DoubleClick

Global Customer Support North American Edition
Customer Handbook version 2.0 2006

"A Global Team of Support Professionals
Providing World Class Technical Support"

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Welcome

Welcome to DoubleClick Global Customer Support!

As Vice President of the Client Services team, I want to take this opportunity to welcome you to DoubleClick Global Customer Support. The Global Customer Support team is your primary interface for answers to technical questions related to the DoubleClick products that you use.

This document provides some guidelines for interacting with the DoubleClick Support team, and aims to answer some of the questions you may have.

We strive to provide our customers with a world class support experience that enables your success. We have created this handbook to give you an overview of the services we offer and to explain the details related to your interactions with Support personnel.
In addition to the information described here, I want to share with you our philosophy and beliefs related to customer care:

- You will be treated with respect by courteous, highly-skilled Support Professionals
- We will be easy to communicate with and we will offer you multiple channels to contact us
- We will frequently communicate with you, and we will aim to proactively provide you with status, thus eliminating the need to ask for updates
- We will not close your case without making efforts to ensure that we have met your expectations
- We believe in “warm transfers.” Should you bring an issue to a DoubleClick team member, and that person is not the correct contact, we will put you in touch with the appropriate person, and not relinquish accountability of your issue until this is done
- We will listen to and react to your feedback; we will take each comment that you share as an opportunity to continually improve our services.

Thank you for taking the time to review this document, and for your continued business. If there is anything that I can do to assist you, do not hesitate to contact me.

Sincerely,

Ben Saitz

Vice President, Client Services
Phone: (303) 729-3345
Email: bsaitz@doubleclick.net

About Global Customer Support Coverage

The Global Customer Support team is your primary interface for answers to technical questions related to the DoubleClick products that you use.

Hours of Business

North American Customer Support's business hours:
Technical Support is available from 9:00am to 9:00pm Monday through Friday (EST).

*DART Search Support is available from 9:00am to 8:00pm Monday through Friday (EST).

After-hours coverage
After-hours coverage is provided to customers for Priority One (P1) cases. We leverage "follow the sun" case and call routing by utilizing our Asia-Pacific and European Support centers, which pick up cases as the North American Support centers close. This allows us to deliver round the clock Support services by using our other global Support centers during their regular business hours. This routing ensures that your cases are handled as expeditiously as possible.

Weekend Support and System Maintenance
Weekend Support is provided for all P1; that is critical, issues. Weekend coverage begins at 9:00pm (EST) on Friday, and ends at 9:00pm (EST) on Sunday evening.

** NOTE** DART ad serving is never subject to a maintenance window, which means that ad serving is never interrupted for maintenance. The DART ad management applications, however, do require maintenance downtimes. The DART User interface is unavailable on Saturday from 10:00am EST to 6:00pm (EST).

Holiday coverage
DoubleClick Global Support leverages staff in our international offices to provide coverage during North American holidays. To help you understand what impact there may be to service levels during holidays, we provide the holiday calendar in the appendix of this handbook.

Global Support Centers

The DoubleClick Global Customer Support team provides technical Support services to DoubleClick customers around the globe:

North America
• Chicago, IL
• San Francisco, CA
• New York City, NY
• Thornton, Colorado

Asia Pacific
Sydney, Australia

Europe
• Dublin, Ireland
• Düsseldorf, Germany

Contacting Support

To best serve our customer's needs, a variety of methods are available to contact DoubleClick's Support Professionals.

DoubleClick's Customer Relationship Management (CRM) system facilitates the process of tracking and resolving customer inquiries. Every service request is logged into the system and is accessible to all Global Customer Support representatives. In addition, DoubleClick Support leverages an Automated Call Distribution (ACD) system that facilitates the routing of phone calls within the Global Customer Support organization, which allows customers direct access to Support personnel.

Customer Support Communication Channels

The Customer Resource Center
As part of DoubleClick's commitment to provide superior Customer Service, we grant all customers access to our comprehensive, feature-rich Customer Resource Center (CRC). Worldwide Web Support is available in the CRC at http://help.doubleclick.com. The CRC provides customers with case-logging functionality, as well as a number of self-help options, including:

- Patch and Service Pack downloads for software customers
- A variety of productivity tools
- Online product documentation
- Online self-paced training — the DoubleClick Learning Center provides 24/7 access to online product training
- Product Knowledge Base — a utility that provides a fully searchable reservoir of knowledge including "how to's," frequently asked questions and best practices
- Product User Guides — full, up-to-date guides that explain how to use our products
- Product White Papers — documents that describe and position DoubleClick technology solutions and best practices
- Ability to submit, view, and check the status of your service requests at any time.

