FY23 Braze
Customer Success and Support Services Handbook

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Ensure Success With Braze Services

Ready to join leading brands around the world who trust Braze to power relevant and memorable customer experiences? Our expert teams will assist you from optimized campaign launches to high-touch technical support.

Our Braze Guiding Principles

Here at Braze, your success is our success. From Day 1, our team works alongside yours to build the foundation for brilliant customer experiences.

We do this using our:

Goal-Driven Approach:

Our services are centered around your unique business goals to continuously deliver fast time-to-value and push the needle on metrics that drive your ROI.

Expert Advice:

Our team of experts offer a fresh perspective and deliver trusted integration services, strategic best practices, and ongoing technical support to maximize the value of Braze for your brand.

End-to-End Support:

We support you every step of the way using a strategic and technical lens to ensure you're equipped to create brilliant customer experiences that resonate.

Customer Success and Support Overview

Our expert Braze Customer Success and Support teams drive value for some of the largest, fast-growing, and innovative businesses around the globe. Based on the needs of your platform edition, you will gain access to the following ongoing services.

[1] 24/7 support is available in English only.
[2] Group Platform Edition is only available to Affiliates, Business Units, or brands of existing Enterprise customers.

		PLATFORM EDITION							
		Launch	Growth	Expand	Advanced	Pro	Group[2]	Corporate	Enterprise
Team	Account Manager	✓	✓	✓	✓	✓	✓	✓	✓
	Customer Success Manager	Team	Team	Team	Named	Named	Team	Named	Named
	Customer Success Leader					Named		Named	Named
Customer Success Support	Web Success Access	✓	✓	✓	✓	✓	✓	✓	✓
	Email Success Access				✓	✓		✓	✓
	CSM Check-Ins		Up to 2/Year Proactive	Up to 6/Year Proactive	Up to Monthly	Up to Weekly	Up to Monthly	Up to Weekly	Up to Weekly
	Executive Business Reviews				Up to 2/Year	Up to 3/Year		Up to 3/Year	Up to 4/Year (2 Onsite)
Technical Support	Email Support	✓	✓	✓	✓	✓	✓	✓	✓
	Web Case Submission	✓	✓	✓	✓	✓	✓	✓	✓
	Designated Support Contacts	1	1	2	Up to 5	Up to 10	Up to 5	Up to 10	Up to 20
	24x7 Support Portal Access	✓	✓	✓	✓	✓	✓	✓	✓
	Initial Support Response Targets	None	None	None	Standard	Accelerated	Standard	Accelerated	Premium
	24x7 Support: Severity 1 Issues[1]					✓		✓	✓
	24x7 Support: Severity 2 Issues[1]								✓
Knowledge, Learning, and Community	Braze Developer & User Documentation	✓	✓	✓	✓	✓	✓	✓	✓
	Braze Bonfire Community Access	✓	✓	✓	✓	✓	✓	✓	✓
	Learning at Braze (LAB)	✓	✓	✓	✓	✓	✓	✓	✓
	Virtual Instructor-Led Trainings (VILT)	2 Seats	2 Seats	3 Seats	5 Seats	6 Seats	3 Seats	6 Seats	10 Seats
	Braze Webinars	✓	✓	✓	✓	✓	✓	✓	✓
	Braze Continuum					✓		✓	✓
	Success Plan					✓		✓	✓
	Shared Content Hub								✓
	Benchmarks				✓	✓	✓	✓	✓
	Quarterly Personalized Engagement Report	Up to 4/Year	Up to 4/Year	Up to 4/Year					

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Customer Success Features:

Account Manager

The commercial owner of your account responsible for managing commercial entitlements based on your needs.

Customer Success Manager (CSM)

Customer success is a team of Braze experts providing strategic advice and product enablement in order to achieve success with Braze.

Customer Success Manager (CSM) Leader

Success advocate responsible for handling issue escalation, sourcing customer feedback, and providing additional strategy guidance (alongside the CSM).

