

Inbound Voice Smart Control Service

Service Specification



1. The Service – Overview

- 1.1 Vodafone's Inbound Voice Smart Control services (the “**IVSC Services**”) are telephony services that offer customers geographic and non-geographic number ranges for third parties to contact them via the Vodafone Network. IVSC 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 IVSC Service.

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 and complementary Services (where applicable), and may be updated from time to time (the “**Service Specification**”);
 - (b) the service levels, which set out the standards that will be applied to the provision of the Service (the “**Service Levels**”); and
 - (c) the Technical Prerequisites.
- 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 IVSC Service enables callers to contact Customer at a charge chosen by Customer. The IVSC Service routes 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, including the possibility of charge sharing with calling customers and revenue sharing with Vodafone.
- 3.2 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.
- 3.3 Following the Service Commencement Date, Vodafone may complete any necessary preparatory works which may include reserving network capacity and components, carrying out testing, entering into Third Party contracts, ordering Equipment and completing Site Surveys.
- 3.4 The Commercial Terms and/or Order will identify which Fixed Equipment, if any, Vodafone will supply to Customer and which of such Equipment will be purchased by Customer. Associated Charges shall be set out in the Commercial Terms and/or Order.

4. Service Specific Conditions of Use and Customer obligations

- 4.1 **Customer obligations:** In order for Vodafone to provide the Services to Customer, Customer will have to 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 Smart Control Number Manager in accordance with information provided to Customer by Vodafone; and
 - (c) any other obligations that Customer has as 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 compensation from Customer 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 Customer's use of any Inbound Number, including any Memorable Number allocated to Customer in connection with the Services. Vodafone shall have no liability in connection with the Inbound Number allocated to Customer or in connection with Customer's use of it.

4.2 Premium Rate Numbers:

- (a) If Customer use any Premium Rate Numbers in connection with the Services Customer must comply with the following additional obligations:
 - (i) Customer will comply with all the current provisions of the Phone-paid Services Authority (or subsequent body) Code of Practice in force at that time. If Customer fails to comply with any of these provisions 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 Services to Customer and Vodafone will not be obliged to provide the 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 Customer provides to Vodafone and Customer must inform Vodafone of any changes to previously submitted information;
 - (iii) Vodafone (together with a third-party audit company of its choice) will use due diligence information specific to Customer's service (e.g. advertising copy, service recordings etc.) 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 within specified timescales.
 - (iv) Customer will obtain all necessary permissions, registrations, approvals and exemptions from Phone-paid Services Authority and submit evidence of Customer's compliance with this obligation to Vodafone before Customer promotes and/or operates the Services;
 - (v) Customer will ensure it has in place adequate facilities and resources to fulfil all promises, prizes, gifts, offers and orders that Customer may offer to its customers who may use Customer's Services;
 - (vi) Customer will respond promptly to all complaints from its customers using Customer's Services and Customer will take any action deemed necessary by Vodafone or by any competent regulatory authority (e.g. Phone-paid Services Authority or Ofcom) in respect of customers' use of these services;
 - (vii) Customer will comply with the Phone-paid Services Authority's 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 Services that reach and exceed the maximum Call charge as defined by Phone-paid Services Authority 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 Calls and Vodafone will not pay an Out-Payment to Customer other than the Out-Payment due to Customer up to the maximum Call charge;
 - (ix) if Customer uses any Premium Rate Number with an 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 Calls directly to the Vodafone voice circuit(s) serving Customer's Sites to prevent callers from directly dialling a geographic PSTN number which could receive the Call and thereby avoid Customer's premium rate charge.

