SOLUTION DESCRIPTION

This document describes the content of the reChanneld solution.

CONTENTS OF THE DELIVERY

reChanneld Oy ("RECHANNELD") delivers reChanneld platform to the client for implementing the channel strategy solution and giving the end users the opportunity to choose the optimal service channel for their service need.

reChanneld is delivered as Saas (Software as a Service) platform. In the SaaS environment, RECHANNELD is responsible for the development, maintenance, and operation of the service, including tasks such as backups, capacity management, and incident management, as well as providing key user support for the client.

The delivery consists of access to a cloud-based management dashboard and a widget that the client may install on their website. RECHANNELD provides the technical platform, and the client is responsible for the channel strategy and nudging rule configuration on the platform, with onboarding support and best practices provided by RECHANNELD.

FUNCTIONALITY OF THE SOLUTION

The solution presents end-users with channel options based on their service needs and reasons for contacting. Based on their preferences, end-users can switch to the channel of their choice to take care of the task they have in mind. The solution is displayed towards the end-users as part of the client's website on the pages the client has chosen to install the script (typically "customer service" or "contact us" -pages, etc.). End-users can move to the actual service channels, e.g. via URL links or by dialling a telephone number visible on request.

The client will be able to maintain the content of the end-user interface through the dashboard. The client may also report and analyse end-user behaviour through the dashboard.

TECHNICAL ENVIRONMENT AND DATA PRIVACY

The platform has been implemented as an Amazon Web Services (AWS) cloud service solution on a technical cloud infrastructure located inside the EU. The platform is using EU-hosted Microsoft Azure OpenAI services to provide the Dashboard AI assistant functionality. The client has an option to disable the platform AI assistant functionality in case the usage of LLM models is not allowed in the organisation.

RECHANNELD has the right to change the cloud service provider by informing the client in advance. No personal data of the end-user will be stored in the system. The solution is compliant with the EU Data Privacy Regulation (GDPR).

Anonymous analytics of the end-user behaviour are collected only with a temporary session ID, which is not stored in the end-user browser after the session.

Admin user information (name, email address and role of the user) is processed according to the RECHANNELD Privacy policy: https://front.ai/privacy-policy/

INSTALLATION

At the start of the implementation, the client and RECHANNELD will conduct a co-creation workshop to build the end-user view according to the client's needs. Client is responsible for defining and configuring the service channels, topic hierarchy and the mapping between the topics and channels within the guidance of RECHANNELD. Visual appearance is defined based on the client's brand's visual guidelines.

RECHANNELD provides the JavaScript code that the client installs on their website. The client agrees to place the solution in a central location on their website. The client also agrees to remove references to the service channels from other parts of their website.

CHANGES TO THE PLATFORM

RECHANNELD reserves the right to change the pricing and the features of the reChanneld platform and the platform roadmap.

New versions of the platform developed during the contract period will be made available to the client at no extra charge.

IMPACT ASSESSMENT

In order to evaluate the effectiveness of the solution, the client agrees to share the contact volumes from the service channels and end-user selections with RECHANNELD. The data will include the contract period with a comparable time period from the previous year.

LIMITATIONS

The platform does not include any integration with the client's other IT systems (except boost.ai when applicable). Only integration will be performed by entering the JavaScript code on the client website and when applicable, Finnish Digital and population data services agency (DVV) Palvelutietovaranto (PTV) services for public sector.

RECHANNELD generates general-purpose data from analytics data and provides the client with benchmarking data of the end-user behaviour. The data is anonymous so that neither the end-user nor the client can be identified from the data.

SUPPORT

A support channel will be available in RECHANNELD hosted MS Teams (Finnish working days 9-17) and via RECHANNELD's support email.

Support address:	support@rechanneld.com
Security incidents:	security@rechanneld.com
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