Numbers can be reserved for 6 months, after which the number reservation will be cancelled	2 Working Days
Cancel reserve number	Reserved numbers can be cancelled if they are no longer needed to be set up on the Intelligent Network	2 Working Days
Add new UK non-geographic bronze number, or 01 or 02 numbers	Bronze numbers are any numbers that are not memorable and not classified as Gold or Silver	5 Working Days (subject to volume of numbers requested per order: this Target Lead time does not apply to orders greater than 50 non-consecutive or 100 consecutive numbers)
Add new UK non-geographic Silver Number	Silver Numbers are more memorable than Bronze Numbers	5 Working Days
Add new UK non-geographic Gold Number	Gold Numbers are more memorable than Silver Numbers	5 Working Days
Add new UK non-geographic ported-in number	Ported-in numbers are numbers currently routed through another telephone operator	5 Working Days (subject to other operator's agreement)
Add international freephone number	Vodafone can only provide international freephone numbers for a limited set of countries. Vodafone can give Customer this information on request	Target Lead Time on request (subject to individual country agreements)
Dialled number reinstatement	To reinstate a dialled number that has been deleted in error by customer	5 Working Days
Fast track charge	To request that an activity is completed sooner than the standard Target Lead Time	1 Working Day (subject to Vodafone's acceptance of the change)



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Provisioning		
Inbound Voice Service	Notes	Target Lead Time
Porting out numbers to another network operator	To port numbers to an alternative operator.	5 Working Days
Change customer name	To change account name e.g. company takeover.	15 Working Days, dependent on account size
Increase number of destination numbers allowed	There is a standard maximum number of 1,000 destination numbers allowed. An increase in this level can be considered if requested.	1 Working Day
Enhanced Inbound Reporting Dashboard	To set up the standard Enhanced Inbound Reporting Dashboard, following receipt by Vodafone of its order request.	15 Working Days
Enhanced Inbound Reporting Tool	To set up the standard Enhanced Inbound Reporting Tool, following receipt by Vodafone of its order request.	15 Working Days
Other Enhanced Inbound Reporting Services	To set up Enhanced Inbound Reporting Service other than the Enhanced Inbound Reporting Dashboard and Enhanced Inbound Reporting Tool.	Variable and dependant on requirements
Contact Channel Optimisation (CCO) Services	Initial design/consulting discovery activities. (subsequent activities timeframes are dependent on type and size of activity)	15 Working Days

5.8 The following table lists the Target Lead Times for Call Plan-related requests. (Note that these are activities that can be carried out by Customer with the Inbound Self-Provisioning Tool.)

Call Plan-related requests		
Inbound Voice Service	Notes	Target Lead Time
Set up straight route	A straight route plan routes the traffic from the originating number directly to the terminating number without any routing features.	5 Working Days
Set up simple call plan	Simple plans can have: up to 3 routing features; and up to 5 destination numbers	5 Working Days (subject to scripting components i.e. wav files being supplied by the customer and volume of numbers to be built).
Set up complex call plan	A complex Call Plan is any plan with: 4 or more routing features; 6 or more destination numbers; or rules on originating numbers Call Plans taking over three hours will be quoted at the 'Dedicated Resource Per Hour' rate set out in the Commercial Terms and/or Order or otherwise advised by Vodafone from time to time.	5 Working Days (subject to scripting components i.e. wav files being supplied by the customer and volume of numbers to be built). For advanced or specialist scripting a Target Lead Time and cost will be provided upon request



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Call Plan-related requests		
Inbound Voice Service	Notes	Target Lead Time
Category 1 Call Plan changes	Up to 2 feature changes in one Call Plan. Includes activation of emergency plans.	5 Working Days
Category 2 Call Plan changes	Unlimited feature changes in one Call Plan.	10 Working Days
Category 3 Call Plan changes	Any change to the rules on originating numbers.	15 Working Days
Change destination number	Any change to the terminating number.	5 Working Day
Add reporting parameter	Adding a call type parameter into reports.	5 Working Days

5.9 The following table lists the Target Lead Times for reporting software requirements.

Inbound Call Reporting Tool		
Inbound Voice Service	Notes	Target Lead Time
Add Basic reporting user	A Basic user has access to only the reports for certain numbers to which they have been allocated that have viewing rights.	10 Working Days
Add Advanced reporting user	An Advanced user has viewing rights to all number reports and can allocate viewing rights to Basic users.	10 Working Days
Add user with Voice Dashboard Level 1	A Level 1 user is able to view the dashboard.	15 Working Days
Add user with Voice Dashboard Level 2	A Level 2 user is able to view the dashboard and configure the alert panel.	15 Working Days