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- (b) Notwithstanding any other provision of this Agreement, if Phone-paid Services Authority notifies Vodafone of a breach or suspected breach of the Code of Practice by Customer or by any of Customer's customers, Vodafone shall be entitled to withhold all sums due to Customer under this Agreement. Phone-paid Services Authority may demand that Vodafone pay some or all of such withheld sums to them. If Vodafone make such a payment to Phone-paid Services Authority in these circumstances Vodafone shall have no liability to pay such withheld sums to Customer. If Phone-paid Services Authority do not demand that Vodafone pay any of the withheld sums to them Vodafone shall only pay the withheld sums to Customer when Vodafone are satisfied that Customer has paid all sums due to Phone-paid Services Authority 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 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 Services provided to Customer Vodafone may request that Customer take action to prevent any relevant User or calling customer from continuing to have access to the Services. Customer will comply with any such request made by Vodafone without delay. If Customer does not prevent such access Vodafone shall be entitled to terminate the provision of any part of the 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 suspects 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 optional 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) destination number descriptions
 - (iv) IVR or Sales call duration lengths
- (c) If Customer does not provide Vodafone with the 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 **Customer Network:** If Vodafone determines that Customer's network which Vodafone needs to connect with in order to deploy and offer the Service is insufficient as it does not meet the requirements as specified in the Technical Prerequisites and which may be specified in the Service Specification, Customer will at its own cost and expense be responsible for providing the necessary network requirements within the period specified by Vodafone, failing which Vodafone may suspend the provision of any Services, terminate any relevant Order, without having any liability to Customer, and/or recover any costs incurred. Vodafone shall not be responsible for any performance or non-performance issues with the Services caused by Customer not having complied with the minimum network requirements.

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4.6 Out-Payments

- (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) There shall be no outpayments for 03 numbers.
- (c) Out-Payments will be calculated on a monthly basis in accordance with the 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.
- (d) 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.
- (e) 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 in Schedule 4 – Commercial Terms to produce monthly totals, minus the Phone-paid Services Authority 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 Customer by BACS transfer, subject to the minimum Out-Payment Threshold referred to in the Commercial Terms being met.
- (f) Out-payment prices exclude the deduction of the Phone-paid Services Authority levy. This is an industry level mechanism to fund the Phone-paid Services Authority regulator. This levy is applied to out-payments relating to 084, 087 and 09 numbers. The levy is applied as a percentage of the Out-payment and it is set annually by announcement on the Phone-paid Services Authority website;
- (g) 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.
- (h) 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.
- (i) 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, Phone-paid Services Authority, 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.
- (j) 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.
- (k) 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.

4.7 **Self-Billing:** If Vodafone provides Customer with a self-billing form in connection with receiving outpayments for 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),

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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.

- 4.8 **Third Party Rights:** Phone-paid Services Authority or a subsequent organisation operating in a similar regulatory capacity shall be entitled to enforce any term of the Agreement pursuant to Section 1 of the Contracts (Rights of Third Parties) Act 1999.
- 4.9 **PSTN Connection:** Customer shall not (and shall ensure that its Users shall not) connect or seek to connect the Services to the public switched telecommunications network (PSTN) otherwise than in accordance with Applicable Law.
- 4.10 **Third Party Provider:** Part of the Service is provided by a third party provider. Further, if Customer requires third party software or services for any of the Services, then use of such software or service may be subject to Customer accepting additional terms and conditions as advised by Vodafone and/or the manufacturer. Failure to accept such terms and conditions may mean that Customer is unable to access the Services.
- 4.11 **AUP:** Customer shall comply with the AUP as referred to in Clause 3.8 of the General Terms and shall comply with any applicable Third Party Provider AUP.
- 4.12 **Telephone Numbers**
- (a) Subject to the provisions of any Applicable Law, regulation or licence condition, telephone numbers allocated to Customer and all rights in those numbers shall belong to Vodafone and Customer shall not sell or transfer, or attempt to sell or transfer, any telephone number to a third party. Customer shall have no trade name right in any telephone number that Vodafone allocates to it nor any trade name right that may develop in any telephone number allocated to it and Vodafone may withdraw such telephone number(s) where Customer or User fails to comply with the Agreement.
 - (b) Vodafone shall (where applicable) provide a facility for transferring or porting telephone numbers in accordance with Applicable Law and standard industry practice. Where fixed line telephone numbers are to be transferred to Vodafone, then Customer will need to complete and send the porting authority letters to Vodafone using templates provided.
- 4.13 **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 Services, subject to the payment of the applicable Recovery Charges, by serving not less than 30 days' prior written notice on Vodafone;
 - (b) 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
 - (c) Vodafone shall be entitled to terminate the Agreement, these Service Specific Terms or the provision of the 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 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 Services is (are) withdrawn or are no longer made available by a TAO or Ofcom; or
 - (iv) Vodafone has reason to suspect fraud or AIT in respect of use of the Services by Customer or Users or Customer's customers;
 - (d) the Services shall terminate automatically in respect of and to the extent that Customer elects to port any of the Inbound Numbers to a third party and, in such circumstances:
 - (i) Customer shall provide Vodafone with, at least 7 days' notice in relation to any non-geographic numbers and, at least 25 days' notice in relation to any geographic numbers;
 - (ii) Vodafone shall be entitled to treat any such termination as a termination for convenience in relation to the affected numbers by Customer and Customer shall be obliged to pay compensation to Vodafone based upon the Recovery Charges;