Web Success Access

The ability to log process and strategy questions using the case submission form built directly into the Braze dashboard, with answers provided by the Customer Success Team.

Email Success Access

The ability to log process and strategy questions for Braze by directly emailing your named CSM.

CSM Check-Ins

Routine touchpoint cadence with your designated CSM to cover an agenda of pre-defined or pertinent topics. This can take the form of a robust email, a 30 to 60 minute call/virtual meeting, or a quick (same city) in-person meeting.

Executive Business Reviews (EBRs)

In-person or virtual meetings to review a combination of past performance, current adoption status, technical advancements/challenges, and future strategy and feature engagements.

Braze Developer and User Documentation

Detailed online documentation and thought leadership geared towards marketing, business intelligence, and engineering teams.

Braze Bonfire Community

Access to a global community of Braze users sharing knowledge and insights with our customers around the world.

Braze Learning

On-demand, self-directed learning portal with continuous access to topics ranging from "how to" to lifecycle strategy.

Virtual Instructor Led Trainings

Certification training session led by a Braze instructor offering hands-on learning of the platform, personalized walk throughs, and group discussions in an intimate classroom setting.

Braze Webinars

Online enablement and best practices directly from our team of experts.

Braze Continuum

The Braze Continuum provides a model to understand where your company stands based on skills, product usage maturity, and results.

Success Plan

A collaborative, living plan jointly owned with your CSM that we align to your business goals and drive towards your desired outcomes in partnership.

Shared Content Hub

A shared space to keep track of and access all the presentations and inspiration delivered by your Braze team.

Benchmarks

Using Braze's unique dataset, your CSM will provide insights into your customer engagement performance vs industry, highlighting areas for improvement, and providing recommended actions.

Tailored Insights

Your CSM is your strategic guide to getting the most from Braze. Throughout your lifetime with Braze they will share helpful insights tailored to your use of the Braze Services. Their insight will help you take action on opportunities, recognize your strengths, and celebrate your successes with Braze. Communication of insights will be of educational or informational nature to optimize your use of the Braze Services.

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Technical Support Features:

Email Support

Log Braze Technical Support cases easily using the support@braze.com email address.

Web Case Submission

Log Braze Technical Support cases using a quick and easy submission form, built directly into the Braze Dashboard, which also suggests answers to help solve your question.

Designated Support Contacts

Select a certain number of your users to receive a differentiated service experience from Braze Technical Support, including access to the Braze Support Portal.

24x7 Support Portal Access
(When Applicable)

A customized support portal for Designated Support Contacts to log new issues, review existing cases, and communicate with the Braze Support Team. The Support Portal will also allow users to specify an issue's severity, which triggers Initial Support Response Targets, if applicable.

Initial Support Response Targets

Quick initial support response targets ensure you know that we're on it. Please see the Initial Support Response Targets table on the next page for more information.

24x7 Production Emergency Support: Severity 1 Issues*

Log Severity 1 Production Emergency issues outside of normal business hours, enacting an initial response from Braze Technical Support and initiation of issue troubleshooting. Only Severity 1 issues, according to the Severity Definition Table, will be actioned outside of normal business hours. All other issues will be handled according to normal business processes, during normal business hours.

24x7 Production Emergency Support: Severity 2 Issues*

Log Severity 2 Production Emergency issues outside of normal business hours, enacting an initial response from Braze Technical Support and initiation of issue troubleshooting. Only Severity 2 issues, according to the Severity Definition Table, will be actioned outside of normal business hours. All other issues will be handled according to normal business processes, during normal business hours.

For eligible customers and available in English only.