5.10 The following table lists the Target Lead Times for the Inbound Self-Provisioning Tool.

Inbound Self-Provisioning Tool		
Inbound Voice Service	Notes	Target Lead Time
Add user with Inbound Self-Provisioning Tool – Basic level	A basic level user can change variables within Call Plans, but cannot set up or delete Call Plans or make major changes to their structure.	10 Working Days
Add user with Inbound Self-Provisioning Tool – Advanced level	The advanced level user can set up and delete Call Plans and make major changes to their structure.	10 Working Days
Change user level on Inbound Self-Provisioning Tool	Either basic to advanced or advanced to basic.	10 Working Days
Training for Inbound Self-	On site Inbound Self-Provisioning Tool training. Training will incorporate a review of the	N/A



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Inbound Self-Provisioning Tool		
Inbound Voice Service	Notes	Target Lead Time
Provisioning Tool at customer site	application and a contact centre walk around to assist with using the applications effectively in practice.	
Virtual training for Inbound Self-Provisioning Tool	This training is done via virtual meeting software.	N/A

5.11 The following table lists the Target Lead Times for Directory Enquiries for Vodafone to complete the BT order, but publication will be dependent on the relevant directory publishing schedules.

Phone book entries		
Inbound Voice Service	Notes	Target Lead Time
Standard entry per phone book	A standard unbolded listing is applied per selected phone book listing.	10 Working Days
Bold entry per phone book	The listing is bolded instead of standard print and it is applied per selected phone book listing.	10 Working Days
Superbold entry per phone book	A strong bold is applied to the listing to make it stand out and it is applied by selected phone book listing.	10 Working Days
Standard entry in all phone books	A standard unbolded listing is applied to a listing in each published UK phone books.	10 Working Days
Bold entry in all phone books	The listing is bolded instead of standard print and it is applied to a listing in each published UK phone book.	10 Working Days
Superbold entry in all phone books	A strong bold is applied to a listing in each published UK phone book, to make it stand out	10 Working Days

6. Target Resolution Time

- 6.1 In addition to the Service Level that applies to the availability of the Vodafone Intelligent Network, Vodafone separately commit to network Incident fix service levels in the event of an outage to the Intelligent Network platform. Service Credits are not payable in the event that Vodafone fail to achieve the Incident fix service level but this does not affect the availability of Service Credits that may be payable in relation to Vodafone's failure to achieve the Service Level for the availability of the Intelligent Network platform.
- 6.2 The Target Resolution Times, set out in the table in paragraph 6.3 below, are calculated from the time when Vodafone raises a Trouble Ticket to the time when the Call traffic is delivered to the contact centre, and are subject to Vodafone gaining access to the affected site where necessary.
- 6.3 Vodafone will provide updates in accordance with the table set out below. Frequency of updates details are provided here as a guide only.

Severity Level	Target Resolution Time for Incident	Hours of Cover	Frequency of Updates
1	5 Working Hours	24x7	Hourly
2	8 Working Hours	365 days a year	



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3	24 Working Hours		Twice Daily (Minimum or with any new updates)
4	72 Working Hours		Daily (Minimum or with any new updates)

6.4 Network Severity Level Description

For the purpose of the above Incidents will be categorised into the following Vodafone's levels of severity:

Severity Level	Incident Level Definition and Examples
1	Total loss of Inbound Voice Services (either one Vodafone site or multiple Vodafone sites)
2	Partial loss of Inbound Voice Services, such as: Multiple agents unable to log in Failures in the Network Interactive Voice Response platform
3	Degradation of Inbound Voice Services (intermittent or slower service), such as: Reporting issues Single agent unable to log in Single user issues
4	Non service affecting

(a) Customer may request that a network failure Incidents is escalated at any time by calling the Contact Centre Service Group. Vodafone will agree what escalation Severity Level is appropriate in the circumstances. All Severity Level 2 Incidents are automatically escalated to Severity Level 1 after three hours have elapsed.

(b) Incident Statistics:

- (i) A monthly performance report is available on request.
- (ii) The performance reports track performance against agreed KPIs for all services. They contain sections for provisioning, moves and changes in progress, KPIs, Incident summary, billing summary, and cumulative service availability. Whilst the format of the performance report is standard, Vodafone encourage feedback from Vodafone's customers and can tailor the reports according to its requirements.
- (iii) The Incident summary within the report will contain a breakdown of all Incidents experienced on the network, including Severity Level 3 and 4 Incidents (degradation and non-service affecting respectively). The analysis includes the backup invoked to show that Incident management procedures and Service Levels have been properly followed.

