

Canvas 7 Paid Support Policy

Outline

The following outline will assist you in notifying customers of our paid support policy, as well as dealing with any objections or concerns that customers may raise about this policy. The first portion of this document will be a brief procedural outline. The second portion will be a standard script that can be utilized to explain our policy to customers, and handle objections that may arise.

I. Notification of Paid Support Policy

(A) All customers should be notified at the beginning of the call of our current support policy. The policy is:

1. Free Technical Support for Canvas 7 Pro for 30 days after the first reported incident for Upgrades, and 90 days after the first reported incident for New Licenses. This includes emails, faxes, or phone calls.
2. No Free Technical Support for Canvas 7 SE.
3. \$30 fee per incident per customer after any Free Support period ends.
4. Availability of pre-paid support options that cover unlimited incidents for a 1-year period, also including a 25% discount off of any upgrades that occur within that 1-year period.

(B) Any questions regarding this policy should be addressed at the beginning of the call. Customers should be advised that our support policies are industry-standard, and that all of our major competitors have similar policies.

(C) If further objections are encountered, customer should be advised that this pricing has actually been in effect for the past year, but we have continually waived these support charges previously. This policy is posted publicly on our web site.

II. Determination of Call Type

(A) After explaining the support department policy, and addressing any questions, immediate effort should be made to determine the nature of the call. The quicker this determination is made, the better.

1. If it's a customer service issue, or a bug report, the call is free and should be handled. Customer is to be advised that no charges will be issued for this call.
2. If it's a technical support issue, customer must provide method of payment before the call can continue.

(B) If, after determination of Call Type, customer reports multiple incidents, or asks for alternative support options, they should again be advised of Pre-Paid support options - \$150 for 1 year of unlimited Free Technical Support per product, per customer, or \$120 if they purchase within 30 days of software purchase. They can also be advised of Deneba Forums as a great source of "How-To" information

- III. Payment Options
- (A) Credit Card at time of call / email
 - (B) Purchase Order (must be received prior to support assistance)
 - (C) Check (must be received prior to support assistance).

Support Sales Script

<CS Rep>

Thank you for calling Deneba Software.
This is <Your Name>.
How can I help you.

<Customer>

I need technical support for Canvas 7.

<CS Rep>

Can I have your Canvas serial number so I can look you up in our system?
When did you purchase Canvas 7?

<Customer>

About 6 months ago.

<CS Rep>

- (D) All customers should be notified at the beginning of the call of our current support policy. The policy is:
- 5. Free Technical Support for Canvas 7 Pro for 30 days after the first reported incident for Upgrades, and 90 days after the first reported incident for New Licenses. This includes emails, faxes, or phone calls.
 - 6. No Free Technical Support for Canvas 7 SE.
 - 7. \$30 fee per incident per customer after any Free Support period ends.
 - 8. Availability of pre-paid support options that cover unlimited incidents for a 1-year period, also including a 25% discount off of any upgrades that occur within that 1-year period.