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- (iii) Customer shall also be obliged to Vodafone's standard processing charges for porting any numbers to a third party supplier as referred to in the Commercial Terms and/or an Order; and
 - (iv) Vodafone shall not be obliged to provide any Services to Customer in respect of any Inbound Numbers that Customer has ported.
 - (e) 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 on them for a period of twelve months or longer.
- 4.14 **Feedback:** During the term of the Agreement, Customer may provide feedback to Vodafone in relation to the Services and Customer agrees that Vodafone may use such feedback for any purpose, including without limitation, further enhancement and improvement of the Services, without obligation of any kind and Customer hereby assigns any Intellectual Property Rights in such feedback to Vodafone.

Core Service Elements

1. The Inbound Numbers

- 1.1 The following Inbound Numbers are, depending on the Commercial Terms and/or Order, available to Customer for use with the Services:
- (a) 080, free to caller numbers;
 - (b) 01 and 02 local area prefixes (geographic numbers);
 - (c) 03 UK-wide; and
 - (d) 084, 087 and 09 Service Charge numbers.
- 1.2 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.
- 1.3 Vodafone will deliver all Calls to either UK PSTN telephone numbers (which are numbers beginning with either '01' or '02'), mobile telephone numbers, or premium call routing numbers within Vodafone's Intelligent Network (for '09' Inbound Numbers). Onward connection to UK telephone numbers attract per minute call delivery charges.
- 1.4 All Inbound Numbers 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 and virtual geographic (01/02) numbers is shared between the caller and Customer. For 03 numbers 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 080, numbers is paid for by Customer and the caller is not charged for the call;
 - (c) the cost of Calls made to 084, 087 and 09 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.
- 1.5 The different cost structures applied to the different number types are subject to change in accordance with these Service Specific Terms.
- 1.6 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 provide 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.
- 1.7 For Inbound Numbers issued by Vodafone, or unless otherwise agreed, Customer acknowledges that Customer 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

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Vodafone allocates to Customer at any time. Where Vodafone needs to withdraw or change a telephone number for regulatory or legal reasons, Vodafone shall try to give Customer as much notice as Vodafone can give in the circumstances before Vodafone takes this action.

- 1.8 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 Services in such circumstances Vodafone shall try to give Customer as much notice as Vodafone can give in the circumstances before Vodafone takes this action.

2. Call Plans and the Smart Control Number Manager

- 2.1 For a charge, Vodafone will set up agreed Call Plans for Customer and, Vodafone will provide Customer with access to the Smart Control Number Manager 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 Smart Control Number Manager tool for Users.

- 2.4 If the Smart Control Number Manager is unavailable, Customer can ask Customer's Vodafone sales contact to order any amendments to Customer's Call Plans. These will be implemented by the Control Centre, and Target Lead Times will apply as per the table in the Service Levels.

- 2.5 Vodafone will provide user guides for the use of the Smart Control Number Manager. Additional in-depth training is available on request and for an additional charge.

- 2.6 The Smart Control Number Manager is and remains Vodafone property and Customer must cease all use of it when the Services terminate or expire.

2.7 Reserve Call Plans:

- (a) Customer can set up a Reserve Call Plan via Smart Control Number Manager.
- (b) 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 Customer Service Centre.
- (c) 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.
- (d) 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 and Smart Control Number Manager

- 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 offer e-billing reports for Customer's non-geographic Inbound Numbers. Access to e-billing can be organised by contacting Customer Service Centre.

- 3.3 Vodafone will provide Customer access to reporting functions under the Smart Control Number Manager that enables Customer to view and analyse live and historic call statistics about Customer's Services usage.

