

# BPP: Best Partner Practices

Working together for your success

## **Lower costs, better support and less headaches.**

Zoovy has been in e-commerce for more than 9 years and we've seen a lot of successful businesses, we've also seen a lot of 'what-not-to-do'. We view your website as a partnership between our technology & services and your business ingenuity and determination. The intent of the Best Partner Practices (BPP) program is to maximize the long term probability of success for your business based on the following principles:

1. As business owner you want to know something is going to work before you commit to it. Sometimes getting those assurances is incredibly difficult and making sure those promises are delivered is even harder. By working together we can make it easy.
2. The Internet changes often and online businesses need to adapt quickly and predictably to avoid disruptive change. By working together we can make it predictable.
3. Your time is best spent running your business rather than talking to a technical support department trying to get something to work or figuring out why something stopped working. By working together we can get issues resolved quicker and easier.

## **Free, easy and beneficial.**

As a company we've found that BPP members not only cost less to support, but they also consistently generate more sales - your success also means our success! We pass those savings on to you through these benefits:

- For every \$100 you spend with Zoovy we will add 1 hour of pre-paid time to your account to be used for support.
- Discounts from select BPP approved 3rd party software providers.
- Quarterly Reviews for 2-way feedback. Receive upcoming detailed information of what is planned (sneak peeks) and tips on how to use the existing technology even better.
- Enhanced ticket escalation - up to 3 escalations per month.

# Best Partner Practices Overview

## Customer Goals

### An ounce of Prevention

At Zoovy our goal is to show you how to use our technology do the things you need to do all the time, and let us help you with the things you don't. By becoming involved in your planning we can help you avoid most of the hurdles you would normally encounter on your own which dramatically reduces support costs. BPP members pro-actively consult with a Zoovy support technician prior to making any substantial changes in the operation of their account or workflow. Together we can discuss the ramifications and potential impact of those decisions and schedule implementation assistance if necessary, in order to avoid business disruption. Examples of major business decisions include: launching new specialty websites, adding new promotions, implementing shipping rules. Avoid enabling any clearly labeled experimental feature without first consulting with the Zoovy technical team.

### Approved Software for the best results

Did you know that every piece of software you use can potentially expose your business and it's customers to malicious hackers or unwanted downtime? Zoovy extensively reviews 3rd party software companies before they are allowed to provide their software as part of the BPP program. We take additional steps to make sure that software will plug-n-play correctly and not cause problems down the road. In addition we require any approved 3rd party software vendor provide high level support contacts, well-defined escalation policies, and documented security policies specifically for BPP members thereby ensuring that you get the most predictable and best possible service. BPP members only use website technologies from the Zoovy BPP approved 3rd party software/service provider list. Zoovy does not engage 3rd party software providers when our own software already implements a similar business function such as website design, shipping air bill printing, etc.

Zoovy selects companies who we believe have the best "overall" fit for our target customer profile and then integrates and supports that vendor. As much as possible we try to avoid needlessly integrating new companies unless there is a clear business case or unique demand within our customer base. In the event there is no acceptable software provider on the compatibility list, a BPP member can request that Zoovy review the vendor for consideration of inclusion in the approved list.

### Great looking Websites

It's a well documented fact that better looking websites which maintain a cohesive design and navigation make more sales. During the design phase we work with you to develop a style exclusive to your website, combined with easy to use tools that make that style easy to maintain. Building a website with a style guide and the tools to maintain that style is key to maintainability.

We ask that BPP Members allow Zoovy the opportunity to bid on any custom website design work, print work, or custom development API work before it is implemented. The customer's arrival to the Zoovy platform includes a custom designed website and accompanying "style guide".

BPP members agree to abide by the style guide (for their website) when making any changes in order to maintain a professional and consistent appearance throughout - remember better looking web sites sell more products.

BPP members agree to use WIKItext for all of their formatting needs and not use HTML in any product fields. Incorrectly formatted HTML can cause your entire web site to be unusable, it can also create significant problems when trying to syndicate your products to many of the large marketplaces. Using WIKItext helps ensure that your product information is highly compatible with the many places that your products will be seen and reduces the possibility of extensive downtime cause by bad HTML formatting.

