



Sinch Contact Pro

Service Description

Version 24Q4 — October 2024



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1 About this Document

This document describes Sinch Contact Pro cloud service.

Target Audience

This document is targeted at Sinch Contact Pro customers and prospects, trained customer representatives, and implementation partners.

2 Overview

2.1 Features

2.1.1 General

Sinch Contact Pro delivers omnichannel routing and conversation handling for telephony/voice, workflow tasks (such as CRM tickets), email, live web chat, SMS/MMS¹, and social messaging apps² such as WhatsApp, Viber, RCS, Telegram, Line, WeChat and Facebook Messenger.

Sinch Contact Pro provides contact center agents with Communication Panel (CP), a responsive HTML5-based user interface that runs in popular web browsers without the need for any installations or browser add-ons. It also offers an easy-to-use, customizable, customer-facing chat client. Sinch Contact Pro comes fully integrated with other Sinch products, like Sinch Voice, Sinch Conversation API and Chatlayer.

Sinch Contact Pro provides ready-made integrations with Salesforce, Microsoft Dynamics 365, ServiceNow, SAP Service Cloud (SAP C4C), SAP SuccessFactors Employee Central Service Center, SAP CRM, and SAP S/4HANA. In addition, open APIs are available for integration with third-party software such as workforce management (WFM), analytics, and more.

2.1.2 User Interfaces

Communication Panel is the application used by agents to handle customer conversations, such as phone calls, emails, and chats (web chat, SMS and social messaging chat) in Sinch Contact Pro. Communication Panel provides easy access to conversation history as well as to a directory of internal and external contact persons.

Dashboard enables managers to monitor agent performance, queue status, and service level in real time. In addition, it is used to assign agents to queues and to update agent skill levels.

SAP Business Objects enables analysts and managers to view and generate historical reports of agents, queues, volumes, scripts, and outbound campaigns.

¹ Requires Sinch SMS or Sinch Conversation API

² Requires Sinch Conversation API

Chat Configurator is the tool to create web chat and launchpad widgets that can be embedded into customer-facing websites. A built-in wizard enables administrators to customize the look and feel of the widget and it generates a ready-to-use script that can be inserted on the website.

Data Privacy Officer (DPO) Report UI enables a company's DPO to collect and anonymize conversation-related data to meet European Union General Data Protection Regulation (GDPR) requirements.

System Configurator (SC) is the tool to configure Sinch Contact Pro functionality, such as users, queues, routing rules for conversations, and IVRs. Access to System Configurator is typically granted only to contact center administrators.

2.1.3 Other features

Other supported features include:

- Omnichannel contact queueing and skill-based routing
- Touch-tone IVR (interactive voice response) with voice prompts
- Outbound campaigns via blended inbound/outbound queues
- Preview, progressive, and built-in predictive dialing modes (optional IVR)
- Scheduled callbacks
- Voicemail
- Agent presence and directory
- Call (voice) recording
- Post-call surveys
- Customer-facing chat client
- Canned responses for chat
- Chatbot integration
- Chat transcripts
- Email templates
- Real-time monitoring/dashboard and historical reporting
- Agent guidance
- Launchpad / Conversation widget

2.1.4 Platform features

2.1.4.1 Copying of Call Recordings

The customer has the option to activate automatic copying of call recordings from Sinch to their own AWS S3 bucket. This AWS S3 bucket shall be in the same AWS region where the customer's Sinch Contact Pro is hosted. When activated, the customer's call recordings and contact trace record (CTR) will be automatically copied to their own AWS bucket as soon as Sinch Contact Pro has stored them.

2.1.4.2 Reporting and Monitoring Data Replication

Reporting and monitoring data replication replicates data from Sinch Contact Pro reporting and monitoring databases to MS SQL Server database hosted by the customer. This enables customers to access data with 3rd party reporting tools. It can be also used to integrate certain workforce management systems to Sinch Contact Pro.

Reporting and monitoring data replication is an optional feature and it has an additional setup and monthly fee. For more information, customers shall contact Sinch

2.1.4.3 Custom Product Naming and Branding

Custom product naming and branding can be applied to certain Contact Pro end user interfaces. For Communication Panel, Dashboard, Launchpad, and Chat Visitor Configurator, it is possible to change the default product name "Contact Pro" and company branding "Sinch". Additionally, browser tab favicon and text as well as help link can be modified. Copyright text can be hidden.

