

Service Level Agreement (SLA) for Quickport CRM

Effective Date: October 23, 2025

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Version: 1.0

1. Our Commitment to Reliability

Quickport CRM is committed to providing a reliable, high-performance platform that supports your business operations 24/7. This Service Level Agreement (SLA) defines our uptime guarantees, performance targets, support response times, and compensation policies.

This SLA applies to all paid subscription tiers (Foundation, Engage, Automate, Intelligence, Innovation). Free trials and promotional accounts are excluded from SLA credits.

2. Uptime Guarantees

2.1 Uptime Commitment by Tier

Subscription Tier	Monthly Uptime Guarantee	Maximum Downtime (per month)
Foundation	99.5%	3 hours 36 minutes
Engage	99.5%	3 hours 36 minutes
Automate	99.5%	3 hours 36 minutes
Intelligence	99.9%	43 minutes
Innovation	99.9%	43 minutes

Measurement Period: Uptime is measured monthly from the 1st to the last day of each calendar month.^{[2][1]}

2.2 What is Included in Uptime

"Uptime" means the Service is accessible, functional, and able to process requests. You can:

- Log in to your account

- Access customer data and dashboards
- Send SMS/WhatsApp/Email messages
- Process API requests
- Create and manage campaigns
- Access support resources

2.3 What is Excluded from Uptime Calculations

The following do NOT count as downtime:

- **Scheduled Maintenance:** Announced at least 48 hours in advance via email and in-app notification, typically conducted between 11 PM - 4 AM IST
- **Emergency Maintenance:** Critical security patches or infrastructure upgrades (we aim to provide 4 hours' notice when possible)
- **Force Majeure Events:** Natural disasters, pandemics, war, terrorism, government actions, internet backbone failures, or third-party outages beyond our control (AWS, MSG91, etc.)
- **Client-Side Issues:** Problems caused by your internet connection, device, browser, firewall, or local network
- **API Rate Limit Violations:** Throttling due to exceeding your tier's API call limits
- **Third-Party Service Failures:** Outages of MSG91, Razorpay, AWS services, or other integrated platforms (we will work to restore service as quickly as possible)

2.4 How We Calculate Uptime

Formula:

$$\text{Uptime \%} = ((\text{Total Minutes in Month} - \text{Downtime Minutes}) / \text{Total Minutes in Month}) \times 100$$

Example (30-day month = 43,200 minutes):

- Downtime: 120 minutes (2 hours)
- Uptime: $(43,200 - 120) / 43,200 \times 100 = 99.72\%$ ✓ Meets 99.5% guarantee

Monitoring: We use Prometheus + Grafana + AWS CloudWatch to monitor uptime in real-time with 1-minute resolution.

3. Performance Targets

3.1 OTP Delivery Latency

OTP (One-Time Password) messages must be delivered quickly to ensure a smooth user experience:

Metric	Target	Description
P50 (Median)	≤ 30 seconds	50% of OTPs delivered within 30 seconds
P95	≤ 120 seconds	95% of OTPs delivered within 2 minutes
P99	≤ 180 seconds	99% of OTPs delivered within 3 minutes

Measurement: End-to-end delivery time from API request to DLR (Delivery Receipt) confirmation from the telecom operator.

Note: Latency can be affected by telecom operator congestion, DLT approval status, and recipient network conditions. We track and report latency in your dashboard (Analytics → Messaging Performance).

3.2 DLT Send Success Rate

SMS and WhatsApp messages sent through approved DLT templates must achieve high delivery success:

Metric	Target
DLR Success Rate	≥ 95%

Definition: Percentage of messages successfully delivered to recipient devices (confirmed via DLR) out of total messages sent with valid, approved DLT templates.

Exclusions: Messages rejected due to:

- Invalid/unapproved DLT templates
- Non-compliant headers or CTAs
- DND violations (promotional messages to DND numbers)
- Invalid mobile numbers

These rejections are caused by configuration issues and do not count against our SLA.

3.3 SMS Throughput (Messages Per Second)

Tier	Baseline TPS	Burst TPS	Duration
Foundation, Engage, Automate	10 TPS	20 TPS	Up to 5 minutes
Intelligence, Innovation	20 TPS	50 TPS	Up to 10 minutes

TPS = Transactions Per Second (number of messages sent per second)

Batch Processing:

- Batch size: 500-1,000 messages
- Inter-batch delay: ~200ms
- Large campaigns are queued and processed at maximum throughput without loss

3.4 API Response Times

Endpoint Type	P95 Response Time
Authentication (login, OTP verify)	≤ 500ms
Data Retrieval (customer profiles, dashboards)	≤ 1 second
Message Send (SMS, WhatsApp, Email)	≤ 2 seconds
Reports/Analytics	≤ 5 seconds

Measurement: Time from API request received by Quickport servers to response sent (excludes network latency between your device and our servers).