7. Incidents affecting the Inbound Self-Provisioning Tool and the Inbound Call Reporting Tool

7.1 In the event of an Incident to the Inbound Self-Provisioning Tool or the Inbound Call Reporting Tool the following Target Response Times and Target Resolution Times will apply:

Severity Level	Target Response Time	Target Resolution Time
0	Within 15 minutes	Within 5 hours
1	Within 15 minutes	Within 24 hours
2	Within 2 hours during Working Hours	Within 2 Working Days
3	Within 2 hours during Working Hours	Within 5 Working Days

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4	Within 2 hours during Working Hours	As agreed with Customer
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7.2 The Target Response Times are calculated on the time it takes Vodafone to raise a Trouble Ticket and the Target Resolution Times are calculated from the time when Vodafone raise a Trouble Ticket to the time when the Inbound Self-Provisioning Tool or Inbound Call Reporting Tool is made available to Customer.

7.3 Severity Level Description:

(a) For the purpose of these Target Response Times and Target Resolution Times, Incidents will be categorised into the following five levels of severity as reasonably determined by us:

Severity Level	Description	Example
0	Major Incident -Business Halted	<ul style="list-style-type: none"> Unable to access the application via the portal Data not available within application
1	High - Business Stalled	<ul style="list-style-type: none"> Severely degraded access to the application via the portal Some data not available within application
2	Medium - Business Slowed	<ul style="list-style-type: none"> New Inbound Numbers not able to be added to the application Loss of business data and a restore is required Degraded access to the application via the portal
3	Low - Business Unaffected	<ul style="list-style-type: none"> Single user experiencing difficulty accessing the application via the portal An application error that a workaround is available for
4	No Impact Query or Request	<ul style="list-style-type: none"> Advice and guidance, which has no business impact

8. Incidents affecting the Enhanced Inbound Reporting Services

8.1 In the event of an Incident to the Enhanced Inbound Reporting Services including, but not limited to, the Enhanced Inbound Reporting Dashboard and the Enhanced Inbound Reporting Tool, the following Target Response Times and Target Resolution Times will apply.

Severity Level	Target Response Time	Target Resolution Time
0	Within 15 minutes	Within 5 hours
1	Within 15 minutes	Within 24 hours
2	Within 2 hours during Working Hours	Within 2 Working Days
3	Within 2 hours during Working Hours	Within 5 Working Days
4	Within 2 hours during Working Hours	Within 5 Working Days

8.2 The Target Response Times are calculated on the time it takes Vodafone to raise a Trouble Ticket and the Target Resolution Times are calculated from the time Vodafone raises a Trouble Ticket to the time when the Enhanced Inbound Reporting Service is made available to Customer.

8.3 Severity Level Description:

(a) For the purpose of these Target Response Times and Target Resolution Times, Incidents will be categorised into the following five levels of severity as reasonably determined by us:

Severity Level	Description	Example
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0	Major Incident - Business Halted	<ul style="list-style-type: none"> All users unable to access the application via the portal Data not available within application
1	High - Business Stalled	<ul style="list-style-type: none"> Severely degraded access to the application via the portal Some data not available within application
2	Medium - Business Slowed	<ul style="list-style-type: none"> New Inbound Numbers not able to be added to the application Data inaccuracy identified and a data refresh is required Degraded access to the application via the portal
3	Low - Business Unaffected	<ul style="list-style-type: none"> Single user experiencing difficulty accessing the application via the portal An application error that a workaround is available for
4	No Impact Query or Request	<ul style="list-style-type: none"> Advice and guidance, which has no business impact

9. Incidents affecting the CCO Services

9.1 In the event of an Incident to the CCO Services, the following Target Response Times and Target Resolution Times will apply.

Severity Level	Target Response Time	Target Resolution Time
0	Within 15 minutes	Within 5 hours
1	Within 15 minutes	Within 24 hours
2	Within 2 hours during Working Hours	Within 2 Working Days
3	Within 2 hours during Working Hours	Within 5 Working Days
4	Within 2 hours during Working Hours	Within 5 Working Days

9.2 The Target Response Times are calculated on the time it takes Vodafone to raise a Trouble Ticket and the Target Resolution Times are calculated from the time when Vodafone raise a Trouble Ticket to the time when the CCO services are made available to Customer.