2.2 Integrations

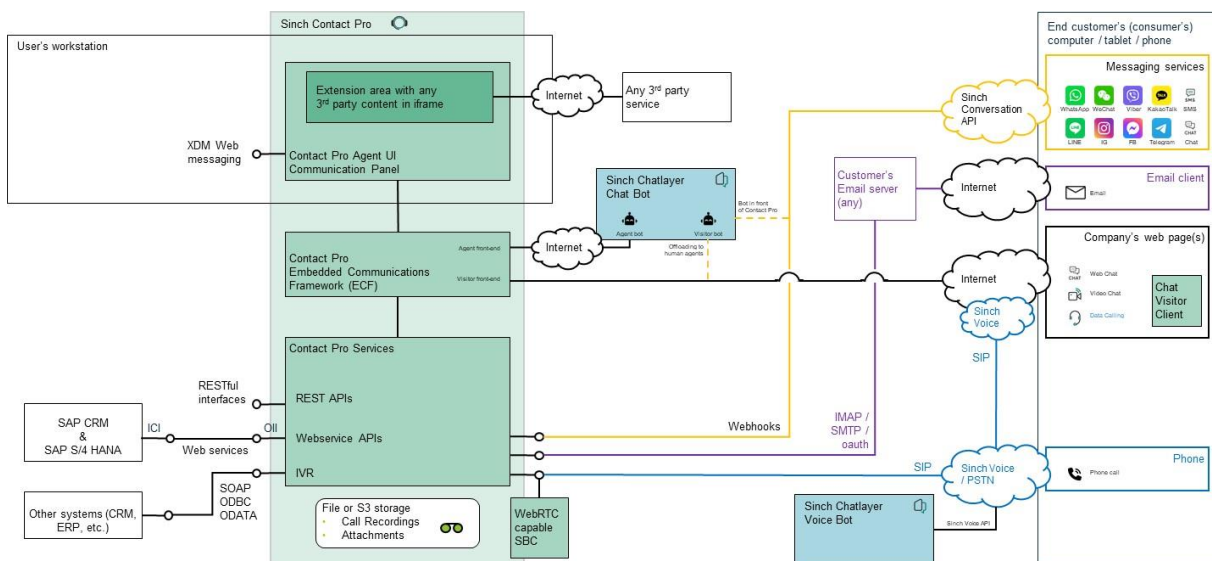


Figure 1: Sinch Contact Pro integrations

2.2.1 Voice

A SIP trunk is needed to carry voice calls between the telephone network (PSTN) and Sinch Contact Pro. The customer can enable voice calls by:

- Subscribing to a SIP trunk and telephone numbers through Sinch Voice API
- Subscribing to a SIP trunk and telephone numbers from any telephone operator
- Providing a SIP trunk and telephone numbers from the customer's own or managed IP PBX or SBC.

2.2.1.1 SIP Trunks from Sinch Voice

Sinch Voice SIP trunk enables Sinch Contact Pro customers to make, receive, and monitor calls globally. Both inbound and outbound calls, including international calls, are supported. Telephone numbers are available globally.

Sinch Voice SIP trunk is delivered over the Internet and it is pre-integrated to Sinch Contact Pro which guarantees fast delivery. To obtain Sinch Voice SIP trunk, please contact Sinch sales.

2.2.1.2 SIP Trunks from 3rd Parties

Sinch Contact Pro supports SIP trunks from any operator. SIP trunks can be connected to Sinch Contact Pro either over the Internet or using AWS Direct Connect. Internet SIP trunks shall use secure protocols (SIP/TLS & SRTP). AWS Direct Connect connections are private and are available from operators or Amazon

Partner Network (APN) partners. The customer is responsible for ordering SIP trunks from 3rd parties. For details, please contact Sinch.

2.2.1.3 SIP Trunks from PBX

The customer can also connect SIP trunks from their own or managed PBX to Sinch Contact Pro. These SIP trunks can also be connected to Sinch Contact Pro either over the Internet or using AWS Direct Connect. Internet SIP trunks shall use secure protocols (SIP/TLS & SRTP).

2.2.2 Messaging

2.2.2.1 SMS

Sinch SMS API and Conversation API support sending and receiving SMS messages. Both APIs are pre-integrated to Sinch Contact Pro, which guarantees smooth and fast roll-out.

2.2.2.2 Sinch Conversation API

Sinch Conversation API is the easiest way to integrate the most popular conversational messaging channels to Sinch Contact Pro. Like Sinch SMS API, Sinch Conversation API is pre-integrated to Sinch Contact Pro. Receiving and answering messages in both text and rich content formats is supported. Sinch Conversation API supports the following channels:

- SMS
- WhatsApp
- RCS
- Viber
- Facebook Messenger
- MMS
- Instagram
- Telegram
- KakaoTalk
- WeChat
- Line
- Sinch Chat.

2.2.2.3 Other Messaging Providers

Sinch Contact Pro can also be integrated into messaging services from other providers. In these cases, integration is required between the 3rd party and Sinch Contact Pro. Integration development is the customer's/partner's responsibility.

2.2.3 Email

Sinch Contact Pro can be integrated into a customer's email server, such as Microsoft 365. To enable email integration, the customer shall provide one or more IMAP inboxes. Sinch Contact Pro polls these inboxes for new emails and routes them to agents. Replies to these emails as well as email notifications are sent by Sinch Contact Pro to the customer's SMTP server.

2.2.4 Chat

The Visitor Chat client application makes it possible to embed a chat window on the customer's web site. Visitor Chat provides:

- Easy embedding in any web page with HTML code or Javascript
- Continuous chat, visitors can move across pages while chatting
- A floating chat frame
- Responsiveness to screen size, works also with mobile devices
- Anonymous or authenticated chatting for visitors
- An easy-to-use configurator for defining the chat window appearance and functions.

For different chat options and their supported functions, see [Service Configuration](#).

2.2.5 Other Business Systems

2.2.5.1 Salesforce

Salesforce integration offers a fully functional Communication Panel inside Salesforce embedded mode. All features and functions that work in a standalone Communication Panel also work in the embedded mode.

Salesforce integration supports the following functionality:

- Customer identification for incoming calls, live chats, social messages, and emails
- Outbound calls: Click-to-call from Salesforce
- Saving of agent's notes to Salesforce
- Chat and social messaging transcripts transferred to Salesforce after the conversation is handled
- Conversation links are stored in Salesforce tasks. Agents can click on them to view the conversation in CP along with transcripts, recording, and any notes the agent has in the contact center.

2.2.5.2 ServiceNow

Sinch Contact Pro can be integrated with ServiceNow. The integration is done using an openFrameAPI. Phone, chat, and messaging channels including live web chat, SMS, Facebook Messenger, and WhatsApp are supported.

An agent can click on a phone icon in ServiceNow to start a call in Communication Panel. For incoming calls, ServiceNow identifies the caller, initiating a new conversation, and an incident can be created.

When the agent signs into ServiceNow, the status in Communication Panel is automatically updated according to the status in ServiceNow. If ServiceNow status is:

- Online, Communication Panel status is Ready
- Offline or Away, Communication Panel status is Not Ready.