Telephone support
Global Customer Support is available by telephone to provide technical support to customers.

Email support
Technical support can be accessed by electronic mail. DoubleClick uses CRM technology to automatically create service request tickets from emails.

Submitting time-sensitive cases by email
When you submit a case by email and your issue is time-sensitive, please insert the words "urgent" or "critical" into the subject line. This triggers our ticketing system to automatically categorize your issue as a P1 (Prioirty 1) issue.

Contact Information

The following table provides contact information for North America.

Product	--Phone	Email and Web	After Hours
DFA	877-376-3278 (DART)	dfa@support.doubleclick.net http://help.doubleclick.net	http://help.doubleclick.net Email: include Priority: P1/Urgent in subject line of email. Web: submit Support case and select Priority: P1/Critical.
DFP	877-376-3278 (DART)	dfp@support.doubleclick.net http://help.doubleclick.net	http://help.doubleclick.net Email: include Priority: P1/Urgent in subject line of email. Web: submit Support case and select Priority: P1/Critical.
MediaVisor	877-376-3278 (DART)	mv@support.doubleclick.net http://help.doubleclick.net	http://help.doubleclick.net Email: include Priority: P1/Urgent in subject line of email. Web: submit Support case and select Priority: P1/Critical.
Site Directory	Not Available	sd@support.doubleclick.net http://help.doubleclick.net	Not Available
DART Enterprise	Not Available	http://support.doubleclick.net	http://help.doubleclick.net After hours coverage is provided to Gold and Platinum clients only.
DART Search	Contact your TAM directly	dsearch@support.doubleclick.net http://help.doubleclick.net	http://help.doubleclick.net
DART Motif	Contact your Motif Campaing Manager directly	http://dartmotif.com	

Accessing the Customer Resource Center

Customers are provided access to the Customer Resource Center during the initial implementation of the DoubleClick product. We recognize that there may be times when a new employee joins your team and you need to request additional logins. To request additional logins for other members of your team, you can log a case at the Customer Resource Center and we will create the login for you. If you or another member of your team would like to create a login, follow these steps:

Requesting a login for the Customer Resource Center:

1 In your web browser, go to http://help.doubleclick.net.
2 Click the *Request a new password/Forgot Username?* link.
3 Enter your email address and click *Submit*.
4 Fill in contact information (First/Last Name, Company, Phone number) and products used.
5 Click the *Request My Account* button.
We will respond to this request within 12 hours and will email you credentials to access the Customer Resource Center.

Follow these steps to log into the Customer Resource Center.

Logging into the Customer Resource Center:

1 In your web browser, go to http://help.doubleclick.net.
2 In the *Login ID* field, enter your login.
3 In the *Password* field, enter your password.
Note: This is *not* the same login and password as your DoubleClick product account. The password is case sensitive.
4 Click *Login*.

The *DoubleClick Customer Resource Center* screen is displayed. This screen provides access to Support, training, user documentation and Knowledge Base resources.

Submitting a Support Case via the Web

Follow these steps to submit a Support case via the Customer Resource Center.

Submitting a Support case:

1 Log into the Customer Resource Center at http://help.doubleclick.net.
2 Click *Submit a Support Case* link on the homepage. The *Submit a New Support Case* screen is displayed.
3 In the *Product Type* field, select your product from the drop-down list.
4 In the *Product Name* field, select the name of the product, if not automatically populated.
5 In the *Area* field, select the section of your product that the issue relates to from the drop-down list.
6 Optional: In the *Category* field, select a category for the issue from the drop-down list.
7 In the *Priority* field, specify the priority of the case. Click the *Help* link for more information about the priority levels.
8 In the *Summary* field, type a brief description of the issue. In the *Details* field, type a detailed description of the issue. If you are experiencing a problem with your product, include step-by-step instructions on how to reproduce the problem.
9 Optional: Enter any email addresses that you want to CC.
10 Click *Submit Case*.

The Support case is saved and the DoubleClick Support team is notified.

Informing You of Product Updates & System Maintenance

DoubleClick notifies you in advance of new releases or system maintenance in two ways: email notifications and messages on the Customer Resource Center. When additional training and documentation are provided for product updates, these materials are available on the portal for your reference.

You can decide which mailing lists you want to receive. To subscribe, log into the Customer Resource Center, select the **Product Info** tab, and enter your email address to view and update your subscription settings.