9.3 Severity Level Description:

(a) For the purpose of these Targets Response Times and Target Resolution Times, Incidents will be categorised into the following five levels of severity as reasonably determined by Vodafone. As this is a consultancy service it is unlikely any events will be classified as 0,1 or 2, they are included here for the purposes of completeness:

Severity Level	Description
0	Major Incident -Business Halted
1	High - Business Stalled
2	Medium - Business Slowed
3	Low - Business Unaffected
4	No Impact Query or Request

Inbound Voice Services

Definitions



The following definitions are applicable to the Services:

Access Charge	the charge that is kept by caller's phone operator for calls to a Service Charge number.
Artificial Inflation of Traffic or AIT	a situation where the flow of Calls to any service that provides an out-payment revenue sharing mechanism is, as a result of any activity by any third party or by or on behalf of a party operating that revenue share mechanism, disproportionate to the flow of Calls which would be expected from good faith commercial practice and usage of the Vodafone Network.
Call	a call conveyed and delivered as part of the Inbound Voice Services.
Call Plan	is an inbound call routing plan to direct the translated number to a termination point, based on a set of criteria that the Intelligent Network uses to route each Call.
Code of Practice	the code of practice published and enforced by PhonepayPlus comprising the rules governing the content and promotion of premium rate services as amended from time to time.
Contact Channel Optimisation Services or CCO	is Vodafone's suite of services designed to optimise the customer experience as well as the quality and efficiency of its contact centre, its agents and the services Customer offers.
Control Centre	is the Vodafone provisioning desk that data fills new numbers in the Intelligent Network, sets up self-service tools and can implement Call Plans.
Customer Service Centre	is Vodafone's dedicated service for managing Incidents. The contact details for the Customer Service Centre vary from service to service and Vodafone will provide Customer with the Customer Service Centre contact details that are relevant to its Services.
Enhanced Inbound Reporting	is Vodafone's suite of services designed to provide an increased level of insight and analysis of its Inbound call traffic and related impacts to its business.
Enhanced Inbound Reporting (VEIR) Service	The Enhanced Inbound Reporting Service detailed in these Service Specific Terms and the term "Enhanced Inbound Reporting" shall be construed accordingly.
Enhanced Inbound Reporting Tool	the tool designed to provide an increased level of insight and analysis of the Customer's Inbound call traffic and related impacts to the Customer's business.
Excluded Events	any of the following: (a) a fault or incident with any other Vodafone service purchased under separate Service Specific Terms; (b) a fault or incident in, or any other problem associated with, non-Vodafone-supplied power, any Customer equipment, non-maintained structured cabling or hardware, software or other telecommunications systems not operated or provided by Vodafone; (c) the fault or incident caused by Customer's negligence, act or omission or that of any third-party not within Vodafone's direct control; (d) Customer not performing or a delay in performing any of the Customer obligations or conditions of use; (e) Customer requesting Vodafone to modify a Customer Site, or test one although no fault has been detected or reported in accordance with the Service Specific Terms; (f) Service suspension or a Force Majeure event in accordance with the General Terms; (g) the inability or refusal by a Third Party Provider to provide an access circuit at a Customer Site; (h) a configuration change in the process of implementation;