When an agent switches between Ready and Not Ready in Communication Panel, agent status changes between Offline and Online in ServiceNow.

2.2.5.3 Microsoft Dynamics 365

Sinch Contact Pro voice channel can be integrated with Microsoft Dynamics 365.

For incoming queue calls, direct calls, SMS, and WhatsApp messages, the caller's phone number is searched in Dynamics and:

- In case of a single match, the account/contact is opened for the agent to take notes.
- In case of no match found, the agent is offered a contact form to create a new contact.
- In case of multiple matches, the results are displayed to the agent, and the agent can confirm the account/contact manually.

Outbound calls can be made using click to call:

- Clicking the phone icon next to a phone number triggers an outbound call from Communication Panel.
- The contact that matches the clicked phone number is opened for the agent to take notes.
- If the agent calls out using Communication Panel's dial pad, the contact/account is searched in Dynamics and displayed to the agent.

2.2.5.4 SAP Service Cloud (C4C)

Communication Panel can be embedded in SAP Service Cloud Live Activity view, providing support for the following Service Cloud features:

- Incoming call: customer identification by the caller's telephone number
- Incoming email: emails processed in Communication Panel are uploaded to Service Cloud
- Automatic info storing for call events in Service Cloud
- Incoming chat: customer identification by the customer's email address given in chat
- Automatic info storing for chat events and transcripts in Service Cloud
- Click-to-call functionality.

Additionally, Service Cloud users can utilize other features Communication Panel has to offer, such as:

- Recording a call

The call is shown in C4C history with the recording flag

- Outbound campaigns
- Callbacks
- Joining and leaving queues
- Viewing queue alerts
- Changing their status
- Viewing daily statistics.

2.2.5.5 Integration with SAP CRM and S/4HANA

Communication Panel can be integrated into SAP CRM and S/4HANA for customer management.

The integration enables contact handling in both Communication Panel and the Interaction Center in either SAP CRM or S/4HANA. The supported channels are call, chat, action item, email, and any other channel that can be converted to email. Also multi-chat (handling several chat discussions simultaneously) is supported.

End-customers are identified based on phone numbers and email addresses, and all conversation events are stored in SAP CRM or S/4HANA as customer interactions.

With Communication Panel, customer service agents can:

- Manage their logins to conversation queues they are entitled to

- Manage their presence/absence status with profiles
- View daily statistics and the current situation in queues.

2.2.5.6 SAP Emarsys Integration

Customer reply messages resulting from an SAP Emarsys campaign can be handled in Sinch Contact Pro's Communication Panel. The target contact list is exported in CSV format from SAP Emarsys, and a WhatsApp campaign message can be sent to these contacts via the Sinch Campaigns tool.

When a customer clicks an option in the WhatsApp campaign message, the conversation is routed to a live agent who can continue the conversation with the customer. In the extension area, the agent can see the customer details from SAP Emarsys as well as Sinch Campaigns information that was used to create the initial campaign message.

2.2.5.7 Microsoft Teams

This integration synchronizes agent's Sinch Contact Pro presence with Microsoft Teams in the following way:

- Agent's Sinch Contact Pro Ready status is set to Not Ready when agent's Team status gets Busy.

When agent is using MS Teams and Communication Panel and becomes busy on the Teams due to an incoming call or joins a conference, then their status in Sinch Contact Pro is changed to Not Ready. When the agent becomes free from the Teams Conference/Call, and their Teams status reverts to available, then the status in Communication panel also changes back to Ready.

- Agent's Teams status set to Busy when agent is taking calls in Sinch Contact Pro.

Agent is using MS Teams and Communication Panel, answers to a queue call in Communication panel, then their Teams status is automatically changed to Busy (in Call). When the agent closes the call in Communication Panel, the status is reverted to Available in Teams. Agent's Teams status is not changed in case its other than Available when agent gets busy in Sinch Contact Pro, for example Away or Offline.

2.2.5.8 Chatbot Integration

Sinch's own chatbot Chatlayer is integrated with Sinch Contact Pro. It has built-in capabilities to transfer chats from the chatbot to Sinch Contact Pro queues. Chatlayer can be connected either as:

- an agent bot, where the bot is a part of the contact center flow, or
- a visitor bot, in front of the contact center.

For more information, see the [Chatbot integration types](#) document.

In addition to Chatlayer, Sinch Contact Pro has an open chatbot API that allows integration for any third-party chatbot vendor.

Chatbot integration includes features such as “fallback to agent”, which allows the chatbot to forward the chat (including the full transcript) to a live agent in Sinch Contact Pro if the chatbot is not able to satisfactorily resolve the customer’s issue.

2.2.6 Third-Party IVR Integration

Sinch Contact Pro can forward call attached data as SIP X-headers from a custom IVR. A custom IVR can be used to transfer the call or make a consultation call to a third party IVR. The customer is responsible for providing the custom IVR and queue prompts in the right format (PCM, 8 kHz, 16 bits, mono) to Sinch for uploading to Sinch Contact Pro.

2.2.7 Integration Interfaces

Integration interfaces allow various business systems to interact with Sinch Contact Pro. They are published via AWS API gateway and access is controlled with strong user authentication and API keys. To use integration interfaces, please create a service request via Sinch Support portal.

This section provides a brief description of each interface. Technical interface descriptions are available in Sinch Contact Pro documentation.

2.2.7.1 Restful Outbound Campaign Interface (OBI)

The Restful Outbound Campaign Interface provides the ability to view, manage, and control campaigns. You can, for example, read and control campaign statuses, add customers to campaigns, and remove customers from campaigns.

