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 Agreement

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.

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

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 sonos-partnersupport@sonos.com 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-partnersupport@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 Sonos-partnersupport@sonos.com. 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-PartnerSupport@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).

<table>
<thead>
<tr>
<th>Metric</th>
<th>Calculation</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play Error Rate</td>
<td>Play Hours/Play Errors</td>
<td>4 (4 hours streaming per 1 play error)</td>
</tr>
<tr>
<td>Browse Error Rate</td>
<td>Browse Attempts/Browse Errors</td>
<td>10 (10 browse attempts per 1 browse error)</td>
</tr>
<tr>
<td>Search Error Rate</td>
<td>Search Attempts/Search Errors</td>
<td>100 (100 search attempts per 1 search error)</td>
</tr>
<tr>
<td>Connection Error Rate</td>
<td>Tracks/Total Connection Errors</td>
<td>4 (4 tracks per connection error)</td>
</tr>
</tbody>
</table>

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

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