Alternatively, you can contact your Account Manager to discuss your preferences.

Responding to Your Case

Response Targets

The priority level of a new case determines the initial response time that we target. Your case is considered assigned when a DoubleClick Support Professional is associated to the case. When this happens, an email notification is sent to the customer indicating the assigned point-of-contact.

Note that target response times may be reduced slightly, depending on product, and your company's specific Support contract.

The following table provides a description of each priority level and our target response time.

Priority Level	**Description**	**Target Response Time**
P1/Critical	System down; including the user interface or API.	2 hours
P2/High	Major functions affected or not working: this includes data or content corruption relating to campaigns that have already been sent. Unable to setup campaign and associate data or content. Reports not available.	4 hours
P3/Medium	Minor features of functions affected; lost or forgotten password.	1 business day
P4/Low	Minor problem or general questions, such as how to read reports, how to access specific information.	1 business day
P5/Enhancement Request	Request for a new feature to an existing product.	2 business days

Supporting Multi-Product Customers

DoubleClick believes in providing a seamless service experience to our clients, particularly those who use more than one product. We cross-train our Support staff on multiple products, so that they are able to best respond to any of your inquiries. In addition, DoubleClick leverages Support tool technology and skills-based routing to ensure your issues are assigned to the appropriately skilled member of the Support team.

Case Resolution and Updates

Our best efforts will be made to resolve your case as quickly as possible. However, because we do not always know the scope of your issue, we cannot guarantee resolution within specific timeframes.

To best set your expectations and deliver a positive service experience, the second and third columns in the table below show our target times to resolve a case, based on the type of product that you use and the priority level of the case. Keeping with our philosophy of communicating frequently with our customers, DoubleClick

Priority	**Target Resolution: ASP Products**	**Target Resolution: Software**	**Update Frequency**
P1/Critical	Priority reduced to P2 within 12 hours	2 business days	Hourly
P2/High	1 business day	5 business days	Every 4 hours
P3/Medium	4 business days	15 business days	1 business day
P4/Low	5 business days	No target time	2 business days
P5/Enhancement Request	No target time	No target time	3 business days/or as needed

Support analysts work with you to determine the appropriate frequency of updates to your case, for each specific issue. The last column in this table shows our targets for providing you with updates to your case.

Case Closure

DoubleClick views the point in which a Support Professional is ready to close a case as pivotal in the handling of your issue. We have a specific procedure for closing cases, which ensures that you, our customer, are involved in this decision.

When a Support Professional believes that a valid solution to your issue has been provided, he or she sets your case to the status *Solution Provided/Pending Customer Confirmation*, and then asks you if you agree that the case has been resolved and can be closed.

Case Status

The following table explains how we define case status.

Case Status	Definition
Open	This is the default setting when a case is received by DoubleClick. Cases in "Open" state are waiting assignment to a Support Professional.
Assigned	A Support Professional has been assigned to the case, and is investigating the issue.
WIP (Work in Progress)	Case is being investigated by the Support Professional.
On Hold	Progress on the case has been paused temporarily. Reasons include the following: • Pending Customer Review • Pending Engineering • Pending Release.
Escalated	Case has been escalated to the DoubleClick Technology Group, for additional investigation.
Solution Provided	A DoubleClick Support Professional has provided a solution to a customer and is waiting for confirmation from the customer to close the case.
Reopen	If additional work is required after a solution has been provided, the case status will change to reopen.
Closed	Customer has agreed to close the case; or the customer has not responded to multiple follow-up requests for closure from their assigned Support Professional. If additional work is required after a case is closed, a new ticket must be opened.

Cases Requiring Escalation to Engineering

If in working through an issue, it is determined that the issue is related to a product deficiency or represents a product enhancement request, the assigned Support Professional will escalate the case to engineering, known as the DoubleClick Technology Group (DTG).

The relationship between the Support team and DTG is of the utmost importance to DoubleClick. These two groups maintain constant contact through a functional team whose responsibility is to ensure seamless communication of status and prioritization of issues escalated to DTG. This team ensures that issues that require investigation by the DTG team are handled swiftly, prioritized appropriately, and communicated back to the assigned Support Professional, and subsequently to you.

Regular meetings are held between the Support team and DTG to enable a two-way flow of information. The Support team provides feedback to the engineering team concerning customer sentiment related to DoubleClick products, and DTG provides the Support team with knowledge and training on upcoming product changes. By maintaining this open dialogue, you can rest assured that the Support Professionals you work with are aware of the latest product developments, and that your feedback makes its way into the product.