2.2.7.2 Restful Monitoring Interface (RMI)

The Restful Monitoring Interface provides statistics of conversations, agents, and queues from the monitoring database. It allows you to monitor what is going on in Sinch Contact Pro. You can, for example, see queue and user statuses.

2.2.7.3 Restful Analytics Interface (RAI)

The Restful Analytics Interface provides statistics of contacts, agents, and queues from Monitoring and Reporting Databases. It provides the ability to integrate external reporting systems and Workforce Management (WFM) systems.

2.2.7.4 Restful Task Interface (RTI)

The Restful Task Interface allows you to create and route tasks in Sinch Contact Pro. Tasks are routable objects that are created to Sinch Contact Pro via RTI. Tasks can originate from various business systems, such as CRM and web forms, and can include text and different key values. Tasks are routed to agents and handled like emails.

2.2.7.5 Restful Directory and Presence Interface (DPI)

The Restful Directory and Presence Interface allows you to manage directory entries in Sinch Contact Pro. It provides directory data and presence information for users and queues.

2.2.7.6 Restful Contact Management Interface (CMI)

The Contact Management Interface is a collection of resources that allows you to create and control certain types of conversations. Supported resources are listed below.

- Emails allows you to read email message details and content from the system.
- Script Results allows you to read the results of scripts. Scripts are questionnaires that you can fill out while or after handling a conversation.
- Chats allows you to read chat content and details, as well as to insert historical messages, used to keep a complete conversation history including also messages sent by other applications, e.g. chatbots or marketing automation tools.
- Call Recordings allows you to read recording related data and the listening log.
- Callbacks allows you to create, modify, and delete callback requests in the system.
- Contacts is a general resource for all conversation types, and you can read conversation specific details from this resource.
- Messages allows you to create text messages and social messages to be sent via Sinch Contact Pro. You can send a message to one or more numbers.

2.2.7.7 Restful Configuration Interface (RCI)

The Restful Configuration Interface is a collection of resources that allows you to change various configuration settings of the Sinch Contact Pro system. These configurations include, for example, users, roles, and queues.

2.2.7.8 Online Integration Interface (OII)

OII is used when integrating SAP CRM and Sinch Contact Center. OII is originally developed to integrate Sinch Contact Pro to SAP CRM ICI interface but it can be used to integrate other systems as well. OII is based on SOAP.

2.2.8 Client-side Interfaces

2.2.8.1 Sinch Contact Pro Visitor Intermediate Client API

Visitor Intermediate Client API allows you to create a visitor chat client for your web pages. The API creates an iframe and loads the visitor application inside the frame. It provides simple functions to instruct the application and uses cross-origin communication to send command messages between the application and the client.

2.2.8.2 Communication Panel Third-Party Extension Messaging API

Third-party extensions are custom UI extensions for Communication Panel. They are normal HTML pages running inside an iframe in Communication Panel. There are two types of extensions: global and conversation specific. The lifecycle of global extensions is from user login to logout. In contrast, conversation-specific extensions are loaded once the user accepts the offered conversation and removed when the user is done handling the conversation.

Third-party extension messaging API is an interface that provides the ability to exchange messages between the Communication Panel user interface and a third-party application in the Extension Area. The interface allows, for example, reading conversation data, such as a phone number, an email address, and conversation attached data, from Communication Panel. You can also command Communication Panel to call out, transfer a call, or send a new message from an application that is running in the Extension Area.

2.3 Platform

2.3.1 General

Sinch Contact Pro resides on a redundant server infrastructure on a redundant multi-tier network in Amazon Web Services (AWS) cloud.

2.3.2 Data Centers

Sinch Contact Pro data centers are:

- US West (Oregon)
- EU (Frankfurt)
- AU (Sydney)
- AF (Cape Town)

Sinch Contact Pro delivers connectivity through Tier 1 Internet backbone access and provides 24/7 monitoring of the hosted applications and infrastructure. Sinch provides the service from a redundant infrastructure within a single AWS data center.

2.3.3 Tenants

Sinch Contact Pro uses customer-specific tenants in a dedicated subnet to ensure proper segregation between customers. By default, the tenant is provisioned in the data center closest to the customer's end-users. European customers are provisioned in the EU data center.

There are two types of tenants: Production tenants and test tenants. A production tenant is provisioned for each customer by default. A test tenant is an optional service that can be utilized in system upgrades to verify functionality before production tenant upgrade. A test tenant is recommended especially if the customer has critical integrations between its business systems and Sinch Contact Pro.

2.3.4 Data Connectivity

Sinch Contact Pro resides in a customer-specific subnet and the customer's agents and supervisors access and use Sinch Contact Pro over the Internet. An Internet connection is needed to configure and consume Sinch Contact Pro services.

The customer is responsible for ordering and maintaining their Internet connections as well as for any faults or delays in the cloud service associated with their connection where their connection bandwidth is insufficient for using the cloud service.

2.3.5 Security

Sinch Contact Pro is ISO 27001 certified, which is also the basis for the whole Information Security Management System (ISMS) at Sinch. See more about [Sinch security](#).

Connections to Sinch Contact Pro are secured with HTTPS (User Interfaces), TLS (SIP), and SRTP (Voice). Data at rest is encrypted.

2.3.6 Single Sign-On (SSO)

As an alternative to basic authentication with username and password, Sinch Contact Pro can be integrated into the customer's identity provider with SAML federation. SSO is available for all Sinch Contact Pro user interfaces, except Business Objects reporting. SSO is implemented with Amazon Cognito and it uses common identity management standards including OpenID Connect, OAuth 2.0, and SAML 2.0.

Users are managed in Sinch Contact Pro with System Configurator. SSO is available for Communication Panel, Dashboard, and System Configurator.