3.5 Dashboard Load Times

Page Type	Target Load Time
Login/Registration	≤ 2 seconds
Dashboard Home	≤ 3 seconds
Customer List (up to 10,000 records)	≤ 4 seconds
Analytics/Reports	≤ 5 seconds

Note: Load times assume a stable internet connection (≥2 Mbps) and modern browser (Chrome, Firefox, Safari, Edge - latest 2 versions).

4. Support Response Times

4.1 Support Channels by Tier

Tier	Email Support	Chat Support	Phone Support	Critical Issue Response
Foundation	✓	✗	✗	N/A
Engage	✓	✓	✗	N/A
Automate	✓	✓	✗	N/A
Intelligence	✓	✓	✓ (on request)	2 hours
Innovation	✓	✓	✓	2 hours

4.2 Response Time Commitments

Support Channel	First Response Time	Business Hours
Email (all tiers)	24 hours	Mon-Fri, 9 AM - 6 PM IST
Chat (Engage+)	4 hours	Mon-Fri, 9 AM - 6 PM IST
Phone (Intelligence+)	1 hour	Mon-Fri, 9 AM - 6 PM IST
Critical Issues (Intelligence+)	2 hours	24/7 (email/chat escalation)

First Response Time: Time from when you submit a support request to when our team sends the first substantive reply (auto-acknowledgment emails don't count).

4.3 Issue Priority Levels

Priority	Definition	Response Time	Resolution Target
Critical	Service completely unavailable; data loss; security breach	2 hours (Intelligence+)	4 hours
High	Major feature broken; messages not sending; login issues affecting multiple users	4 hours	24 hours
Medium	Minor feature malfunction; performance degradation; configuration help	24 hours	48 hours

Low	General questions; feature requests; documentation clarification	48 hours	7 days
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Resolution Target: Time to provide a fix, workaround, or detailed action plan (not necessarily permanent resolution if issue requires development).

5. SLA Credits and Compensation

5.1 Eligibility for SLA Credits

If Quickport CRM fails to meet uptime commitments in a calendar month, you may be eligible for **service credits** applied to your next billing cycle.

Eligibility Requirements:

- You must be on a **paid subscription** (not trial or free tier)
- Downtime must be **confirmed by our monitoring systems** (Prometheus/Grafana logs)
- You must **request SLA credits within 30 days** of the incident by emailing crm@quickport.co.in with subject "SLA Credit Request - [Month/Year]"
- Your account must be **in good standing** (no payment failures, Terms of Service violations, or abuse)^[1]

5.2 SLA Credit Schedule

For Foundation, Engage, Automate Tiers (99.5% guarantee):

Actual Uptime	Credit Amount
99.0% - 99.49%	5% of monthly subscription fee
95.0% - 98.99%	10% of monthly subscription fee
Below 95.0%	25% of monthly subscription fee

For Intelligence, Innovation Tiers (99.9% guarantee):

Actual Uptime	Credit Amount
99.5% - 99.89%	5% of monthly subscription fee

99.0% - 99.49%	10% of monthly subscription fee
95.0% - 98.99%	20% of monthly subscription fee
Below 95.0%	30% of monthly subscription fee

Example (Foundation tier at ₹199/month with 98.5% uptime):

- Actual uptime: 98.5% (below 99.5% guarantee)
- Credit: 10% of ₹199 = ₹19.90
- Applied to next month's invoice

5.3 Credit Limitations

- **Maximum credit per month:** One month's subscription fee (100%)
- **No cash refunds:** Credits are applied to future invoices only (not paid in cash)
- **Usage charges excluded:** Credits apply only to subscription fees, not SMS/WhatsApp/email usage charges, gateway fees, or add-ons
- **Annual subscriptions:** Credits are calculated monthly and applied pro-rata
- **Cumulative limit:** Maximum 3 months of credits per year (if you exceed this, contact us to discuss service improvements or cancellation)

5.4 How to Request SLA Credits

1. Email crm@quickport.co.in with:
 - Subject: "SLA Credit Request - [Month/Year]"
 - Account ID or registered email
 - Description of downtime experienced
 - Dates and times of outages (if known)
2. **We will review** your request against our monitoring logs within **5 business days**
3. **If approved**, credit will appear on your next invoice with a line item: "SLA Credit - [Month] Downtime"
4. **If denied**, we will explain the reason (e.g., scheduled maintenance, force majeure, client-side issue)

6. Scheduled Maintenance

6.1 Maintenance Windows

We conduct routine maintenance to improve security, performance, and features:

- **Frequency:** Typically once per month
- **Duration:** 1-2 hours
- **Timing:** Between 11 PM - 4 AM IST (low-traffic hours)
- **Notification:** At least 48 hours advance notice via email and in-app banner

6.2 Emergency Maintenance

For critical security patches or infrastructure issues:

- We aim to provide **4 hours' notice** when possible
- Emergency maintenance is excluded from uptime calculations
- We will post real-time updates on our status page (status.quickport.co.in - if available)

6.3 Zero-Downtime Deployments

We use **blue-green deployment** strategies to minimize downtime during updates:

- New version deployed to standby servers
- Traffic switched to new version once validated
- Rollback available within minutes if issues detected

Goal: Most updates happen with zero user-facing downtime.