4. Number Porting

- 4.1 Subject to clause 4.13 of the Service Specific Terms if Customer decides to move to another network provider and wishes to retain the Inbound Number allocated to it by Vodafone, Customer can request Vodafone to port

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the Inbound Number to another network provider for an additional charge in accordance with the Commercial Terms and/or Order.

- 4.2 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.
- 4.3 Such transfers may be subject to reasonable terms in accordance with Ofcom regulations.
- 4.4 Subject to the remainder of this paragraph 4, 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 is 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 Customer's latest bill from Customer's current Inbound Numbers provider.

Optional Service Elements

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

- 5.1 For a charge, Vodafone will provide Customer with 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.
- 5.2 Vodafone can also provide Customer with access to the Enhanced Inbound Reporting Tool that provides User selectable options to generate a report exportable to Excel.
- 5.3 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.

5.4 **The Enhanced Inbound Reporting Dashboard:**

- (a) The 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) above, 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 call long enough to have purchased the product or service, divided by the estimated number

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of successful callers, which is a call not in the failed categories listed in paragraph (iii) above.

- (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 to Vodafone of Agent overhead in 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 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; it provides an indication of the overall customer effort in contacting Customer.
- (vi) summary report of trends in each of the relevant metrics described from paragraphs (i) – (v) above.
- (vii) summary trend chart for each relevant metric described from paragraphs (i) – (v) above.
- (b) A detailed report against each Enhanced Inbound Reporting metric is available on the Dashboard for individual Inbound Numbers or Groups.
- (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 destination 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.

5.5 The Enhanced Inbound Reporting Tool:

- (a) The Enhanced Inbound Reporting Tool provides access to:
 - (i) Call type selection report which may include 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;

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- (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; and
 - (D) % and total lost callers.
 - (iii) Failed Caller Report which may include 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; and
 - (B) % and total repeat call-backs within 15 minutes.
 - (v) Headline Summary Report which may include 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, hour, 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 may be available for the following metrics:
 - (i) % total Calls;
 - (ii) % successful callers;
 - (iii) % unanswered callers;

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- (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 Groups, 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.

6. Contact Channel Optimisation (“CCO”) Services

- 6.1 For a charge, Vodafone will provide Customer with CCO Services which is a suite of professional services related to the management and improvement of Customer’s contact centre as detailed in this paragraph 6.
- 6.2 **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 the Order.
- 6.3 **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 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.
- 6.4 **Insights:** Following an audit conducted in accordance with paragraph 6.3 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.
- 6.5 **Work Pool:** Having regard to the recommendations Vodafone makes under clause 6.4 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 6.2 above and detailed in the Order.
 - (d) Music and music licences - this service relates to advice from a music expert on the choice of music 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 above 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.

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- (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, that 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 the its creative options, and pick the ones best suited to Customer at Vodafone's then Standard List Price for such services.

Details of the selected Service Elements in this paragraph 6.5 and Vodafone's Charges for the same shall be set out in the Commercial Terms and/or Order.

6.6 **Training:** Vodafone's recommendations made under paragraph 6.4 may include the provision of training days relating to one or more of the following subjects:

- (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.

6.7 **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 Order and shall be subject to an additional Charge in accordance with the rates set out in the Commercial Terms and/or Order.

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.
- 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 Customer arising directly or indirectly from incorrectly published details in the BT published phone

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- 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 receives its publishing order at least two weeks before the BT cut-off date for the applicable publication.
 - 7.7 To the maximum extent permitted by law, Vodafone excludes all liability for any losses, damages and costs incurred by Customer arising directly or indirectly 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 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 at least 30 days' written notice of the amendment becoming effective.

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Service Levels



1. Incident Management

- 1.1 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 through Customer Service Centre.
- 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, where possible, 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.
- 1.6 It may be necessary for a temporary interruption in service from time to time for Vodafone to carry out essential maintenance or network upgrades to the Service and/or equipment (an "**Outage**"). Vodafone will: (i) use reasonable endeavours to give Customer as much notice as reasonably possible of any Outage, which will affect the availability of the Service; and (ii) use reasonable endeavours to minimise the number of Outages and any subsequent disruption to Customer. Customer is responsible for notifying the Users, customers or third party suppliers of any Outage. 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.

