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1. Scope of Procedure

1.1 Introduction and Objectives

The customer service policy is a document that defines the attitudes that the company and the service team adopt when relating to customers and potential customers, observing aspects related to quality and satisfaction, alignment with the image of the business and the profile of Beeteller.

1.2 Glossary

For the purposes of this Procedure, the following definitions shall apply:

- I. "Customer(s)": any and all customers or users, natural or legal persons, regardless of income, income, assets or segment, who may purchase, contract or use or who have used, contracted or purchased any product or service, offered or distributed by Beeteller.
- II. "Employee(s)": any and all employees and collaborators of Beeteller, regardless of job title or position, and any and all third-party contractors hired by Beeteller to perform functions related to customer relations (e.g. in-country correspondents, call center attendants).
- III. "Agent": a Beeteller employee with Customer Service (SAC) duties.

1.3 Approval and Review

This Procedure has been approved by Senior Management and will be reviewed at least once a year. It may also be amended to address: a) any regulatory changes and other legal obligations; b) changes in referenced institutional policies; or c) the need for changes in the interest of the service and in compliance with the law that render the contents ineffective, in part or in whole.

1.4 Publication and dissemination

This document will be available for viewing on the Beeteller intranet (<https://beeteller.bitrix24.com.br/docs/path/>).

Any existing modification must be made available to all interested parties.

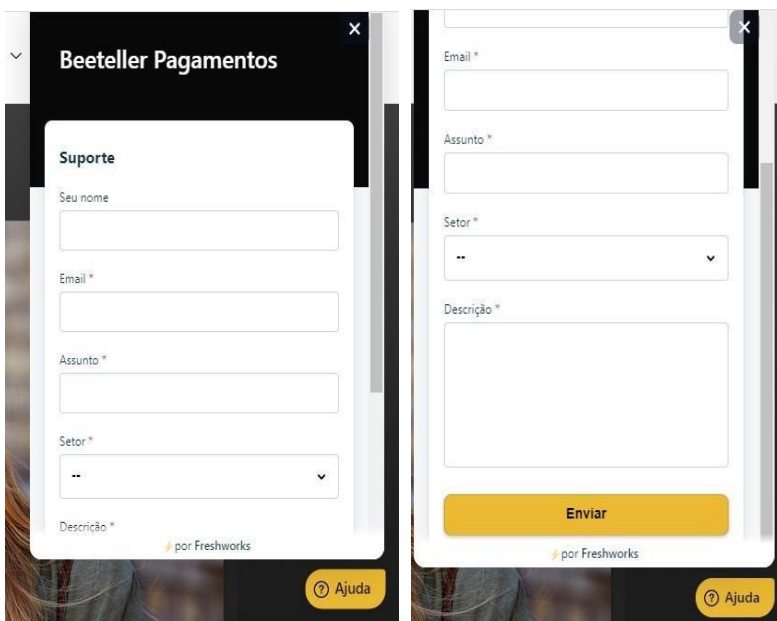
2. Assumptions

The standard of care of Beeteller advocates effective and efficient service in order to provide your personalized experience and maintain good communication from the company and the security of good execution of services to their customers. For this, it is understood as premises that guide the service to internal and external customer, in person or remote:

- I. ethical and effective service
- II. correct, reasoned, clear and objective information
- III. agility
- IV. convenience for the customer
- V. continuous improvement of service processes

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3. Helpdesk



Traditional customer service is done via the customer support tool "Freshdesk" from the vendor "Freshworks". Via the "Help" button on the official Beeteller website the customer can easily open a form with ticket opening fields.

Online cloud customer service software with helpdesk support for agent use and tasks with intelligent automations. The ticket system is designed for team collaboration and agent productivity, which allows more options for handling calls. The opened ticket will be answered within 1 (one) business day.

4. Chatbot

4.1. Concept

Chatbot is a computer program that attempts to simulate a human being in conversation with people. The goal is to answer questions in such a way that people have the impression that they are talking to another person and not to a computer program. After sending questions in natural language, the program consults a knowledge base and then provides an answer that tries to imitate human behavior.

The term Chatbot came from the combination of the words "chat" (conversation) and "bot" (short for "robot"), that is, a robot (in the form of software) that talks to people.

4.2 Use

On the Beeteller website will be implemented the "Freshchat" service, also from vendor "Freshworks", which provides artificial intelligence and machine learning based capabilities for customer interaction, able to detect the intent of website visitors to allow bots to interact or transfer the conversation to an agent.

4.3 Features

- I. In Messaging Channels, you can create multiple chat threads, which allow users to initiate targeted conversations. All channels can be configured with a welcome message to set additional context.

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- II. Supported messaging channels: Freshchat connects with any messaging application and manages conversations from a single inbox.
- III. Pre-established actions to guide the user in solving his problem;
- IV. Quick answers based on articles, comments, and agent responses;
- V. Article Recommendations. The bot will respond to quick response selections with up to six pre-selected articles from your Help Center and respond to free text input with article suggestions based on keywords.
- VI. When the answers are not compatible with the user's need, a service ticket will be opened for the Helpdesk, so that an agent can answer the user's question.
- VII. If the problem is technical, the call will be forwarded to an IT on-call person to help the customer.

4.4 24/7 Availability

- a) Service 24 (twenty-four) hours a day, 7 (seven) days a week, because the bot is always available and provides help to the user, even when its agents are *offline*.
- b) If you submit a service ticket to the Helpdesk, the deadline for resolving an open ticket is 01 (one) business day.

5. Responsibilities

The responsibilities related to the Register are described below:

5.1 Board of Directors

Approve the creation, annual revision, or out of term due to new legal requirements, and cancellation of this policy.

5.2 Compliance

Develop procedures and standards relating to customer service, focusing on risk mitigation in operational processes, defining profiles of calls (services and complaints) establishing different treatment for the types of demands. Should observe the effectiveness of the rules for the preservation of the image and reputation of Beeteller.

5.3 Customer Service - SAC

Responsible for answering and monitoring the Helpdesk system and other contacts forwarded by "contact us" or "chatbot". Responsibilities include: a) meeting the demands of customers, referring to information, questions, complaints or cancellations of services; and b) identifying other demands presented by customers, seeking in the respective areas the necessary solutions to the occurrences recorded.

5.4 Communication and Marketing

Define the best tool to meet the quality requirements and legal and operational security, expressed by the Compliance area and the Board of Beeteller.

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29/11/2021	2.0	Definition of the customer service strategy	Caio Vidal
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Last movement	
Reviewed by:	Approved by:
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<i>Mariana Dutra de Moraes</i>	<i>Lauriney L. Santos</i>
	Lauriney L. Santos (15 de Dezembro de 2022 13:06 GMT-3)
Approved by:	Approved by:
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Signature:	Signature:
<i>Kelly Viviane da Silva</i>	<i>Caio S. Vidal</i>
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