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Purpose

This Service Level Agreement (SLA) establishes clear expectations for response times and delivery timelines for ad hoc support requests submitted by clients to the Client Success Management (CSM) team. The goal of this policy is to provide transparency, consistency, and predictability while ensuring high-quality service delivery.

While we understand that many of our clients operate on tight timelines and may not always be able to complete work within the Customer Data Platform (CDP) in advance of their deadlines, responding to and properly supporting requests with little or no notice can be challenging for the Client Success Management team. To ensure the best possible outcomes, we strongly recommend that clients perform any necessary work in the CDP ahead of their deadlines whenever possible. Doing so allows adequate time for questions, troubleshooting, or assistance to be addressed effectively within the SLA commitments outlined below.

Scope

This SLA applies to all ad hoc client support requests submitted to their assigned Client Success Manager. It covers requests that can be handled directly by a CSM as well as requests that require involvement from Development resources (Database Developers or Application Developers).

This SLA does not apply to:

- Incidents or outages covered under a separate Support or Incident Response SLA
- Contractually defined custom development or professional services engagements
- Requests with mutually agreed-upon timelines that differ from this policy

Definitions

- **Business Hours:** 8:00 am to 5:00 pm Central Time, Monday through Friday, excluding company-observed holidays
- **Business Days:** Days during standard business hours

- **Response:** Acknowledgement of the request, confirmation of understanding, and clarification of next steps (not necessarily resolution)
- **CSM-Handled Request:** A request that can be fulfilled by the Client Success Manager without Development involvement
- **Development-Required Request:** A request that requires work from a Database Developer and/or Application Developer

SLA Commitments

1. Initial Response Time

All client requests submitted to a CSM will receive an initial response within **24 hours** during business days. This response may include:

- Acknowledgement of receipt
- Clarifying questions
- Confirmation of whether the request can be handled by the CSM or requires Development support

2. Requests Handled by the CSM

For requests that can be completed directly by the Client Success Manager, the SLA for completion is **within 3 business days** from the time the request is fully understood and all required information has been provided by the client.

Examples include (but are not limited to):

- Configuration assistance
- Reporting or data questions
- Platform usage guidance
- Best practice recommendations

Expedited Support Requests

If a client has an immediate need that requires escalation, they may request expedited support from their CSM to fast track assistance in less time than the stated SLAs. Expedited support is subject to CSM availability and approval. Any approved expedited support will be billed at **double time**, meaning the client will be charged two (2) hours for every one (1) hour of work performed.

3. Requests Requiring Development Support

Requests that require involvement from a Database Developer or Application Developer follow a structured process:

1. **Requirements Definition:** The CSM works with the client to document clear and complete requirements.
2. **Estimation:** The Development team provides an effort estimate based on the defined requirements.
3. **Client Approval:** The estimate and proposed approach are reviewed and approved by the client.
4. **Sprint Scheduling:** Once approved, the work is scheduled into a development sprint based on team capacity and prioritization.

The SLA for delivery of Development-required requests is **3 to 4 weeks after the estimate has been approved**, subject to sprint scheduling and scope stability.

Changes to scope after approval may result in revised estimates and timelines.

Client Responsibilities

To help meet SLA commitments, clients are responsible for:

- Providing complete and accurate information when submitting requests
- Responding to clarification questions in a timely manner
- Approving estimates promptly when Development work is required

Delays in client responses or approvals may impact delivery timelines.

SLA Summary Table

Request Type	SLA Commitment
CSM Initial Response	Within 24 hours (business days)
CSM-Handled Request Completion	Within 3 business days
Development-Required Request Delivery	3–4 weeks after estimate approval