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Service Levels



2. Service Availability

- 2.1 The Service Level for the availability of the Service is set out in the table below. This Service Level only applies to the Service 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.
- 2.2 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.

Application	Service Level measure	Service Level target
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 Services are not affected by a Service Failure, where inbound calls are terminated directly to Customer's termination points with or without active call routing plans.	99.999%
Smart Control Platform (exc. Planned activity)	99.99%	
Smart Control – Number Manager (excluding planned activity)	99.95%	
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	

3. Target Lead Times

- 3.1 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.
- 3.2 Target Lead Times shall be calculated from the time when Vodafone receives a complete and correct Services order form.
- 3.3 Orders for Inbound Numbers can be placed by Customer via the appropriate service desk and/or account team
- 3.4 Orders for Enhanced Inbound Reporting Services can be placed by Customer via the appropriate service desk and/or account team.
- 3.5 The following table lists the Target Lead Times for provisioning requirements.

Provisioning		
Inbound Service	Notes	Target Lead Time
Reserve dialled number	Numbers can be reserved for 6 months, after which the number reservation will be cancelled	24 hours for non geographic numbers and 48 hours for geographic numbers (subject to volume of numbers requested per

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Service Levels



Provisioning		
Inbound Service	Notes	Target Lead Time
		order; this Target Lead time does not apply to orders greater than 50 non-consecutive or 100 consecutive numbers)
Cancel reserve number	Reserved numbers can be cancelled if they are no longer needed to be set up on the Intelligent Network	24 hours for non geographic numbers and 48 hours for geographic numbers (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 bronze number, or 01 or 02 numbers	Bronze numbers are any numbers that are not memorable and not classified as Gold or Silver	48 hours (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	48 hours (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 Gold Number	Gold Numbers are more memorable than Silver Numbers	48 hours (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 ported-in number	Ported-in numbers are numbers currently routed through another telephone operator	Subject to other operator's agreement
Dialled number reinstatement	To reinstate a dialled number that has been deleted in error by customer	24 hours
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	48 hours
Enhanced Inbound Reporting Dashboard	To set up the standard Enhanced Inbound Reporting Dashboard, following receipt by Vodafone of Customer's order request.	15 Working Days
Enhanced Inbound Reporting Tool	To set up the standard Enhanced Inbound Reporting Tool, following receipt by Vodafone of Customer's order request.	15 Working Days

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Service Levels



Provisioning		
Inbound Service	Notes	Target Lead Time
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

3.6 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 Smart Control Number Manager).

Call Plan-related requests		
Inbound 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	48 hours
Set up simple call plan	Simple plans can have: <ul style="list-style-type: none"> up to 3 routing features; and up to 5 destination numbers 	48 hours (subject to scripting components i.e. wav files being supplied by Customer and volume of numbers to be built).
Set up complex call plan	A complex Call Plan is any plan with: <ul style="list-style-type: none"> 4 or more routing features; 6 or more destination numbers; or rules on originating numbers <p>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</p>	5 Working Days (subject to scripting components i.e. wav files being supplied by Customer and volume of numbers to be built). For advanced or specialist scripting a Target Lead Time and cost will be provided upon request
Simple Call Plan changes	Simple plans can have: <ul style="list-style-type: none"> up to 3 routing features; and up to 5 destination numbers in one Call Plan. Includes activation of emergency plans 	48 hours
Complex Call Plan changes	A complex Call Plan is any plan with: <ul style="list-style-type: none"> 4 or more routing features; 6 or more destination numbers; or rules on originating numbers <p>Call Plans taking over three hours will be quoted at the 'Dedicated Resource Per</p>	5 working days

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Call Plan-related requests		
Inbound Service	Notes	Target Lead Time
	Hour' rate set out in the Commercial Terms and/or Order or otherwise advised by Vodafone from time to time.	
Change destination number	Any change to the terminating number	24 hours

