

Contents of Service level agreement

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Standard service level agreement

1. Definitions and interpretation

In this standard service level agreement (SLA) the following definitions apply unless otherwise stated. Please note that bespoke SLA's are available upon request for certain clients.

'Business Day' means a day (other than a Saturday, Sunday or public holiday) when banks in London are open for business.

'Client' means the individual or business entity who purchases Services from the Company and whose details are set out in the Order.

'Company' means Deliver Digital , an individual trading from 32 Station Road, Whitstable, CT5 1LG, United Kingdom.

'Intellectual Property Rights' means all patents, rights to inventions, utility models, copyright and related rights, trade marks, service marks, trade, business and domain names, rights in trade dress or get-up, rights in goodwill or to sue for passing off, unfair competition rights, rights in designs, rights in computer software, database right, topography rights, moral rights, rights in confidential information (including know-how and trade secrets) and any other intellectual property rights, in each case whether registered or unregistered and including all applications for and renewals or extensions of such rights, and all similar or equivalent rights or forms of protection in any part of the world.

'Cost Estimate' and "Quotation" means the order placed by the Client through counter-signing the Company's Quotation form.

'Quotation' means the written quotation prepared by the Company which contains its proposals for providing Services to the Clients.

'Services' means the services the Company will provide to the Client as specified in the Order.

'SLA' means this service level agreement as updated from time to time by the Company.

'Specification' means the description or specification of the Services in the Order.

2. Client management

Contact reports will be issued within 24 hours of meeting

A weekly status report will be provided on major projects/multiple project accounts

Ensure that all calls and emails are responded to by the end of the day

The client to be kept up to date on relevant information re: jobs in progress

Provide alternative solutions for any issues that may occur

Pre-inform client of all team absences, provide detailed handover notes and replacement agency contact (to be introduced at least 12 hours in advance).

3. Concepts

A least three concepts will be presented, supported with a strategic and creative rationale, recommendation provided if requested

Creative execution will adhere to client brand (and guidelines where available) where appropriate

4. Planning and scheduling

A detailed timing plan will be presented with concepts. This will be updated and redistributed when relevant.

Project and production timing plans will be adhered to and in the event of milestones being missed, a revised timing plan will be provided. Any changes to ultimate delivery will be discussed and agreed with the Client.

The Company will always aim to meet the original deadline. Where this is not possible potential alternative solutions will be provided.

5. Costs

A cost estimate will be presented with concepts.

When relevant third-party cost estimates will be obtained from 3 suppliers. One cost estimate will be created based on the most appropriate supplier for the job.

The Company will proceed with the relevant action following approval of costs given.

A concept will be delivered on budget, in the event of a concept being over budget, an alternative on-budget alternative solution will be provided.

6. Costs

Any changes to costs will be discussed with the client and documented via email.

A final Cost Estimate will be provided at the end of the job.

Following client approval of final costs an invoice will be issued.

7. Service quality

The company will provide the Client with relevant support email details

The maximum response time on any of the Clients questions is 2 Business Days

You will receive a point of escalation – see section 8

The Company will respond within 3 Business Days with a plan of resolution for a complex issue

8. Escalation procedure

Should either party feel that any of the terms outlined above are not being met, the parties involved representative should first seek to highlight this to the other party's involved representative and attempt to resolve the issue between themselves within 10 working days. Should the issue not be resolved to both representatives' satisfaction, the issue should be escalated as follows:

Either party who feel that the terms stated above has not been met shall inform the other party in writing.

If the Client is the concerned party, the e-mail should be sent to the point of escalation at the Company

If the Company is the concerned party, the information should be sent to the Client's point of escalation

Either party receiving the complaint (the "recipient") shall within 5 Business Days respond to the complaint and if relevant present a proposed solution. If no solution has been agreed, representatives from both parties shall meet either in person or via a video conferencing service within 5 Business Days from the day the recipient responded (or should have responded) to the complaint as described, and try to mediate and resolve the issue.