7. Data Backup and Recovery

7.1 Backup Frequency

Data Type	Backup Frequency	Retention Period
Customer Data (profiles, messages, files)	Daily (3 AM IST)	30 days

Transaction Logs	Hourly	7 days
Database Snapshots	Every 6 hours	14 days
Configuration	On every change	90 days

Storage: AWS S3 with lifecycle policies (archived to Glacier after 30 days)

7.2 Recovery Time Objectives (RTO)

Tier	RTO (Maximum Downtime)	RPO (Maximum Data Loss)
Foundation, Engage, Automate	4 hours	24 hours
Intelligence, Innovation	2 hours	6 hours

RTO = Recovery Time Objective: Maximum time to restore service after a failure

RPO = Recovery Point Objective: Maximum amount of data that may be lost

7.3 Disaster Recovery

In case of catastrophic failure (data center outage, ransomware, etc.):

- We maintain **off-site backups** in a separate AWS region (secondary: Mumbai + Singapore)
- Disaster recovery drills conducted **quarterly**
- Incident response playbook with escalation paths
- You will receive hourly status updates during major incidents

8. Security and Compliance SLAs

8.1 Security Incident Response

Incident Type	Response Time	User Notification
Data Breach (confirmed)	1 hour (internal)	Within 6 hours (CERT-In) Within 24 hours (affected users)
Security Vulnerability (critical)	4 hours	After patch deployed
Unauthorized Access Attempt	2 hours	If account affected

Compliance: Follows CERT-In 6-hour breach reporting requirement and DPDPA 2023 notification obligations.

8.2 Data Retention Compliance

- **Log retention:** 180 days minimum (CERT-In requirement)
- **Message audit trails:** 12 months (TRAI/DLT compliance)
- **User data after cancellation:** 90 days (DPDPA right to erasure)
- **Consent records:** 12 months after withdrawal

9. Monitoring and Transparency

9.1 Real-Time Status

Dashboard: <https://quickport.co.in/status> (if implemented) shows:

- Current system status (Operational, Degraded, Down)
- Scheduled maintenance calendar
- Incident history (last 30 days)
- Performance metrics (uptime, latency, success rates)

Notifications: Subscribe to status updates via email or SMS.

9.2 Monthly SLA Reports

Intelligence and Innovation tier customers receive monthly reports including:

- Actual uptime percentage
- Incident summaries and root causes
- Performance metrics (OTP latency, DLR success, API response times)
- Support ticket statistics (volume, resolution time)
- Upcoming maintenance schedule

10. Exceptions and Limitations

10.1 No SLA Credit Scenarios

SLA credits are **NOT** provided for:

- Downtime during scheduled maintenance windows (announced 48+ hours in advance)
- Issues caused by your configuration errors (invalid templates, unapproved headers)
- Third-party service outages (MSG91, AWS, Razorpay) beyond our control
- Force majeure events (natural disasters, war, pandemics, government shutdowns)
- Client-side issues (internet connectivity, device problems, browser compatibility)
- Abuse or Terms of Service violations (excessive API calls, spam, DLT violations)
- Beta features or services explicitly marked as "experimental"

10.2 Service Deprecation

If we discontinue a feature or the entire Service:

- We will provide **90 days' notice** (except for regulatory/legal requirements)
- You will receive a **pro-rata refund** for any prepaid subscription fees
- We will assist with **data export** in standard formats (CSV, JSON)

11. Changes to This SLA

We may update this SLA to reflect:

- Infrastructure improvements (higher uptime guarantees)
- New service features or tiers
- Regulatory requirements

Notification:

- Email to all subscribers **30 days before** material changes
- In-app notification upon login
- Updated "Last Updated" date at the top of this document

Acceptance: Continued use of the Service after changes constitutes acceptance. If you disagree with changes, you may cancel your subscription (Refund Policy applies).

12. Contact and Support

For SLA-related questions, credit requests, or incident reports:

Quickport CRM Support

Email: crm@quickport.co.in

Grievance Officer: Jidnyasa Gunjal

Mobile: +91 9422228848

Website: <https://quickport.co.in>

UDYAM Registration: MH180408716

Business Hours: Monday - Friday, 9:00 AM - 6:00 PM IST

Critical Issue Escalation: 24/7 (Intelligence and Innovation tiers only)

13. Acknowledgment

By using Quickport CRM, you acknowledge that:

- You have read and understood this Service Level Agreement
- You agree to the uptime guarantees, performance targets, and credit policies outlined above
- You understand that SLA credits are your sole remedy for uptime failures (no cash refunds or damages beyond credit amounts)

This SLA is governed by and incorporated into our Terms of Service.

END OF SERVICE LEVEL AGREEMENT

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Prepared by: Quickport CRM Operations Team

Next Review Date: April 23, 2026

References: AWS SLA, MSG91 SLA, CERT-In Guidelines, DPDPA 2023