3.7 The following table lists the Target Lead Times for Smart Control Number Manager requirements.

Number Manager		
Inbound Service	Notes	Target Lead Time
Add a Standard Number Manager User	A Standard User has access to reporting and self-provisioning functions as well as some extra features such as Mid-call Transfer Time & Day, Hunt Group, Ratio Call Plan, Disaster Recovery etc.	48 hours
Add an Enhanced Number Manager User	An Enhanced User has access to reporting and self-provisioning functions as well as certain advanced features (on top of the Standard User feature set) such as IVR, Call Queuing, Line to Service etc.	48 hours
Add an Expert Number Manager User	An Expert User has access to reporting and self-provisioning functions as well as certain advanced features (on top of the Enhanced User feature set) such as Drag & Drop Service Builder	48 hours
Training for Number Manager at customer site	On site Number Manager training. Training will incorporate a review of the application and a contact centre walk around to assist with using the applications effectively in practice	N/A
Virtual training for Number Manager	This training is done via virtual meeting software	N/A

3.8 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 Service	Notes	Target Lead Time
Standard entry per phone book	A standard unbolded listing is applied per selected phone book listing	10 Working Days

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Phone book entries		
Inbound Service	Notes	Target Lead Time
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

4. Target Resolution Time

- 4.1 In addition to the Service Level that applies to the availability of the Service, Vodafone separately commits to Incident service levels in the event of an Outage to the Service.
- 4.2 The Target Resolution Times, set out in the table in clause 4.3 below, are calculated from the time Vodafone raises a Trouble Ticket until the time the Incident is resolved, and are subject to Vodafone gaining access to the affected site where necessary.
- 4.3 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 Response time	Target Resolution Time	Hours of Cover	Frequency of updates or otherwise agreed at point of raising Incident ticket
Severity 1 Incident	15 Mins	5 Hours	24*7 - 365 Days	Hourly
Severity 2 Incident	15mins	8 Hours	24*7 - 365 Days	Hourly
Severity 3 Incident	30 mins	24 Working Hours	Working Hours	Twice Daily
Severity 4 Incident	30 mins	72 Working hours	Working Hours	Daily

5. Network Severity Level Description

Incidents will be categorised into the following four levels of severity:

Severity Level	Incident Level Definition and Examples
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Service Levels



1	Total loss of Services (either one Vodafone site or multiple Vodafone sites)
2	Partial loss of Services, such as: <ul style="list-style-type: none"> Multiple agents unable to log in Failures in the NIVR platform
3	Degradation of I Services (intermittent or slower service), such as: <ul style="list-style-type: none"> Reporting issues Single agent unable to log in Single user issues
4	Non service affecting

(a) Customer may request that Incident is escalated at any time by calling Customer Service Centre. Vodafone will determine the appropriate escalation severity level. 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. Please request this information from Customer's Vodafone representative.
- (ii) The performance report will track performance against agreed KPIs for all Services. It contains 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 encourages feedback from Vodafone customers and can tailor the reports according to Customer's requirements.
- (iii) The Incident summary within the performance 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 SLAs have been properly followed.

6. Incidents affecting the Enhanced Inbound Reporting Services

6.1 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

6.2 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.

6.3 **Severity Level Description:**

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Service Levels



- (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"> 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

7. Incidents affecting the CCO Services

- 7.1 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

- 7.2 The Target Response Times times represent the time within which Vodafone aims to raise a Trouble Ticket. The Target Resolution Times are calculated from the time when Vodafone raises a Trouble Ticket to the time when the CCO services are made available to Customer.

7.3 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, but they are included here for the purposes of completeness:

Severity Level	Description
0	Major Incident -Business Halted
1	High - Business Stalled

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Service Levels



Severity Level	Description
2	Medium - Business Slowed
3	Low - Business Unaffected
4	No Impact Query or Request

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Technical Prerequisites



In order for Customer to access the Service, Customer is required to have data connectivity and voice connectivity, such as TDM or SIP.

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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.
Annual Measurement Period	the period of twelve months from the Service Commencement Date or each anniversary of the Service Commencement Date thereafter (or a period of twelve months as otherwise agreed between the parties).
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 Service.
Call Plan	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 Phone-paid Services Authority comprising the rules governing the content and promotion of premium rate services as amended from time to time.
Contact Channel Optimisation Service or CCO Service	the Contact Channel Optimisation Service detailed in the Service Specification and the term "CCO" shall be construed accordingly.
Control Centre	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	Vodafone's dedicated service for managing Incidents. The contact details (telephone numbers and/or e-mail addresses) for Customer Service Centre vary from service to service and Vodafone will provide Customer with the Customer Service Centre contact details that are relevant to Customer's Services.
Enhanced Inbound Reporting Service or (VEIR)	the Enhanced Inbound Reporting Service detailed in the Service Specification 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 Customer's inbound call traffic and related impacts to Customer's business.
Excluded Event	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 hardware; software; power; any CSE; any Customer Equipment, non-maintained structured cabling; or other telecommunications systems not operated or provided by Vodafone; (c) a 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 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;