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Initial Support Response Targets

	None	Standard	Accelerated	Premium
Severity 1 (Critical)	No Initial Response Targets	4 Business Hours	2 Hours	1 Hour
Severity 2 (High)		8 Business Hours	4 Business Hours	2 Hours
Severity 3 (Medium)		1 Business Day	8 Business Hours	4 Business Hours
Severity 4 (Low)		2 Business Days	1 Business Day	1 Business Day

Case Severity Definitions

	Definition	Examples	Braze Actions
Severity 1 (Critical)	Customer is experiencing an issue that has a critical business impact on the use of the Braze Services that impacts all Users and no workaround is available at the time the issue is logged with Braze Technical Support.	• Braze Services are completely unresponsive and all Users are not able to log in to the Braze platform. • Complete unavailability of all User's first-party data, rendering Braze Services ineffective.	A dedicated team of technical support specialists and engineers (as required) will be assigned to work on the issue continuously until a resolution is identified or a workaround is implemented. Once a workaround has been implemented, the issue severity will be reclassified in accordance with the status of the issue at such point. Once a Critical case has been logged by Braze, Braze's Regional Technical Support Leadership Team will be promptly notified to ensure a coordinated response plan. After 24 hours, if the issue has not been resolved or a workaround has not been provided, the issue is escalated to the Vice President of Global Technical Support for executive leadership visibility and support.
Severity 2 (High)	Customer is experiencing a reproducible issue that is causing a significant loss or reduction of functionality of Customer's use of the platform, thus causing detrimental impact on the Customer's core operational activities and no workaround is available at the time the issue is logged with Braze Technical Support.	• Customer is unable to start or stop an individual campaign. • Customer is unable to send any emails, in-app or SMS messages for a campaign.	Issue assigned to a dedicated Braze Technical Support Specialist to coordinate issue analysis and response plan. The Technical Support Specialist will coordinate with engineering and product teams as required to identify the root cause of the problem and, if necessary, create a workaround to restore normal business operations as soon as possible.
Severity 3 (Medium)	Customer is experiencing a reproducible issue causing a material loss or reduction of functionality which has an impact on the Customer's normal use of the platform. Medium-effort workaround available.	• Customer is unable to target a specific segment of end-users in a campaign. • A subset of individual end-users are not able to receive a campaign or receive incorrect messaging. • There's an issue with campaign analytics.	Braze will use commercially reasonable efforts to diagnose the root cause of the issue and provide a workaround. If the resolution requires a defect or enhancement request, Braze Technical Support will coordinate with the product team to consider implementation of the solution in a future product release cycle.
Severity 4 (Low)	Customer is experiencing a minor loss or disruption of normal platform functionality. Customer has a question about the use of certain Braze Services. Customer is experiencing an unreproducible issue.	• Questions about Braze functionality or guidance on the use of Braze Services. • There are issues relating to third-party integrations, such as Branch or Segment.	Braze will use commercially reasonable efforts to provide a workaround. Issue resolution may be fixed in a future product release at the discretion of Braze.

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Jumpstart your Journey with Integrations & Onboarding

Create the onboarding experience that is best suited for your needs. At Braze, you'll get a cross-functional team of experts, aimed at making your experience with our platform and our people as seamless as possible. These Braze resources will provide onboarding support through a series of weekly check-ins throughout the term of your onboarding package.

		QUICKSTART SMB	QUICKSTART / GROUP QUICKSTART		IGNITE		ENTERPRISE	
			Bronze	Silver	Silver	Gold	Gold	Platinum
Duration		3 months	3 months	3 months	5 months	5 months	7 months	7 months
Assigned Onboarding Resources	Customer Onboarding Manager	✔	✔	✔	✔	✔	✔	✔
	Solution Architect		✔	✔	✔	✔	✔	✔

Onboarding needs are unique to each customer, so Braze allows each customer to focus on the onboarding topics and activities important to it. To help guide you in your onboarding journey with Braze, we've provided some suggested onboarding schedules for each package.

PLEASE NOTE THAT THESE ARE RECOMMENDED TOPICS & ACTIVITIES FOR INFORMATIONAL PURPOSES ONLY. YOU MAY USE YOUR CHECK-INS FOR ANY ONBOARDING TOPICS.