2.3.7 Patching

Critical security patches for platform and network devices are deployed immediately without further notice in weekly maintenance windows. Other security patches for platform and network devices are deployed during quarterly maintenance windows.

The Sinch Contact Pro application is updated in quarterly maintenance windows when new versions are released. In case there is a need for urgent corrections between quarterly releases, Sinch will issue an additional patch version that will be installed in weekly maintenance windows.

2.3.8 Capacity Management

Sinch performs capacity management of the system landscape and monitors resource usage (for example, storage capacity, memory, and CPU) to ensure operational stability. If needed, capacity is increased.

2.3.9 Disaster Recovery and Backups

Sinch Contact Pro has a disaster recovery plan on both the corporate and the product level. Restoration of the service is reviewed annually. Recovery Time Objective (RTO) is 4 hours and Recovery Point Objective (RPO) is 24 hours. Database backups are created daily and are kept for 14 days.

3 Onboarding

The onboarding phase consists of tenant provisioning and tenant configuration. Tenant provisioning is done by Sinch while tenant configuration is the customer's responsibility. Tenant configuration consists of planning, specifying, and implementing the configuration. It can be done by the customer themselves, by a qualified Sinch Contact Pro implementation partner, or by Sinch.

Sinch runs, maintains, and monitors the service, provides technical support to superusers, and manages related infrastructure and Sinch Contact Pro applications. The customer is responsible for their network and connections to the Sinch Contact Pro, integrations, and maintaining the configuration. Messaging services and a SIP trunk for voice calls can either be purchased from Sinch or a 3rd party supplier.

The Sinch Contact Pro deployment model is presented in the figure below.

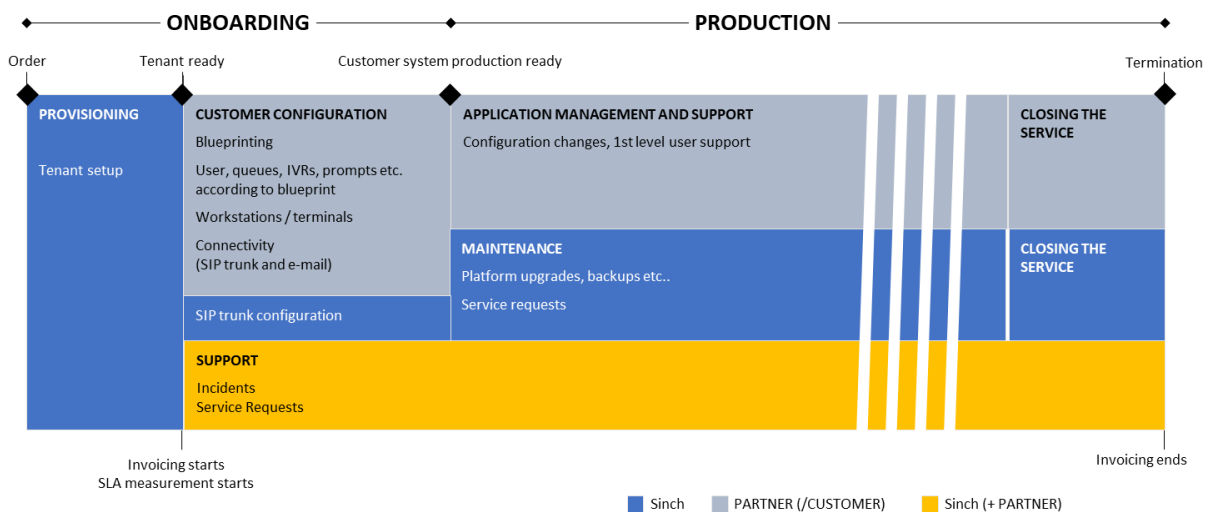


Figure 2: Sinch Contact Pro deployment model

The main provisioning and configuration steps are listed below. Depending on the customer's order, some steps may be irrelevant.

Action	Phase	Responsible	Comment
Signing the contract	Provisioning	Customer/Sinch	Customer signs a contract with Sinch. The order triggers the provisioning of the tenant.
Tenant provisioning	Provisioning	Sinch	Sinch provisions the tenant and sends tenant ready notification to the customer.
Superuser account creation	Provisioning	Sinch	Sinch creates a superuser account and sends details to the customer.
Kick-off call	Configuration	Sinch	Sinch arranges kick-off call with customer/partner.

Messaging (Sinch Conversation API or Sinch SMS)	Configuration	Sinch	Sinch configures messaging channel integration.
Voice connection (Sinch Voice API)	Configuration	Sinch	Sinch configures the SIP trunk.
Voice connection (3 rd party)	Configuration	Customer/Operator	Customer/Partner sends Service Request to Sinch regarding SIP trunk configuration.
Email configuration	Configuration	Customer	Customer/Partner configures e-mail servers in the System Configurator application.
Chat and chatbot	Configuration	Customer	Customer/Partner configures chat and chatbot.
Integrations with standard APIs	Configuration	Customer/Partner	Customer/Partner completes integrations with standard APIs.

Table 1: Onboarding Steps

3.1 Tenant Provisioning

Sinch Contact Pro is delivered as a cloud service. In the tenant provisioning phase, Sinch:

1. Provides a tenant within five working days after signing of the contract.
2. Provides a superuser as a starting point to further configuration.
Sinch provides details of the superuser account to the technical administrator. Either the customer or their selected partner uses the superuser account to configure the system (users, queues, schedules, etc.).
3. Emails needed URLs to all contacts (main contact, technical administrator, financial contact) when provisioning is complete:

Invoicing starts when tenant provisioning is completed. It is also the starting point for the SLA measurement.

3.2 Tenant Configuration

Tenant configuration can be done by Sinch, an approved Sinch implementation partner, or a trained customer representative. Configuration services are not included in tenant provisioning.

