



# Guidelines

## Services - KPIs

Issued: 1 October 2025

### 1. Purpose

The purpose of these Guidelines is to set out the Services the Support Agent (**Agent**) will provide under the Agent Agreement (**Agreement**), ensuring a consistent approach to the delivery of those Services by all Agents.

### 2. Background

These Guidelines were developed in response to the provisions set out in the Agreement, summarising the KPIs for ease of understanding.

### 3. Applicability

These Guidelines apply to all Approved Agents engaged in activities or processes associated with providing the Services, effective from your date of registration as an Agent.

### 4. Statement

When undertaking any activity aligned with the Agreement you must conduct yourself in accordance with these Guidelines.

### 5. Guideline Requirements

As an Agent you are required to undertake the execution of the Services, in respect to:

(a) Escorts, when engaged:

- present, promote and sell the Advertising Services and Concierge Services using solid arguments
- establish, develop and maintain positive business relationships; and
- to the extent that the Agent is able to, reach out through cold calling

(b) Massage Centre:

- identify, contact and recruit
- present, promote and sell the Advertising Services and Concierge Services using solid arguments
- perform cost-benefit and needs analysis to meet their needs
- establish, develop and maintain positive business relationships
- reach out through cold calling
- co-ordinate sales effort with E4U where appropriate

(c) Generally:

- have the required knowledge base
- expedite the notification of User problems and complaints to E4U so as to maximise a speedy resolution
- analyse the territory/market potential, track sales and status reports through the Agent Console
- provide E4U with reports on Advertiser needs, problems, interests, competitive activities, and potential for new products and services
- keep abreast of best practices and promotional trends
- continuously improve through feedback

## 6. Related Documents

These Guidelines should be read in conjunction with:

- Terms and Conditions.
- Any written Agreement you have entered into with E4U or related entity.

## 7. Contact

For further information regarding these Guidelines, please contact the Managing Director at:

[wayne@blackboxtech.com.au](mailto:wayne@blackboxtech.com.au)