



SUPPORT & SERVICE LEVELS

Followup CRM Support and Service Level Agreement

Effective October 2026

This page explains how Followup CRM supports its customers. It covers how to reach us, how quickly we respond, the availability we commit to, and what we need from you to resolve issues fast. It applies to all customers with an active Followup CRM subscription and forms part of your subscription agreement.

1. Support plans

	Standard Included with every subscription	Premier 20% of annual subscription fees
How to reach us	In-app and email, 24/7. Phone for Critical (P1) issues during business hours	In-app and email, 24/7. Phone 24x7 for Critical (P1) and Urgent (P2) issues through your named Customer Success Manager and our on-call line
Coverage hours	Business hours: Monday to Friday, 8am to 8pm ET (8am to 5pm PT), excluding holidays	P1 and P2: 24 hours a day, 7 days a week, 365 days a year. P3 and P4: business hours
Named Customer Success Manager	—	Included
Health check and success reviews	—	Health check at onboarding, plus success reviews up to 4 times a year
Admin office hours	—	Monthly
Product issue prioritization	Standard	Priority

2. Severity levels and target response times

Severity	Definition	Standard	Premier
P1 Critical	Business is stopped and there is no acceptable workaround. Examples: Followup is down for all users, a data integrity or data exposure issue, or all ERP syncs have stopped.	2 business hours	1 hour, 24x7
P2 Urgent	A key business process is affected and there is no workaround. Examples: a major feature or an entire ERP sync object is not working, or performance is severely degraded for many users.	1 business day	2 hours, 24x7
P3 High	A key business process is affected but a workaround exists, or a non-key process is affected with no workaround.	2 business days	4 business hours
P4 Medium	A non-key process is affected and a workaround exists. Also covers how-to and configuration questions and product enhancement requests.	3 business days	8 business hours

- **Setting severity:** you choose the initial severity when you submit a case. Followup may adjust it to match the definitions above.
- **Reporting P1 and P2 issues:** call the support phone number in your Followup account. The 24x7 response targets apply to issues reported by phone. For issues sent by email or in-app, the response time starts when we acknowledge the request.
- **What the targets mean:** response times are targets for a first response from a support specialist. They are not resolution times. We work P1 and P2 issues continuously until they are resolved or a workaround is in place. You get updates at least every 4 hours on P1 issues and daily on P2 issues.
- **When the clock pauses:** response and update times pause while we are waiting on information or access from you.

3. Your Designated Admins

Each customer names at least one Designated Admin and one ERP contact, and tells Followup when either changes. Designated Admins:

1. are the main point of contact for your support cases;
2. handle password resets, usernames and account lockouts for your users;
3. complete Followup's admin onboarding;
4. know your Followup setup well enough to help us troubleshoot, and can arrange timely access to your ERP and its credentials when needed.

4. Escalation

If you aren't satisfied with how a case is progressing, you can ask to escalate it to support management after:

Severity	Escalation available after
P1 Critical	1 hour
P2 Urgent	2 hours
P3 High	4 business hours
P4 Medium	8 business hours

You can escalate any case once it has been open for 48 hours. Escalations go from your support specialist to your Customer Success Manager, then to the Head of Customer Success and then to the Head of Product.

5. What support covers

- **Covered:** the Followup CRM application and the ERP integrations listed as supported in Followup.
- **Not covered:**
 - issues caused by systems you manage, such as an on-premise ERP server or network, expired ERP credentials, or changes made in the ERP outside of Followup;
 - your own code or use of the API;
 - custom development and new integrations, which are available as separate services;
 - ERP versions that Followup does not support.
- **Misuse:** Followup may limit support access if it is misused or our team is treated abusively.

6. Service availability: 99.9% monthly uptime

Followup uses commercially reasonable efforts to keep the service available at least 99.9% of the time each calendar month, measured on Followup's system records.

How uptime is calculated:

$$\text{Uptime \%} = (\text{total hours in the month} - \text{excluded hours} - \text{downtime hours}) \div (\text{total hours in the month} - \text{excluded hours}) \times 100$$

Excluded hours are time when the service is unavailable because of:

- planned maintenance, announced at least 48 hours ahead and scheduled outside business hours;
- emergency maintenance;
- events beyond our reasonable control (force majeure);

- outages at third-party services, including ERP vendors, integration partners, Microsoft, Google and internet service providers;
- denial-of-service attacks;
- anything listed as not covered in Section 5.

Service credits:

- If uptime falls below 99.9% for two or more consecutive months, you are entitled to a pro-rated credit for the downtime in those months.
- You must request the credit within 20 days of the end of that period.
- We apply it to your next renewal invoice. It is capped at the fees for the affected months.
- Credits are not available while your account has an overdue balance.
- Service credits are your sole and exclusive remedy for missing the uptime commitment.

7. Incident communication

- **P1 incidents:** we update your Designated Admins at least every 4 hours until the incident is resolved. Within 5 business days of resolution, we send a written summary of the root cause.
- **Planned maintenance:** we announce it to Designated Admins by email at least 48 hours in advance.
- **Live status:** current system status, incidents and planned maintenance are posted at followupcrm.statuspage.io.

8. Your data

- Your data belongs to you. You can export it at any time during your subscription from Reports and Charts. On request, we will export your data to .csv within 3 business days.
- We recommend exporting your data before your subscription ends. After it ends, your records are removed from use and permanently deleted within 30 days, unless you ask us to delete them sooner.
- Database backups expire on their normal schedule, within 35 days. If you need backups deleted for compliance, ask in writing and we will confirm when it is done.
- We may keep billing records, limited security logs and de-identified usage statistics as required for legal, accounting and security purposes.

9. Holidays

Standard support is closed on New Year's Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving and the day after, Christmas Eve and Christmas Day. Premier P1 and P2 coverage continues on holidays.

Followup may update this page from time to time. The version in effect at the start of your current subscription term applies. Questions? Contact your Customer Success Manager or email support@followupcrm.com.