Escalating Your Case

Business Escalation

At DoubleClick, we aim to enable your success through the delivery of outstanding services. Occasionally, you may feel you need more assistance resolving an issue than you are getting through standard Support channels. When the issue you are working on has an immediate impact on your ability to accomplish your business objectives and you have worked with Support staff to complete a reasonable investigation of the issue and no reasonable workaround exists, you, or a DoubleClick employee representing you, can request that your problem go into “Business Escalation” mode.

About Business Escalations
At DoubleClick, we have created a special category for those issues that may not be able to be resolved through standard channels. We call this type of case a Business Escalation. A Business Escalation is a request that receives exceptional and specialized handling. It is considered a discrete project, and is tracked and proactively managed.

Requesting an Escalation

Before escalating an issue into Business Escalation, you should do the following:

1. Open a DoubleClick Support case. All escalations must have an associated Support case ID so that the case can effectively progress towards resolution.

2. Go to the Customer Resource Center at and locate the *Support Contact Information Box* on the left side of the page. Select your product and click *Submit* http://help.doubleclick.net to locate the appropriate manager for escalation.

3. Email that manager with your request to open a Business Escalation.

Why it’s important to provide your Support case ID
It is important that you have your Support case ID ready. By providing your Support case ID, you give DoubleClick personnel valuable information about your issue: what steps have already been taken to resolve the issue, background on your system set up, etc. The Support case ID helps prevent delays in resolution, as important troubleshooting steps and information gathering will not have to be repeated. If you do not already have a case open at time of escalation, it is important that you create one to make sure the escalation manager is equipped to drive your issue to closure.

On Launch

On launch of a Business Escalation, DoubleClick Support team members will work with you to devise an action plan to bring your issue to closure. An action plan includes the following:

• Assignment of a senior level escalation manager who is responsible for executing the action plan
• A summary of the issue to ensure both parties are in agreement as to the scope of the issue
• Actions to be taken to resolve your issue, time intervals at which specific actions will be taken, and resource who will own each action
• Communication framework including regular status calls and emailed reports
• Contact information including office phone, email address, cell phone and Instant Messenger name of the assigned escalation manager
• Other information that may be deemed necessary depending on the situation.

After Launch

The Business Escalation process requires a cooperative effort to drive closure. We view our customers as integral parts of the escalation team. We know that the issues that we deal with at this level are of high priority, we ask that you and your team be available to work with us, as needed, to help resolve your issue.

Please note the following points regarding Business Escalation after launch:

• While we recognize that your team may have already spent time working on the case in question, we ask that you continue to work with the DoubleClick Escalation Manager as we collectively seek a solution and close your case. We also ask that you work with us as necessary to handle any action items that may come up on your side, so we can collectively and collaboratively drive towards resolution

• While an escalated issue receives special attention to ensure fast resolution, we feel it is important to focus the escalation on the critical issues at hand. To that end, it is important that both sides agree to focus the scope in such a way that resolution is attainable. Items that come up beyond the scope of the escalation must be tracked separately

• When we begin the Business Escalation, we ask you to identify the contacts from your organization who will be working on the escalation. This enables the DoubleClick Support team to know who is participating on the escalation team so that communication is shared with the right audience, and owners can be identified for any action items that arise. This also helps ensure that we are aligned and staffed appropriately

• Status reports regarding the status of your issue will be circulated internally at DoubleClick at a minimum on a weekly basis

• Your feedback matters! At the close of the escalation, we will survey your team to get a sense of how we did in resolving the issue. We take this feedback seriously at DoubleClick, and we encourage you and your team to take the three to four minutes to fill out the survey so we can continue to build service solutions that meet and exceed your expectations.

What to Expect

After you request a Business Escalation, you can expect the following to occur:

• An escalation manager will be assigned to your case
• Within 12 hours of receiving your escalation request, the escalation manager will contact you to discuss the escalation, resources required to resolve it, and what both you and DoubleClick can deliver to help bring the case to closure
• Within five days, DoubleClick will propose a plan for resolving the issue
• Closure criteria will be identified collaboratively to ensure both sides of the escalation team are moving towards a common end state
• Status reports will be shared with client at an agreed upon interval, pending client feedback
• If desired, regularly scheduled conference calls will be scheduled to provide customer with a voice-to-voice update on progress.

Escalation Contacts

DoubleClick Support wants to make sure that you have a means of escalating your issue if you feel that it is not being handled to your satisfaction.