		QUICKSTART SMB	Bronze	Silver	IGNITE Silver	IGNITE Gold	ENTERPRISE Gold	ENTERPRISE Platinum
Typical Onboarding Topics								
PMO	Kick Off	★	★	★	★	★	★	★
	Project Management Check In	Bi-weekly	Bi-weekly	Bi-weekly	Weekly	Weekly	Weekly	Weekly
	Braze Workspace Walkthrough	Included in Kick Off	Included in Kick Off	Included in Kick Off	Included in Kick Off	Included in Kick Off	Standalone session	Standalone session
	Scope Discovery	★	★	★	★	★	★	★
Platform Governance	App Governance & Security	Incorporated in Check-In Session if needed	Incorporated in Check-In Session if needed	Incorporated in Check-In Session if needed	Incorporated in Check-In Session if needed	Incorporated in Check-In Session if needed	Standalone session	Standalone session
Product & CMR Messaging	Campaign & Data Planning	★	★	★	★	★	★	★
	Campaign & Data Planning Finalization				★	★	★	★
Technical Integration	Technical Overview	★	★	★	★	★	★	★
	Target Architecture					★	★	★
	Integration Deep Dive	★		★	Broken out into dedicated sessions below	Broken out into dedicated sessions below	Broken out into dedicated sessions below	Broken out into dedicated sessions below
	SDK Overview				★	★	★	★
	API Overview				★	★	★	★
	QA & Testing Overview					★	★	★
	Reporting & Analytics Overview						★	★
	Technical Office Hours							★
Training	Training Requirements Workshop				★	★	★	★
	Bespoke Training Sessions	Typically 1	Typically 1	Typically 1	Typically 2	Typically 2	Typically 3	Typically 3

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Customer Onboarding Features:

Customer Onboarding Manager

Primary Braze resource responsible for the management of the onboarding engagement, escalations, and fulfillment of Onboarding services.

Solutions Architect

Technical Braze resource responsible for providing technical architecture and integration guidance as well as fulfillment of the Technical Integration sessions.

Kick Off

Formal kick off to the onboarding engagement to introduce the onboarding process, establish stakeholders, and share key tools used to manage the engagement.

Project Management Check In

Regularly scheduled meeting between your Braze Onboarding team and primary stakeholders to review project status.

Braze Workspace Walkthrough

Introduction and walkthrough of the Braze Onboarding Workspace, a collaborative environment to manage the onboarding project.

Scope Discovery

A survey to identify and align on marketing goals and use cases, establishing onboarding activities and technical requirements to support scope.

App Governance & Security

Session to establish permission and security controls of data and user access.

Campaign & Data Planning

Confirm data requirements based on Use Case Discovery session including a review of your data plan and determination of any gaps or additional data sourcing needs.

Campaign & Data Planning Finalization

Final review of your custom data plan to ensure campaign requirements can be fulfilled.

Technical Overview

Introductory session to provide technical stakeholders an overview of Braze's technology and set expectations for the subsequent technical sessions.

Target Architecture

Deliverable documenting integration and data architecture based on integration patterns, your technology stack and best practices.

Integration Deep Dive

A technical deep dive session to cover an overview of SDK and API integration methods.

SDK Overview

Deep dive into the Braze SDK integration methods including a review of how data is captured, integration best practices, message channel overview, customization options, and troubleshooting resources.

API Overview

Deep dive into the Braze API integration methods including a review of Braze APIs, data structure, and best practices for importing or exporting data.

QA & Testing Overview

Session to help your technical team plan for QA and testing of your integration, including an introduction to the troubleshooting and testing functionality available in Braze.

Reporting & Analytics Overview

Session to align on your reporting requirements and review of Braze platform and technical capabilities for data export and analytics.

Technical Office Hours

Office hours allowing technical stakeholders to discuss integration questions and provide a recurring forum to engage with Braze's Solutions Architect.

Training Requirements Workshop

Workshop to plan out appropriate training path to make most of Bespoke Training Sessions, Learning at Braze content, and Virtual Instructor Led Training seats.

Bespoke Training Sessions

Custom training sessions led by the Customer Onboarding Manager to ensure end users are familiar with the platform and able to execute against their desired campaign activity.