Definitions

	<p>(g) the inability or refusal by a Third Party Provider to provide an access circuit at a Customer Site;</p> <p>(h) a configuration change in the process of implementation;</p> <p>(i) an Outage;</p> <p>(j) any degradation of performance caused by any fault in an access circuit that occurs as a result of, or in connection with, technical limitations beyond Vodafone's control;</p> <p>(k) any call traffic which is directly routed by Vodafone but not in accordance with the Call;</p> <p>(l) where a service rebate is claimed for late repair, the unavailability period relevant to this claim, will be excluded from the cumulative annual Service Availability calculation;</p> <p>(m) a fault or incident caused by a failure at any other Customer Site; or</p> <p>(n) any other circumstances caused by events for which Vodafone are not liable in accordance with the terms of the Agreement or these Service Specific Terms.</p>
Freeze Period	(i) the period commencing on or around 1 December and expiring on or around 15 January each year; and (ii) the duration of events involving a significant spike in network usage.
Gold Number	those numbers listed as such in the Commercial Terms and/or an Order and/or Pricing Schedule and for which a special charge is made, that charge being different to the charge for Silver Numbers.
Groups	the Customer predefined set of Inbound Numbers used for reporting purposes.
Inbound Numbers	the Number Translation Service (NTS) telephone numbers that are hosted on the Intelligent Network platform and listed in 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.
Incident	any fault, incident or problem which affects the Service, excluding any fault, incident or problem with any other Vodafone service purchased under separate service terms.
Intelligent Network	Vodafone's platform which applies the routing intelligence to calls that are presented through the public telephony switch network.
Mass Call Event	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.
Memorable Number	any Gold or Silver Number that Vodafone considers, 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	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 Services.
Out-Payment	a payment made by Vodafone to Customer in accordance with clause 4.6 of the Service Specific Terms.

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Definitions

Out-Payment Threshold	has the meaning given to it in clause 4.6 of the Service Specific Terms.
Phone-paid Services Authority	the industry-funded regulatory body for all premium rate charged telecommunications services, which includes 09, 0871, 0872, and 0873 number prefixes.
Premium Rate Numbers	non-geographic numbers that are regulated by Phone-paid Services Authority; currently these are numbers that start with 09, 0871, 0872, and 0873 prefixes, but this set may be expanded 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 the Service Specification.
Service Charge	the Service Charge is part of the call cost that is passed on to the organisation caller is calling and/or their telecoms supplier.
Service Charge number	084, 087, 09 numbers which are mapped to a Service Charge.
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.
Service Levels	the service levels which apply to the provision of the Service as set out in these Service Specific Terms.
Severity Level	a categorisation (as described in the table in in the Service Levels) of the severity of an Incident as determined by Vodafone in Vodafone's discretion.
Short Call	a call connected to the target destination but which terminates or is abandoned within a few seconds of connecting
Silver Number	those numbers listed as such in the Commercial Terms and/or an Order and for which a special charge is made, that charge being different to the charge for Gold Numbers.
Smart Control Number Manager	the Vodafone self-service tool to enable the establishment of or changes to existing Call Plans and provides access to reporting functions.
Target Lead Time	the applicable target lead time specified in the Service Levels.
Target Resolution Time	the applicable target resolution time specified in the Service Levels.
Target Response Time	the applicable target response time specified in the Service Levels.
Telecommunications Administration of Origin or TAO	the far end telephone administration, which conveys the originating call under the Services.
Time Periods	the three time periods for which the Out-Payment rates differ: (a) "Standard Period" meaning from 08:00 hours to 18:00 hours on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays; (b) "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 (c) "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 ")

Inbound Voice Smart Control Service



Definitions

	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	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	a group of service switching point switches that query the Intelligent Network using signalling protocol to route the call traffic to Customer's 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.