Bluecore support expectations

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This article outlines the processes and expectations for handling and resolving support incidents.

It includes definitions of ticket statuses, response time expectations, communication protocols based on incident priority, and guidelines for different ticket types.

Response time expectations

Bluecore provides responses based on issue priority.

The Bluecore Product Support team strives to adhere to these expectations whenever possible; however, various circumstances can prevent this.

These targets are subject to change based on revised Customer needs and historical performance.

Priority	Target first response time	Target frequency of follow up after initial severity classification	Target resolution time
P0 - Critical	Two hours	Every hour	<12 hours
P1 - High	Two hours	Twice a day, at the beginning and end of the day	Three business days
P2 - Medium	Two hours	Once a week	28 calendar days
P3 - Low	Two hours	Determined by the customer and Bluecore Product Support	45 calendar days

Response time definitions

Response time

The maximum time to acknowledge a service issue to a specific customer or business owner of the service. Bluecore Product Support acknowledges via email that the customer has logged an issue and provides the issue number to the customer.

Resolution time

The maximum time to restore service after a service failure, which is measured from service failure start time until fully restored and delivering normal functionality, assuming timely testing and feedback on provided fixes by the customer.

Bluecore will deliver a fix that resolves the issue within the stated time frame. When the fix is delivered, the customer is expected to test the fix in their environment as soon as possible.

Once the customer has tested and acknowledged that the fix has resolved the issue, the Help Desk case for the issue will be closed.

If the fix does not resolve the issue, the customer should notify Bluecore Product Support immediately. This

contact should include detailed test results documenting the fact that the issue has not been resolved. Bluecore Product Support will acknowledge receipt of this issue, investigate, and provide a revised fix (if needed) to the customer in a timely manner.

Frequency of Bluecore Product Support follow-up

When an issue is logged with Bluecore Product Support and further information is requested from Customer, Bluecore requires a timely response. Bluecore Product Support will send a follow-up email to Customer in the defined follow up time

Business day

Defined as 8 AM – 5 PM United States Eastern Time (UTC-5 during standard time and UTC-4 during daylight savings time), Monday through Friday, excluding US holidays.

> ⓘ NOTE: If additional information is required from the customer to resolve the issue, Bluecore Product Support will request that information. The time requirements stated in the Response time expectations are suspended during the time the Bluecore Product Support team is waiting for a response from the customer. Once a response is received, the time requirements resume where they left off.

US holidays

- **January 20, 2025**: Martin Luther King Jr Day
- **March 7, 2025**: Employee Appreciation Day
- **April 18, 2025**: Good Friday
- **May 26, 2025**: Memorial Day
- **June 19, 2025**: Juneteenth
- **July 4, 2025**: Independence Day
- **September 1, 2025**: Labor Day
- **November 27, 2025**: Thanksgiving Day
- **November 28, 2025**: The Day After Thanksgiving
- **December 25, 2025-January 2, 2026**: Winter break
- **January 19, 2026**: Martin Luther King Jr. Day

Incident/defect priority definitions

The priority assigned to an incident dictates the response and resolution targets and the frequency of communication.

Priority	Priority criteria

Priority	Priority criteria
P0 - Critical	- No workaround available AND - Impacts two or more Namespaces AND - One of the following: - On critical path impacting all customers (event/data ingestion, email & SMS/MMS delivery, app.bluecore access/uptime) - Core components of the app are not functioning as expected - Impacts data ingestion, one-time campaigns (launching within 48 hours), triggers campaigns representing >5% of revenue - Contains legal, security, or data retention risk
P1 - High	- No workaround available AND - One of the following: - Impacting a campaign launch within next 5 business days - Customer performance/revenue likely to be impacted if email and SMS/MMS campaigns do not send as planned - Customer reporting/analytics are materially incorrect or not populating IF - Impacting a campaign launch within next three days (for example, the weekend) with no workaround available, escalate via Bluecore Product Support leadership
P2 - Medium	- Workaround is available AND - One of the following: - Customer is unable to launch a campaign that is targeted to send in the next 14 days - Impacts customer's ability to use Bluecore's reportings/analytics to report performance - Used internal tools or systems materially impacted (incomplete data/functionality)
P3 - Low	- Workaround is available: - Customer is waiting on root cause

Root Cause Analysis (RCA)

Root Cause Analysis (RCA) can be requested when either the customer or Bluecore identifies a deficiency that affects the function and/or the delivery of the service and would include any P0 - Critical and P1 - High incidents.

The RCA will include the following information, as relevant:
- Incident Name
- Date and time of incident
- Date and time restored
- Summary of incident
- Identified root cause
- Corrective action plan
- Mitigation strategy
- Bluecore team

<3>RCA turnarounds

For RCA events, Bluecore will document a project plan to remediate the event or problem with the supplier's service.

The RCA documentation will be completed and submitted to the customer for review in accordance with the assigned incident priority outlined in the following table.

Priority	Documentation completed and submitted to customer for review
P0 - Critical	Eight business days
P1 - High	Eight business days

Operational support hours

Operational support hours define the expected hours that the supplier will be available to provide support.

Operational support hours	Contact method	Availability	Recommended rank for quickest response
Self-service support portal	help.bluecore.com	24 hours a day, seven days a week	1
Chat support	When logged into Bluecore, you can click on the blue chat icon in the lower right corner	10 AM-5 PM United States Eastern Time (UTC-5 during standard time and UTC-4 during daylight savings time)	2
Email support	support@bluecore.com	24 hours a day, seven days a week	3

Bluecore support services

Contact methods:
- Directly email support@bluecore.com
- When logged into Bluecore, you can click on the blue chat icon in the lower right corner

Escalation support process

Escalation path when customer reasonably believes support is at an impasse. Escalations can be requested by either party via the Customer Center. The Bluecore Product Support team's leadership has visibility to all escalations.

The escalation remains open until it has been resolved to the customer's satisfaction.

Escalations can be done:
- On the initial request, by adding `Urgent` to the subject line of the Support request
- Anytime after the ticket has been submitted, by going through Bluecore's support portal and selecting **Escalated - Business Critical**

Escalations will be reviewed within an hour of submitting the escalation request.