



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 organization, 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

CUSTOMER FEEDBACK

Feedback from Spok users guides the majority of our ongoing development efforts. Our Product Strategy team uses this feedback to plan our product road maps. Along the product planning journey, we consistently validate these plans with our user community. This happens through events such as Connect customer conferences, regular Directions User Group meetings, and ongoing webinars. Within our online Customer Community there is an interactive feature for customer feedback called "Ideas," which allows users to submit suggestions to our Product Strategy team for consideration. Customers can watch the progress of their own idea and those submitted by others, and vote for the ones they like. Based on input from all of these sources, we regularly release new features and functionality for our solutions.

CONSULTING SERVICES

Our consulting services are designed to help you maximize the use and value of your Spok® solutions. We have a team of professionals who have helped hundreds of customers, whether they are upgrading existing products or adding new ones. Our consulting services program offers a full range of services; we are here to assist you.

HERE ARE SOME OF THE PROGRAMS SPOK HAS IN PLACE TO MAINTAIN A CONSTANT LINE OF COMMUNICATION WITH OUR CUSTOMERS

ONLINE CUSTOMER COMMUNITY

The same, user-friendly portal used for submitting support cases also provides a way for customers to communicate with each other. With the "Chatter" feature users can connect with other customers who have similar environments or interests, reach out to specific individuals, join topic-specific groups, and more.

➤ "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

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. The Spok Directions User Group is an informal, virtual gathering of Spok customers who “meet” via conference call twice per quarter to discuss ideas, initiatives, and product direction in light of industry best practices and trends. Customers often share creative use cases with their Spok solutions to help other customers leverage their investment in Spok.

In addition to these regular meetings, you have the opportunity to engage with other Directions members online via the Directions LinkedIn page or the Customer Community Chatter. 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 CONFERENCES

The Connect conferences are high-energy gatherings of Spok users, partners, and subject-matter experts for the purpose of networking, discussing your challenges and successes, and sharing Spok’s corporate and product road maps. The events include discussion on industry trends, interactive product demos, and case studies presented by Spok customers. We also ask for feedback to assure our future direction is aligned with your needs.

Sessions and networking events offer attendees the opportunity to network with Spok staff and fellow users. Connect attendees give very high ratings to the conferences, with 97 percent of survey respondents saying the events were “very good” or “excellent.”

SYSTEM EVOLUTION

Spok has a Professional Services Group that can help customers make changes to their existing solution as new business needs arise. Spok’s team has helped customers improve efficiencies by more than 12 percent after conducting an analysis of current processes, providing improvement action items, and helping to implement new best practices.

TIERED MAINTENANCE PROGRAM

We offer three different maintenance programs 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.

Standard — The Standard maintenance plan allows for 24 x 7 x 365 support for questions and assistance, access to our online knowledge base, Customer Community, and product upgrade notifications.

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, advance replacement for hardware, and system monitoring.

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, customized web-based training, enhanced monitoring, and monthly calls with Spok support management.

➤ “I attended Connect last year and discovered just how great it is for networking and information sharing. Finding out how other organizations use their Spok applications is really helpful. This is one of the best conferences I attend!”

Marcia Birmingham
Presbyterian Healthcare Services

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 organization, understands industry language, and can assist you with a wide range of support requests. 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 to Spok course certifications, all support engineers may also have the following:

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

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 organization could potentially affect your Spok solution. Be sure to inform us of changes at your organization, 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), headquartered in Springfield, Va., 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. Organizations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When communications matter, Spok delivers.

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