Customer tenant configuration must have a nominated coordinator, who can be a representative of the implementation partner or customer. The coordinator acts as a contact point for Sinch during the tenant configuration phase.

The following chapters give examples of tasks implemented in the tenant configuration phase.

3.2.1 SIP Trunk

Configuration of a SIP trunk endpoint on Sinch Contact Pro is requested by creating service request in Sinch support portal.

3.2.2 Numbering

Extension numbers are mandatory for all users, even if voice channels are not used. The customer can freely define the internal number range within their Sinch Contact Pro tenant. The internal number range can be divided into sub-ranges.

The customer is responsible for maintaining the obligatory emergency number location data registry (for example E911) to enable connecting emergency calls correctly. Lawful interception (allowing law enforcement agencies to listen in on an individual as a legal obligation) is the customer's telephone company's responsibility.

3.2.3 Configuring Sinch Contact Pro

The main functionalities to be defined during the tenant configuration phase are:

- Email servers:
 - IMAP for incoming emails
 - SMTP for outgoing emails
- Users and roles: Telephone numbers, directory information
- Inbound calls:
 - Queues (overflow, max. waiting time, priority, queue size)
 - Queue numbers
 - Skill-based routing
 - IVR menus
- Email and messaging channels
- Chat and chatbots
- Outbound calls
- Reporting: Standard and customized reports
- Call recording: Recording rules
- Data retention

System Configurator (SC) settings are the customer's responsibility, with some limitations such as system services and call switching, which are done only by Sinch.

3.2.4 Testing and Go-Live

The customer or implementation partner is responsible for testing the final configuration of functionality such as profiles, user rights, voice menus, queues, directory, and calls directed to emergency telephone numbers. The customer shall reserve enough time for testing and correction of defects.

The customer shall provide a detailed go-live schedule to Sinch at least two weeks before go-live. In case the customer requires specific go-live support, that shall be agreed separately with Sinch.

4 Support

The support phase begins when the tenant is set up and notification emails have been sent to the customer and continues until service is terminated. During the support period, all communication between the customer/partner and Sinch shall be handled via the Sinch Contact Pro support portal.

To **receive** support, the customer must designate qualified English-speaking contact persons who are authorized to contact Sinch. The customer contact is responsible for:

- Supporting end-users and managing their incidents. This includes searching for known solutions in available documentation and acting as a single point of contact to Sinch support.
- Managing and monitoring connections to customer's third-party systems (if available).
- Supporting the adoption of the service.

The customer shall provide contact details (e-mail, telephone) for reaching the Customer Contact.

4.1 Getting Support

If the customer experiences an issue with Sinch Contact Pro:

1. They shall search the product documentation on the [Sinch Contact Pro documentation site](#), and FAQs and articles on the [Sinch Contact Pro Community](#) to see if a solution to the problem is found.
2. If a solution to the problem cannot be found, the customer shall contact Sinch support via the [Sinch Contact Pro Support portal](#).

The Customer Contact shall [create user accounts](#) to access the portal.

To receive support services, the customer shall reasonably cooperate with Sinch to resolve support incidents and shall have adequate technical expertise and knowledge of their configuration of the Sinch Contact Pro to provide relevant information (reference ID, logs, issue examples, screenshots) to enable Sinch to reproduce, troubleshoot, and resolve the issue.

4.2 Incident Management

An incident is an unplanned interruption or degradation of service. Incident management aims to restore the service to its normal level as soon as possible and to minimize any effects on the customer's business activities.

4.2.1 Incident Handling Process

The general incident handling process is illustrated in Figure 3.

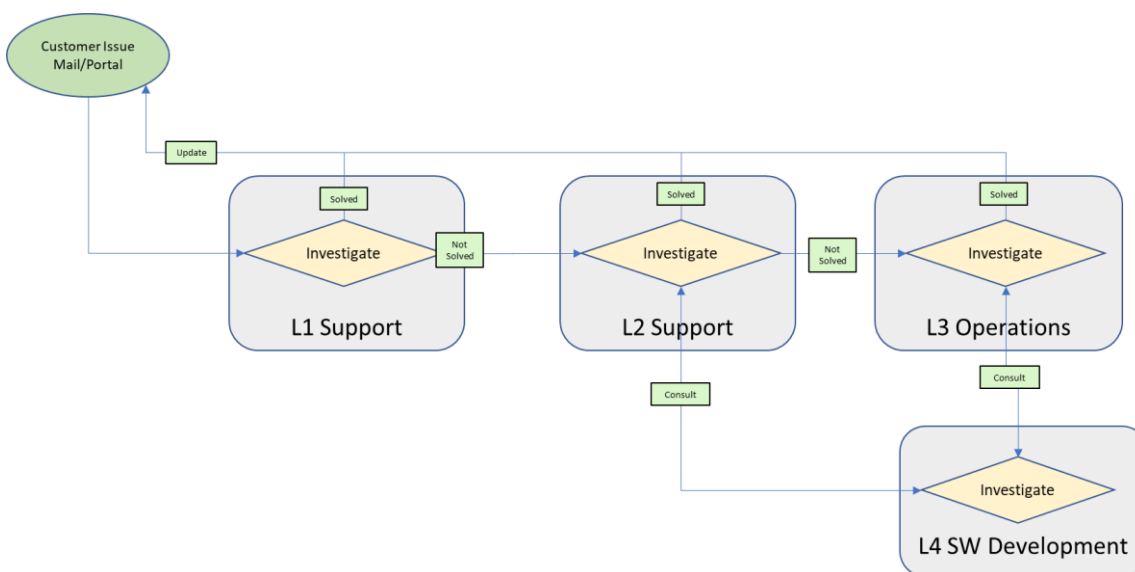


Figure 3: Incident Handling Process

The process is divided into four different levels. At each support level, there is a different set of skills. In case one level cannot solve an issue, it will be moved to the next level.