To ensure that the information you have is current, we do not provide phone numbers for escalation contacts within this document, but instead provide links to the online resources that will always contain the most up-to-date information:

1. Go to the Customer Resource Center at and locate the *Support Contact Information Box* on the left-side of the page.

2. Select your product, and click *Submit* to locate the appropriate manager for escalation and his or her contact information.

Focusing on Quality

Event-Based Surveys

DoubleClick Support Professionals pride themselves on the quality of service they provide. To promote this and to provide an avenue for continuous feedback from customers, DoubleClick uses an Event-Based Survey (EBS) mechanism to regularly solicit feedback from users of Support services. Please add this address “doub0301a@ccsurvey.com” to your email whitelist so that you can receive invitations to participate in these surveys.

Participation in the Event-Based Survey calls for the completion of a questionnaire that includes a series of questions about a specific service experience. It is designed to take approximately five minutes to complete. While we recognize that you are busy, we ask that you take the time to fill out these surveys, as they provide valuable feedback that allows us to continue to modify services to better meet your needs.

Periodic Surveys

Once a year, DoubleClick surveys customers regarding their experiences working with DoubleClick. This survey is more comprehensive than our Event-Based Survey, and is aimed at gathering feedback from customers on their overall perceptions. This survey asks questions regarding our customers’ experiences with Support personnel, Account Management, as well as their experiences with specific products.

Appendix

Holiday Calendar
To help you understand what impact there may be to service levels during holidays, we provide the following holiday calendar:

Holiday	**Date**	**ASP Product Holiday Coverage**
New Year's Day	Monday, January 1	North American holiday. On-call pager Support for P1 and P2 issues only.
Martin Luther King Day	Monday, January 15	No business interruption for North American clients.
Presidents' Day	Monday, February 19	No business interruption for North American clients.
Victoria Day (Canada)	Monday, May 21	No business interruption for North American clients.
Memorial Day	Monday, May 28	No business interruption for North American clients.
Day before Independence Day	Tuesday, July 3	No business interruption for North American clients.
Independence Day	Wednesday, July 4	No business interruption for North American clients.
Labor Day	Monday, September 3	No business interruption for North American clients.
Thanksgiving Day	Thursday, November 22	No business interruption for North American clients.
Day after Thanksgiving Day	Friday , November 23	No business interruption for North American clients.
Christmas Day	Tuesday, December 25	On-call pager Support for P1 and P2 issues only.

Additional Resources

Training

Keeping with our philosophy of enabling our customer's success, DoubleClick views the education of our customers as a key component to our world class service experience. We offer training through the following channels:

- Online training
- Classroom training
- Consultative customized training

For more information about DoubleClick's Global Education Services, go to http://help.doubleclick.net, and click the *Learn* tab to access the DoubleClick Learning Center.

The DoubleClick Learning Center

The DoubleClick Learning Center (DLC) is a one-stop source for DoubleClick product training. The DLC is accessible via the Customer Resource Center. Online training for all products can be accessed from this location.

Accessing online training:

1. Log into the Customer Resource Center at http://help.doubleclick.net .
2. Click the *Learn* tab.
3. To access online training, click the appropriate product description tab.

> Note: Product description tabs include the following products:
>
> Ad Serving—*DFA, DFP, DART Motif, MediaVisor* and *Site Directory*

Using the Knowledge Base

The Knowledge Base contains articles that are designed to answer the most common Support questions. These articles include details about how certain features work, recommendations on solutions to common problems, and information on system updates.

Before you log a Support case, consider searching through the Knowledge Base to see if there is an article that addresses your question.

Searching for Answers in the Knowledge Base:

1 Log into the Customer Resource Center at http://help.doubleclick.net .
2 Click the *Knowledge Base* link on the homepage. The *Knowledge Base Search* screen is displayed.
3 In the *Search By* field, select *Keyword search using All Words*.
4 Enter the keywords for which you want to search.
5 Click *Search*.
If there are any search results, the *Article Search Results* screen is displayed. This screen displays the most relevant articles first.
6 Click the title of an article to view it. The article is displayed.

There are options on the right-hand side of each article that allow you to print, email, rate and comment on the article.

Note: All articles in the Knowledge Base are organized into major topic areas. If you do not find an answer in your search results, you may want to try looking through the topic areas. Topic areas are accessed through a folder structure. On the left side of the Knowledge Base screen, click the product name to expand the list of topics. You can click subtopics to expand them as well.