Service Description

for the Platform and Services of CA Customer Alliance GmbH
(hereinafter the "**Service Description**")

1. General Platform Description

The feedback intelligence platform where you can strengthen your presence online, generate actionable insights and improve customer experience.

2. Packages

	Basic Get started	**Essential** Capture the status quo	**Standard** Improve the status quo	**Professional** Drive the customer journey	**Enterprise** Drive the customer journey at scale
Capture feedback at every customer journey stage and touchpoint.					
All online reviews on one platform	✅	✅	✅	✅	✅
Simple feedback surveys		✅	✅	✅	✅
Surveys in 30 languages		✅	✅	✅	✅
Collect customer emails		✅	✅	✅	✅
Share surveys via QR code		✅	✅	✅	✅
Share surveys via in-house tablet		✅	✅	✅	✅
Share surveys via direct link		✅	✅	✅	✅
Share surveys via automated email		✅	✅	✅	✅
Custom survey questions			✅	✅	✅

	1	2	3	4	5
In-Web surveys			✅	✅	✅
In-App surveys			✅	✅	✅
Coupon codes for survey completion				✅	✅
Age check before filling in surveys				✅	✅
Understand feedback using trend, competitor, and text analysis.					
Segment data by organizational structure	✅	✅	✅	✅	✅
Overall performance dashboard	✅	✅	✅	✅	✅
View satisfaction, effort, and loyalty over the customer journey		✅	✅	✅	✅
Competitor benchmarking		✅	✅	✅	✅
Track satisfaction, effort, and loyalty over time			✅	✅	✅
Actionable insights through Basic Text analytics			✅	✅	✅
Actionable insights through Advanced Text analytics				✅	✅
Share feedback to boost your online reputation.					
Website widget to showcase customer satisfaction	✅	✅	✅	✅	✅

Distribution - collect reviews on review portals			✅	✅	✅
Act on feedback to improve your customer experience and online visibility.					
Respond to online reviews and feedback	✅	✅	✅	✅	✅
Handle reviews in 133 languages	✅	✅	✅	✅	✅
Create reply templates	✅	✅	✅	✅	✅
Flag feedback to act on	✅	✅	✅	✅	✅
Set performance targets			✅	✅	✅
Automated insights				✅	✅
Admin – Manage user access and data.					
Unlimited users	✅	✅	✅	✅	✅
Granular user permissions	✅	✅	✅	✅	✅
Platform support for 21 languages	✅	✅	✅	✅	✅
Sign in with Google	✅	✅	✅	✅	✅
GDPR-compliant data anonymization	✅	✅	✅	✅	✅
Archive old customer feedback				✅	✅
Whitelabel platform UI				✅	✅
Connectivity - Be connected in your ecosystem & enrich your data sets					
Integrate with PMSs		✅	✅	✅	✅

Export review & feedback data via API	✅	✅	✅	✅	✅
Migrate historic data					✅

3. Add-ons

- AI Reply Assistant: Respond to reviews with the help of AI

4. Availability

CA provides the Platform 24 hours a day, 365 days a year with at least 97% annual average availability.

5. System Requirements

To access the Platform the following requirements should be met:

(1) Internet Connection. A stable internet connection with an internet speed of least 50 MBit/s (download).

(2) Internet Browser.
(a) Desktop Browser. The Platform is tested against and supports the following desktop browsers:
- Microsoft Windows 10 and newer
    - Google Chrome (latest stable version)
    - Firefox (latest stable version)
    - Microsoft Edge (latest stable version; Chromium-based only)
- MacOS 10.12 and newer
    - Google Chrome (latest stable version)
    - Safari (latest stable version)

For best results, use the latest version of Google Chrome.

(b) Mobile Web Browser. You can access the Platform through the following mobile browser:
- Android 5 and newer
    - Google Chrome (latest stable version)
- iOS 10 and newer
    - Google Chrome (latest stable version)
    - Safari (latest stable version)

(c) Browser Configuration. Any supported browser that you choose to use must meet the following requirements:

- JavaScript is enabled.
- Cookies are enabled. Some modern browser versions are now disabling third-party cookies by default. Like many other web services, CA relies on these cookies to authenticate users. You may need to enable them in your browser for access.