4.2.1.1 Level 1 Support

Each reported incident is first handled and categorized by Level 1 Support. Level 1 is a general Sinch support team and provides 24/7 support for critical incidents.

4.2.1.2 Level 2 Support

Level 2 Support is the Contact Pro customer support team with highly skilled Contact Center support professionals.

4.2.1.3 Level 3 Operations

Level 3 Operations is a technical operations team specializing in Contact Center platform-related issues.

4.2.1.4 Level 4 Software Development

Level 4 Software Development is involved when code-level expertise is needed. If a fix is needed at the code level, a software incident is reported and included in the software fix process.

4.3 Service Availability

4.3.1 System Availability

Monthly system availability SLA for Sinch Contact Pro is 99,92%. Planned downtimes (Weekly and quarterly maintenance windows) are excluded from SLA calculation.

4.3.2 Incident Categories and Response Times

Incidents are categorized into four different priorities (P1 – P4). Definitions for each priority and support level are described in Table 1. SLA targets are described in Table 2. Note that P1 (Very High) and P2 (High) incident categories can be used only with incidents related to production tenants.

For critical incidents (P1-Very high and P2-High), support is provided 24/7, 365 days per year. For non-critical incidents, support is provided 8:00 AM – 4:30 PM EET, excluding local holidays.

Priority	Definition	Support level
P1	<p>Very High: An incident should be categorized with this priority if the problem has very serious consequences for normal business processes or IT processes related to core business processes. Urgent work cannot be performed.</p> <p>This is generally caused by the following circumstances:</p> <ul style="list-style-type: none"> Productive service is completely down. 	<p>Initial Response: Within one hour of case submission.</p> <p>Ongoing Communication: Unless otherwise communicated by Sinch Support, once every hour.</p> <p>Resolution Target: Sinch to provide for issues either a (i) resolution, or (ii) workaround, or (iii) action plan within four hours.</p>

	<ul style="list-style-type: none"> • The imminent system Go-Live or upgrade of a production system cannot be completed. • The customer's core business processes are seriously affected. <p>A workaround is not available for each circumstance. The incident requires immediate processing because the malfunction may cause serious losses.</p> <p>Examples of P1 incidents:</p> <ul style="list-style-type: none"> • Customer's main contact channel(s) are completely down • Customer agents are not able to handle contacts. 	
P2	<p>High: An incident should be categorized with this priority if normal business processes are seriously affected. Necessary tasks cannot be performed.</p> <p>This is caused by incorrect or inoperable functions in the Sinch service that are required immediately. The incident is to be processed as quickly as possible because a continuing malfunction can seriously disrupt the entire productive business flow.</p> <p>Examples of P2 incidents:</p> <ul style="list-style-type: none"> • Customer's main contact channel(s) are partially down. • Some customer agents are not able to handle contacts. <p>Dashboard user interface is completely down.</p>	<p>Initial Response: Within four hours of case submission.</p> <p>Ongoing Communication: Unless otherwise communicated by Sinch Support, once every six hours.</p>

P3	<p>Medium: An incident should be categorized with this priority if normal business processes are affected.</p> <p>The problem is caused by incorrect or inoperable functions in the Sinch service.</p>	<p>Initial Response: Within one business day of case submission.</p> <p>Ongoing Communication: Unless otherwise communicated by Sinch Support, once every three business days for non-defect Issues and ten business days for product defect issues.</p>
P4	<p>Low: An incident should be categorized with this priority if the problem has little or no effect on normal business processes.</p> <p>The problem is caused by incorrect or inoperable functions in the Sinch service that are not required daily or are rarely used.</p>	<p>Initial Response: Within two business days of case submission.</p> <p>Ongoing Communication: Unless otherwise communicated by Sinch Support, once every week.</p>

Table 2: Incident Categories

Stage/Severity	P1	P2	P3	P4
Initial Response Time	60 min	4 hours	1 day	2 days
Ongoing Response Target (ORT)	60 min	6 hours	3 days	1 week
Target Resolution	4 hours			

Table 3: Support SLAs

4.3.3 Service Requests and Inquiries

4.3.3.1 Service Requests

A service request is a request from a user or a user's authorized representative that initiates a service action which has been agreed as a normal part of service delivery. Service requests can be small configuration changes to the system (for example, adding users or queues), technical changes (for example, adding voice or messaging channels), or bigger changes that require more extensive planning.

Service request management aims to ensure that the service request/order from the customer is planned and executed with necessary care to guarantee the continuity of the customer's services during and after the change.

Each service request is handled by a customer support specialist who evaluates the service request, organizes the changes, supervises the execution, and acts as a contact point towards the customer.

Service requests are typically implemented between 8:00 AM and 4:30 PM EET. If separately agreed or if implementation requires a service break, service requests can be implemented during maintenance windows outside service hours. Service requests are invoiced separately.

The target delivery time for minor service requests is 3 workdays. For service requests that require planning, delivery time is agreed separately.

The following services are included in the initial tenant provisioning during tenant configuration period:

- Configuration of one SIP trunk (Sinch Voice API always free)
- Certificate configurations for standard channels and integrations
- CORS settings for chat domains and integrations
- Provisioning of Sinch Contact Pro standard Restful Interfaces
- Configuration work required to set up Sinch Contact Center standard integrations

5 Production

The production phase begins when the customer goes live. During the production phase, the customer and their partner handle normal application management and support related tasks, while Sinch takes care of platform maintenance.

