

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

	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		✓	✓	✓
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	✓	✓	✓	✓
Track satisfaction, effort, and loyalty over time		✓	✓	✓
Competitor benchmarking		✓	✓	✓
Actionable insights through 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.