More information on the use of WIKItext can be found at [www.zoovydocs.com](http://www.zoovydocs.com) Article #50590]

### Exclusivity

Integration is hard and often inflexible. Multiple work-flows are confusing and prone to errors. It's easier to become an expert in a piece of software when all you need to use is that software. We ask that BPP members process and fulfill all sales for the web portion of their business, and all other mail order or telephone orders through Zoovy provided those sales represent less than 50% of their overall gross merchandise sales. BPP members agree to process all web based sales through the Zoovy platform for the business unit and operate no other websites, with an exemption given for pre-existing websites prior to enrolling at the Zoovy system. BPP members agree to operate only one Zoovy account per business unit.

## Good Processes

Well defined processes produce high quality, consistent outcomes and if a defect occurs in the process, it's easier to identify. Bad businesses processes cost companies a small fortune in lost employee productivity. BPP members agree only to use Zoovy applications and software only for the uses clearly defined by Zoovy and it's technicians, staying within "Supported Configurations" which are documented in the Zoovy webdoc.

## A Professional Working Relationship

This is a complex platform, and you may find at times that things didn't work as you expected. We employ the most helpful, knowledgeable people in our industry who pride themselves on their ability to help our customers in the most effective way possible. While troubleshooting can sometimes be frustrating, we ask that BPP members, and their employees, work with all Zoovy staff in a reasonable and business-like manner to help address any issues as quickly and effectively as possible.

## Our Promise to You

For each \$100 you spend with Zoovy we will add 1 hour of pre-paid time to your account to be used for support, to go over implementing any new features or changing existing business processes.

## 3rd Party Software Discounts

When a 3rd party software provider gets approved into the BPP they not only have to meet certain technical requirements but also some support requirements. Once they've integrated with Zoovy then bringing on each new merchant actually costs them less (because the process is well documented and obstacles have been addressed.) We routinely ask providers to pass those savings to you in the form of BPP exclusive sign up bonuses.

## No surprises

Any issue that results from a recent system change or software upgrade by us is always diagnosed for free.

## Enhanced Ticket Escalation

If you've got a real serious problem and you need to get something answered right away you can request an escalation of a support issue.

BPP members receive Up to 3 escalations per month, that will move your ticket to the front of the line ahead of all other tickets (except any other escalated tickets).

## Professionalism

As a BPP participant if you ever feel we're not holding up our end of the bargain we want to know about it. Zoovy provides BPP members direct access throughout the company all the way up to the CEO to address any situations you feel may not have been handled with the appropriate level of professionalism.

## Other Stuff

### Feature Requests

Feature requests and requests for non-approved 3rd party integrations should be submitted and discussed at the quarterly business review. Preferably prioritized in terms of direct importance to the customer. Zoovy reserves the right to only address the top 10 feature requests per quarter.

## How to get into the program

### Business Practice Review

Getting into the program is easy, just sit down with one of our friendly implementation experts to go over our business practice review that analyzes (and occasionally offers suggestions) about 7 core areas of your business and then maps our software to those business processes in the most efficient and well supported manner.

## How to opt-out of the program

### Opting out

We can't imagine why you'd want to leave the BPP program, but Sometimes it happens. BPP participants may determine to simply utilize Zoovy as a technology provider rather than an advisor and partner. To opt out the business owner needs to send a support request as the Admin user and request removal from the program. Zoovy will then conduct a short follow up call with the billing contact to determine their motivation for leaving the program, and to make sure they understand the agreement, most importantly, to see if we can address the reason for leaving so at a minimum it does not potentially impact future BPP participants. Immediately following that meeting the business will be opted-out the program.

### Notice of Breach/Cure

Sometimes business operators don't realize the rules of the BPP, and honestly they're more like guidelines anyway. If during the course of our operations we discover a business is operating outside the mutually agreed upon guidelines we will send a notification, and follow up with a phone call. The notification will include specific steps to resolve the problem and a time frame no less than 30 days to fix it (we are always available to assist). Zoovy reserves the right to handle intentional and egregious, or repeated violations may result in a suspension or permanent ineligibility from the program.

### Re-entry

If a business opted out of the BPP and later realize it was a mistake then the business may re-join the program by conducting a new Business Practice Review. In the event a business left the program in an unprofessional manner, Zoovy reserves the right to refuse re-entry.