5.1 Maintenance Windows

Sinch reserves the maintenance windows listed in this chapter for system upgrades and other system maintenance. Maintenance windows are excluded from availability calculations.

5.1.1 Weekly Maintenance Window

Weekly maintenance windows are used for service requests and other changes that require service breaks. Customers are notified separately if a weekly maintenance window is used. During a maintenance window, there may be a short service break and users are advised to clear their web browser cache.

- Europe: Sat 10 PM – Sun 2 AM UTC (4 hrs)
- Americas: Sun 4 AM – Sun 8 AM UTC (4 hrs)
- APAC: Sat 3 PM – Sat 7 PM UTC (4 hrs)
- Africa: Sat 10 PM – Sun 2 AM UTC (4 hrs)

5.1.2 Quarterly Maintenance Window

Quarterly maintenance windows are used up to four times per year for more extensive changes to Sinch Contact Pro, such as version upgrades. During the maintenance window, version upgrade causes a service break that lasts approximately 30 minutes.

- Europe: Fri 9 PM – Mon 2 AM UTC (53 hrs)
- Americas: Sat 3 AM – Mon 8 AM UTC (53 hrs)
- APAC: Fri 2 PM – Sun 7 PM UTC (53 hrs)
- Africa: Fri 9 PM – Mon 2 AM UTC (53 hrs)

5.1.3 Maintenance notifications

Sinch notifies customers at <https://status.sinch.com/> if maintenance windows are used. Please note that if you want to receive emails about maintenance notifications, you need to subscribe to notifications [according to instructions](#). Notifications are released as follows:

- Preliminary notification on Tuesday before the maintenance weekend
- Start notification when the maintenance begins
- Maintenance complete notification when the maintenance is finished.

5.2 Release phases

New versions of Sinch Contact Pro are released quarterly and updated to all tenants by Sinch. New releases contain new and enhanced functionality, and bug fixes. For planned release dates, see the [release schedule](#) on the Sinch Contact Pro documentation site. After the RTC date, Sinch only supports the latest version. Skipping version update is not recommended and always needs approval from Sinch.

Version upgrade is completed in two phases, Release to Test (RTT) and Release to Customer (RTC). In the RTT phase, the new release is installed into Sinch production landscape for both Sinch and customers' test tenants. The time period between RTT and RTC is called field testing. After the field testing phase that lasts approximately 1,5 weeks, the new release is installed into customers' production tenants. Customers are notified separately before each update about the exact timing of the service break.

5.3 Change Notifications from the Customer

The customer shall inform Sinch about changes and maintenance procedures that affect the availability or performance of the Sinch Contact Pro. These include, for example, changes in SIP trunks, as these can cause automatic alarms and unnecessary troubleshooting efforts on the Sinch side.

5.4 Data Retention

The customer can request changes to the retention times with a service request.

The default retention times for the Sinch Contact Pro data are:

- Monitoring data: Past 90 days of monitoring data available in Online Monitoring. (All data is available through SAP BusinessObjects.)

- Conversation data: Data from the entire contract term available in Communication Panel and Supervisor Dashboard.
- Call recordings and email attachments from the entire contract term are accessible via Communication Panel and Supervisor Dashboard.
- Reporting data: Data retained for the entire contract term.

5.5 Terminating the Service

Upon expiration or termination of the agreement, Sinch destroys or otherwise disposes of any customer data in its possession after 30 days, unless Sinch:

- Is requested to extend the term of the contract, as permitted in the order form to allow the customer to retrieve their data.

Or

- Receives, no later than thirty (30) days before the effective date of the termination of this agreement, a written request from the customer to receive the most recent back-up of the data.

Sinch uses reasonable commercial efforts to deliver the backup to the customer within thirty (30) days of its receipt of such a written request, provided that the customer has, at that time, paid all fees and charges outstanding and owed at termination.

The customer pays all reasonable fees and expenses incurred by Sinch in returning or disposing of the customer's data.

6 General Information

6.1 Supported Languages

Application	Supported User Interface Languages
System Configurator (SC)	English (United States), French (France), German, and Japanese
Reporting	The Reporting application follows the browser's language selection but the following languages are supported in Sinch Contact Pro reporting tables: Chinese (Simplified), Croatian, Czech, Danish, Dutch, English (United States), Estonian, Finnish, French (France), German, Hungarian, Italian, Japanese, Norwegian, Polish, Portuguese (Brazil), Russian, Slovak, Slovenian, Spanish (Spain), Swedish, and Turkish.
Online Monitoring	Chinese (Simplified), Croatian, Czech, Danish, Dutch, English (United States), Estonian, Finnish, French (France), German, Hungarian, Italian, Japanese, Norwegian, Polish, Portuguese (Brazil), Russian, Slovak, Slovenian, Spanish (Spain), Swedish, and Turkish.
Communication Panel and Supervisor Dashboard	Chinese (Simplified), Croatian, Czech, Danish, Dutch, English (United States), Estonian, Finnish, French (France), German, Hungarian, Italian, Japanese, Norwegian, Polish, Portuguese (Brazil), Russian, Slovak, Slovenian, Spanish (Spain), Swedish, and Turkish.

Table 4: Supported Languages

Help documentation is available in English at <https://docs.cc.sinch.com/cloud/index.html>.

6.2 Unavailable Countries

In supplying Sinch Contact Pro, Sinch may be subject to certain laws and regulations relating to telecommunications services and/or electronic communications services. Therefore, Sinch reserves the right to provide to the customer a list of countries in which the customer may not use the Sinch Contact Pro and shall not permit users or any other person to use or access it. Currently unavailable countries are:

- Bahrain
- China: available only for use with Voice, SMS, Email, WeChat, and Web Chat
- Russia

Note that Sinch Contact Pro cannot be contracted with Greek or Chinese legal entities.