Sonos Escalation Process

This document establishes guidelines for escalations between Sonos and your service. The escalation process includes:

- Identifying bugs, feature requests, and performance problems with your service on Sonos.
- Individual customer issues with your service that cannot be resolved by Sonos.
- System issues detected through testing or an influx of customer reported incidents.

Enhancement requests will be escalated to the Sonos Developer Advocate for your service.

Leads			
Sonos:			_
Your Service:			_
Service Level A	areement		

The following table shows the priority level of bugs or outages, the targeted response we request, and the service level agreement for a resolution that we require from you.

Priority Levels	Description	Response	Resolution
Critical	Impacts core music service functionality for more than 50% of Sonos users in at least one region (AMPAC, EMEA, AUSTRALIA).	60 minutes	6 hours
Major	Impacts core music service functionality for multiple users, but less than 50% of music service users in at least one region (AMPAC, EMEA, AUSTRALIA).	24 hours	48 hours
Minor	Incident isolated to a small number of users.	48 hours	7 days

How does Sonos assess the number of impacted customers?

- Number of customer reported incidents.
- Internal reproduction of issue.
- Evaluation of the number of users impacted through browse errors, connection failures, and play errors.

• Evaluation of the number of users actively using the service at the time of the issue.

Updates and Service Interruptions

You must inform Sonos at <u>sonos-partnersupport@sonos.com</u> of any planned service updates or degradation/outages that may impact Sonos at least 72 hours prior to the event.

For unplanned events, you must inform Sonos at sonos.com within 2 hours of identification of the event.

Holiday Freeze

No changes should be made to the your service service on Sonos without prior coordination with Sonos. During the holiday season (Nov 15 - Jan 4), Sonos requests at least 1 week's notice of any planned updates, planned service outages, or degradations.

Customer Complaints

For customer complaints please email <u>Sonos-partnersupport@sonos.com</u>. Please collect the following information from the customer:

- Name.
- Phone number.
- Ideal time to contact the customer including time zone.
- Diagnostic number.
- Description of the issue.

Notification Aliases

The aliases created below will be used for escalations and notifications.

Sonos: Sonos-Pan	nerSupport@Sonos.com	
Your music service:		

Service Usage Data

Sonos tracks the following data about your service:

- Number of active users that have browsed the service or played content in a given day.
- Total number of tracks played.
- Number of hours that users listened to content from your service on Sonos.
- Total browse attempts for your service on Sonos on a daily basis.
- Total search attempts for your service on Sonos on a daily basis, calculated by keystroke.
- Play errors (audio dropouts or stuttering while a track is playing). These errors are not always audible.
- Connection Errors (playback failures or the inability to start playback of a track).
- Browse Errors (errors that trigger an unable to browse error message, visible to the customer). For
 example, if there is an authentication failure or if their subscription or trial expires, the customer will hit a
 browse error.
- Search Errors (errors that trigger an unable to search error message, visible to the customer).

Metric	Calculation	Goal
Play Error Rate	Play Hours/Play Errors	4 (4 hours streaming per 1 play error)
Browse Error Rate	Browse Attempts/Browse Errors	10 (10 browse attempts per 1 browse error)
Search Error Rate	Search Attempts/Search Errors	100 (100 search attempts per 1 search error)
Connection Error Rate	Tracks/Total Connection Errors	4 (4 tracks per connection error)

Sonos Customer Care

Sonos Customer Care will handle escalations to your service. The Sonos Customer Care Team consists of 3 Tiers:

- Tier 1 handles incoming customer incidents via phone and email.
- Tier 2 handles more complex issues unresolved by Tier 1 and escalations to your service.
- Tier 3 handles escalations from Tier 2 that require further investigation and works directly with Sonos development teams to resolve.

The Tier 2 team will be the primary escalation team and is staffed in Cambridge, Santa Barbara and Hilversum.

Sonos Customer Care Contacts

If a customer contacts your customer contact center via phone or email for an issue that is owned by Sonos, you can direct the customer to the Sonos support page or to contact our call center at:

AMPAC (US, Canada, Mexico)

Webpage: www.sonos.com/support

Phone: US: +1-800-682-2345 US, MX: 01-800-083-5513

Hours of Operation:

Monday-Friday 9:00 AM to 8:00 PM ET and Saturday & Sunday 10:00 AM to 5:30 PM ET

Supported Languages: English and Spanish

EMEA (Europe, the Middle East, and Africa)

Webpage: www.sonos.com/support
Phone: +49 (0) 1803 447000

Hours of Operation: Monday-Saturday 10:00 –18:00 CET

Supported Languages: English, Dutch, German, French, Italian, and Swedish

	Hours of Operation	Days Monday -	Phone Number
Belgium	10.00 - 18.00 CET	Friday Monday -	0800-38904
Denmark	10.00 - 18.00 CET	Friday Monday -	80251135
France	10.00 - 18.00 CET	Friday Monday -	0800-910 769
Germany	10.00 - 18.00 CET	Saturday Monday -	0800-000 5339
Austria	10.00 - 18.00 CET	Saturday Monday -	0800-291 623
Switzerland	10.00 - 18.00 CET	Saturday Monday -	0800-562 525
Italy	10.00 - 18.00 CET	Friday Monday -	800 972444
Netherlands	10.00 - 18.00 CET	Saturday Monday -	0800-0234361
Norway	10.00 - 18.00 CET	Friday Monday -	80069113
Spain	10.00 - 18.00 CET	Friday Monday -	0917 482 942
Sweden United	10.00 - 18.00 CET	Friday Monday	0207 93593
Kingdom	09:00 - 17:00 GMT 09:00 – 20:00 GMT	Tuesday - Friday	
	09:00 - 17:00 GMT	Saturday	0808 234 6596

AUSTRALIA

Webpage: www.sonos.com/support

Phone: (03) 9874 0800

Hours of Operation: Monday-Friday 9:00 AM to 8:00 PM, Saturday & Sunday 10:00 AM to 5:30 PM.

Your Customer Care team should recommend that the customer submit a diagnostic for any issues related to the Sonos System. Here is an FAQ link on how to submit a diagnostic: https://sonos.custhelp.com/app/answers/detail/a id/142.

Information Captured by Sonos Customer Care

The below information will be captured by the Tier 1 team when a customer reports a failure with the service. This information will be made available to you in the event of an escalation.

- Customer Time Zone
- Problem description
- Error Message on Controller
- Username for Music Service
- Can the customer play from the native app?
- Was the track in uploaded from your Library?
- Was the customer playing from another device?
- If yes what device
- ISP
- ISP IP Address
- Network Layout
- Diagnostic
- Router Make/Model
- Router Hardware & Firmware Version
- Controller
- Tested other sources (Y/N)
- Workaround Provided
- Reason for Escalation (Time limit / Cannot resolve)
- Consulted With
- Open Tickets for the customer
- Troubleshooting Steps