



SPOK CUSTOMER EXPERIENCE

Getting the Most out of Your Spok® Solutions



WELCOME

You've invested with Spok for our expertise in critical communication solutions. By this point, you've worked with many of our teams, from Sales, to Engineering, to Professional Services. We hope you've come to rely on Spok as a trusted partner. And now, you might wonder how this partnership will progress and mature following your solution implementation and roll out.

There are many opportunities to stay engaged and interact both with members of the Spok organisation, as well as with fellow Spok users. We are very proud of our annual 98-99 percent maintenance renewal rate, and believe it is a reflection of our goal to maintain and grow a partnership with our users that only just begins when your system is rolled out.

DETERMINING THE DIRECTION OF YOUR SOLUTIONS

Spok users feedback informs the majority of our ongoing development efforts. Our Product Strategy team uses this feedback to plan our product roadmaps and consistently validate these plans with our user community. This happens through Spok events, the annual Connect customer conference, regular user group meetings, and ongoing webinars. There is also an email address that customers can use to submit product suggestions to the product team for consideration. Based on this feedback, we regularly release new features and functionality for all of our product lines. Here are some of the programs Spok has in place to maintain a constant line of communication with our customers.

SPOK DIRECTIONS USER GROUP

All Spok customers have the opportunity to be fully involved in the ongoing development plans for our product lines. We maintain regular communication with our user community through a number of channels. A key initiative for Spok and our users is the Spok Directions User Group, which meets via web meeting twice per quarter to discuss our users' ideas and initiatives. Spok Directions is a formal group of Spok customers brought together to influence Spok product direction through the discussion of industry best practices and trends.

In addition to these regular meetings, you have the opportunity to engage with other users online via the Spok Directions LinkedIn page. This is your forum to post questions for others in your industry and learn more about best practices—whether related to Spok technology or an industry trend.



CONNECT CONFERENCE AND EVENTS

The annual Connect conference is a high-energy gathering of Spok users, partners, and subject matter experts for the purpose of networking, targeted discussions on your challenges and successes, and sharing Spok's corporate and product roadmaps. The event also includes in-depth discussion on industry trends, interactive product demos, and a series of case studies presented by Spok customers. At Connect we also ask for feedback to assure our future direction is aligned with your needs.

Spok also conducts a number of regional Asia-Pacific industry trend events throughout the year. In addition to the many sessions, we offer attendees the opportunity to network with Spok staff and fellow users during the events.

> "I have attended the last two Connect conferences and found both to be extremely informative. I have always learned and shared a large amount of information during the event, and the networking opportunities are endless."

Tom Sanfilippo,
Inova Health System

PMP-CERTIFIED PROJECT MANAGERS

Spok customers are familiar with the professionalism and expertise of our Professional Services Group. At the heart of this team are our project managers, who oversee every step of your implementation and coordinate the people and assets necessary for success.

Spok project managers are certified by the Project Management Institute as Project Management Professionals (PMP) to maintain the highest standards. This internationally recognised training and certification program provides our team with the tools and techniques required for ongoing success



TIERED MAINTENANCE PROGRAM

We offer a three-tiered maintenance program to accommodate our customers' needs. Because many view their Spok solution as a critical component of their communication strategy, we encourage our users to evaluate the program that is best suited for their needs. A summary of these tiers is below.

Standard — Our Standard maintenance plan allows for 24 x 7 x 365 support for priority issues, access to our online knowledge base, product upgrade notifications, and free product upgrades.

Select — The Select program consists of all the benefits of the Standard level, plus a monthly report on support activities, optional participation in our beta program, and advance replacement for hardware.

Premium — The Premium program consists of all the benefits of the Select level, plus a designated technical account manager, an annual onsite meeting with your technical account manager, customised web-based training, and monthly calls with Spok support management.

CUSTOMER SUPPORT

Spok's Customer Support team offers around-the-clock assistance to keep your business on track with accelerated resolutions. Spok handles all support in-house, so you always work with an analyst who is familiar with your organisation, understands industry language, and can assist you with a wide range of issues. From planning for change, such as a PBX system upgrade, to partnering for enterprise solution support, we are here to help!

Spok's Customer Support team members hold many certifications. In addition all support engineers having Spok course certifications, many also achieve the following:

- A+ Networking Certification
- Oracle DBA Certification
- HDI Certified Support Engineers
- HDI Knowledge Management Certification
- HDI Metrics Certification

➤ "During our installation process the Spok team was excellent and could answer all our technical questions. They kept the project moving, provided excellent communication among all parties, and were fabulous providing additional component information."

Anne McNulty,
Douglas County Sheriff's Office

ONGOING PARTNERSHIP

There are other, simple things that can improve your experience with Spok. As with all software solutions, it is important to know that your Spok solution is being backed up every day. Investing in test systems can enable you to successfully implement changes into your production environment.

We encourage you to communicate with Spok whenever an activity at your organisation could potentially affect your Spok solution. Also, be sure to inform us of changes at your organisation, including the appropriate contacts, and organisational changes such as a merger or acquisition. The more we know about you, the better our partnership can be.

Thank you for your trust in Spok to provide your critical communications. We value your business!



ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. Organisations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact centre optimisation, and public safety response. When communications matter, Spok delivers.

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