Inbound Voice Services

Definitions



	<ul style="list-style-type: none">(i) an Outage;(j) any degradation of performance that is caused by, or for any fault that occurs as a result of, or in connection with, technical limitations beyond Vodafone's control;(k) a fault or incident caused by failure at any other Customer Site; or(l) any other circumstances caused by events for which Vodafone is not liable in accordance with the terms of the Agreement.
Gold Number	those numbers listed as such in the Commercial Terms and/or Order and/or pricing schedule and for which a special charge is made, that charge being different to the charge for Silver Numbers.
Helpdesk Hours	has the meaning set out in clause 2.8(d) of these Service Specific Terms.
Inbound Numbers	the Number Translation Service (NTS) telephone numbers that are hosted on the Intelligent Network platform and listed in paragraph 1.1 of the Service Specification (as added to or changed by Ofcom). These non-geographic numbers are allocated by Ofcom and are translated to a termination geographic number.
Inbound Voice Service	means the inbound call management services to be provided by Vodafone to Customer as set out in these Service Specific Terms.
Inbound Call Reporting Tool	is the tool that provides historical key performance criteria for the routing of Calls at various time intervals such as 15 minutes and 30 minutes. The criteria include the number of Calls presented, the percentage of Calls answered and the abandonment rate.
Inbound Self-Provisioning Tool	is Vodafone's self-service tool to enable the establishment of or changes to existing Call Plans.
Incident	any Incident or problem which affects the Inbound Voice Services provided to Customer.
Intelligent Network	is Vodafone's platform that applies the routing intelligence to calls that are presented through the public telephony switch network.
Mass Call Event	is any call event advertised on mass media (such as TV, radio, webcast, print) which Customer expects or ought reasonably to expect to be likely to generate high Call volumes including, without limitation, ticket sales for popular events, TV phone-in and competition lines.
Measurement Period	the relevant measurement period over which performance against a Service Level is measured in accordance with the Service Levels.
Memorable Number	any Gold or Silver Number that Vodafone consider, in Vodafone's absolute discretion, to be especially memorable.
Number Type	telephone numbers that are within an Ofcom allocated range that includes, but is not limited to 0800, 0808, 0300, 0333, 0330, 034, 037, 0844, 0845, 0870, 0871, 0872, 0873, and 0900.
Outage	is a temporary and unavoidable interruption in service, which is necessary for Vodafone to carry out essential maintenance or network upgrades on equipment used to deliver Calls and the Inbound Voice Services.
Out-Payment	a payment made by Vodafone to Customer in accordance with clause 4.9 of the Service Specific Terms.
Out-Payment Threshold	has the meaning given to it in clause 4.9 of the Service Specific Terms.
PhonepayPlus	means the industry-funded regulatory body for all premium rate charged telecommunications services, which includes 09, 0871, 0872, and 0873.
Premium Rate Numbers	are non-geographic numbers that are regulated by PhonepayPlus; currently these are numbers that start with 09, 0871, 0872, and 0873 prefixes, but this set may be expanded

Inbound Voice Services



Definitions

	or changed to include additional or different prefixes in accordance with Ofcom regulation.
Public Electronic Communications Network	an electronic communications network provided wholly or mainly for the purpose of making electronic communications services available to members of the public.
Relevant Calls	calls recorded by Vodafone as having been made to the Inbound Numbers.
Reserve Call Plan	an alternative Call Plan that Customer may activate in accordance with paragraph 2.7 of the Service Specification.
Service Charge	the Service Charge is the part of the call cost that is passed on to the organisation caller is calling and/or their telecoms supplier. There are 100 Service Charge levels agreed at industry level for 084, 087, 09 & 118 numbers.
Service Charge Number	084, 087, 09 & 118 numbers which are mapped to a Service Charge.
Service Credits	are the service credits payable by Vodafone to Customer in accordance with the provisions of the Service Levels.
Service Failure	has the meaning set out in paragraph 2.2 of the Service Levels.
Service Levels	are the service levels which apply to the provision of the Inbound Voice Services as set out these Service Specific Terms.
Severity Level	is a categorisation (as described in the Service Levels) of the severity of an Incident as determined by Vodafone in Vodafone's discretion.
Silver Number	those numbers listed as such in the Commercial Terms and/or Order and/or pricing schedule and for which a special charge is made, that charge being different to the charge for Gold Numbers.
Target Lead Time	means the applicable target lead time specified in the Service Levels.
Target Resolution Time	the applicable target resolution time specified in the Service Levels.
Telecommunications Administration of Origin or TAO	the far end telephone administration, which conveys the originating call under the Inbound Voice Services.
Time Periods	the three time periods for which the Out-Payment rates differ, they are: "Standard Period" meaning from 08:00 hours to 18:00 hours on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays; "Economy Period" meaning from 00:00 hours to 08:00 hours and 18:00 hours to 24:00 hours on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays; and "Weekend Period" meaning from 00:00 Saturday to 24:00 Sunday.
Total Minutes	the cumulative total length in complete seconds (part seconds being rounded up) of all Relevant Calls in a calendar month in either the Economy Period (" Economy Minutes ") or the Standard Period (" Standard Minutes ") or the Weekend Period (" Weekend Minutes "), divided by 60 and rounded down to the next whole minute.
Trouble Ticket	is a record of an Incident with a unique reference allocated to it which shall be used for all subsequent updates and communications.
Virtual Geographic	any 01 and 02 geographic number that is hosted on the Intelligent Network with a Call Plan.
Vodafone Network	is a group of service switching point switches that query the Intelligent Network using signalling protocol to route the call traffic to its PABX.
Voice Interaction Services	any service on the Intelligent Network that applies routing logic to a Call Plan using customer prompts such as speech and DTMF tones. These services include the use of Network Interactive Voice Response (NIVR) applications.