Support Contact Details

Braze Dashboard

Navigate to the "Get Help" section of your Braze Dashboard and select "Log a Support Case."

Email

Please reach out to support@braze.com.

More Information

For more information on Braze Customer Support, please reach out to your Account Manager or Customer Success Manager.

2018 + 2019 + 2020 + 2021

FOUR-TIME RECIPIENT OF THE

CRMI NorthFace ScoreBoard Award for
World Class Customer Support

WINNER OF THREE AWARDS IN THE

2021 Customer Success Awards, including
Customer Success Team of the Year

FORRESTER WAVE LEADER 2021 Cross-Channel Campaign Management (Independent Platforms)

A Wave Leader
The Forrester Wave™ : Cross-Channel Campaign Management (Independent Platforms), Q3 2021
FORRESTER

FORRESTER WAVE LEADER 2020 Mobile Engagement Automation

A Wave Leader
The Forrester Wave™ : Mobile Engagement Automation, Q3 2020
FORRESTER

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love.

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Term	Definition
Braze Recognized Holidays	[Braze recognizes certain regional holidays](#) each calendar year. These holidays are excluded from Business Hours of support. Issues logged during a Braze Recognized Holiday will be handled on the next Business Day.
Business Day	A Business Day is any day in which normal business operations are conducted and excludes weekends and Braze Recognized Holidays. For example and for clarity, a target to respond "within 1 Business Day" shall mean that the response shall be provided prior to the end of the Business Hours on the next Business Day following the Business Day during which the request was sent.
Business Hours	Braze will provide technical support services to eligible Customers during the Business Hours specified on their applicable Order Form. Issues logged outside of those hours will be handled on the next Business Day.
Case	A technical support case is defined as a single support issue with the Braze Services. A single support issue is a problem that cannot be broken down into subordinate parts. It involves diagnosing a single error, or a single cause of confusion. Before Braze begins investigating a case, the Customer and the Braze Technical Support Team must agree on the definition of the problem, the severity of the problem, and the parameters for providing a resolution. Customer also agrees to provide Braze with all information and materials reasonably requested by Braze necessary for use in replicating, diagnosing and correcting an error or other technical problem with the Braze Services reported by Customer. Customer acknowledges that Braze's ability to provide resolution of reported technical issues is dependent on Braze having the information necessary to replicate the reported problem.
Enhancement Request	An issue is considered an Enhancement Request when the resolution of the issue requires a feature or functionality change to the Braze Services. Braze Product Management regularly reviews Enhancement Requests for possible inclusion in a future product release. The inclusion of any Enhancement Request is at the discretion of the Braze Product Management Team.
Product Defect	A product defect, or bug, is an inherent problem in the software and/or product documentation. It is a verifiable defect in the intended functionality or design of the product.
Initial Support Response Targets	A response from Braze is acknowledgment that we have received your support issue submission, created a support case with a unique tracking number and have begun to triage the issue for initial troubleshooting according to Initial Support Response Targets guidelines. The Initial Support Response Targets time is measured from the time your issue is successfully received by Braze. An issue submitted through email or web form will initially be categorized as Severity 3 until a Braze representative is able to triage and reclassify the severity if needed, which will occur during regular Business Hours. Once the portal is available, Customer selection of the severity classification will be done exclusively in the Braze Support Portal. If a support issue's severity is classified incorrectly, Braze reserves the right to reclassify the issue severity according to the Case Severity Definitions guidelines.
Unsupported Scenarios	Braze is not able to provide Technical Support Services for errors or problems caused by the following: (i) third party components or integrations not provided by Braze (i.e., Third Party Platforms, Customer Applications, etc.), (ii) use of the Braze Services other than in accordance with the Documentation, or (iii) alterations or modifications of the Braze Services made by the Customer without Braze's consent.
Workaround	A workaround is any solution to a problem that does not involve changing the code of the Braze Services. Possible workaround solutions may include using an alternate process/approach/method, depending on the problem, to successfully accomplish the task while bypassing the problem, or providing an interim patch that reduces the severity of the issue until a full solution can be deployed.

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