



The CrossFire[→] System

Product Specifications:

CrossFire Client-Staffed Contact Center

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Highly Confidential

The CrossFire System

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Introduction

Access and use of CrossFire[®] Product Centers at a particular Site is governed by a CrossFire Product Center Use Agreement. The Use Agreement contains a Product Center Warranty that states that each Product Center will perform the functions applicable to the Product Center set forth in the then most current version of these specifications.

Thus, the most current version of these specifications is an integral part of the overall agreement between RealPage, Inc. and users of CrossFire Product Centers.

User Authorization

Authorized Users

Site Owner's access to and use of the CrossFire System shall, at times, be limited to employees and certain agents of Site Owner, each of whom shall have been identified by the Site Owner to Provider as an authorized user (an "Authorized User"). Site Owner shall permit only Authorized Users to access and use the CrossFire System. Site Owner must not permit any other entity to access and use the CrossFire System without the permission of Provider. Site Owner shall ensure that all Authorized Users of Site Owner's passwords comply with these terms and conditions of use. Site Owner shall not permit anyone who has not been designated as an Authorized User to obtain or use an assigned password, nor permit anyone who has ceased to be an Authorized User to continue to use an assigned password.

Site Owner's Agents

Any agent of Site Owner accessing and using the CrossFire System on behalf of Site Owner shall, prior to such access and use, agree to be bound in its individual capacity to all of these terms and conditions of use by means of acceptance of a CrossFire System Agent's Master Agreement.

Passwords

Site Owner will be solely responsible for the confidentiality of the passwords used to access the CrossFire System and will be solely responsible for any and all losses and damages to either Party resulting from the loss, theft, or misuse thereof, or from Site Owner's failure to maintain, the confidentiality of Site Owner's passwords.

Client-Staffed Contact Center User Access

Access to CrossFire Client-Staffed Contact Center requires activation within CrossFire Setup options. Once CrossFire Client-Staffed Contact Center has been activated for a property, all users assigned a CrossFire role within the property will be able to access CrossFire Client-Staffed Contact Center web-based training courses. Authorized Users may easily access the menu of available CrossFire Product Center courses by selecting the Contact Center tab. Selecting the desired class launches the user's web-based learning experience.

SPECIFICATIONS

Overview

CrossFire Client-Staffed Contact Center is a Voice-Over Internet Protocol (VOIP) and web-based system that permits a property management company (PMC) to use its own employees as Contact Center agents to take calls and e-mails on behalf of the sites the company manages.

These “Client-Staffed Contact Center Agents” use the CrossFire Contact Center application and its supporting systems as if they were part of the regular CrossFire agent pool, with two notable exceptions:

- All calls and e-mails for the company’s sites are routed by default to the company’s Client-Staffed Contact Center Agents
- Client-Staffed Contact Center Agents are never presented calls or e-mails for sites managed by other companies
- A “Supplemental Allowable Calls” option is available if a PMC elects not to receive 100% of calls or e-mails
 - This option allows calls to be routed to the CrossFire Agents based on criteria contractually identified, such as weekends, holidays, agent availability during staffed hours, etc.

Client-Staffed Contact Center Agents have access to CrossFire’s marketing information and Customer Relationship Management (CRM) system, which offers detailed information about each site and real-time integration with OneSite Leasing & Rents, OneSite Facilities, and YieldStar Price Optimizer.

The system is based on the Avaya telephony platform, Verint’s Workforce Optimization suite, and CrossFire’s Agent Application.

RealPage acts as a service provider, and access to the Avaya and Verint systems are provided as part of the service.

CrossFire Client-Staffed Contact Center

The capabilities of the CrossFire Client-Staffed Contact Center include:

- CrossFire Contact Center Agent Applications
 - Contact Center – Leasing Calls & Emails
 - Contact Center – Service Calls (optional)
- Avaya™ iClarity (6.0.0.9 © 2007 Avaya, Inc.)
- E-mail Queue Monitoring

Detailed Specifications

CrossFire Contact Center Agent Application

- Client's employees may log onto the CrossFire Contact Center application and take calls and e-mails on behalf of client's sites
- Toll-free numbers
 - Toll-free numbers are contracted by the PMC for each of its Contact Center sites
 - Guest cards for prospects receive a Prospects ID and are associated with specific call data
 - Call recordings for all toll-free number calls either answered by the site, the Client-Staffed Contact Center Agent or the CrossFire Contact Center are available through the CrossFire application
 - The Contact Center setup pages can be accessed from the CrossFire tab
- Toll-free number usage
 - Toll-Free numbers are provided to sites to use for traffic sources
 - Toll-free numbers are assigned for roll-over and service request, when this option is purchased separately
 - Alternate numbers may be given to callers for non-contracted types of calls
 - Additional toll-free numbers can be purchased for marketing uses.
- Types of Calls
 - Leasing calls
 - Service requests calls (with purchase of optional CrossFire Contact Center – Service Requests)
 - Emergency calls (with purchase of optional CrossFire Contact Center – Service Requests)
 - General messages related to site business
- Call routing
 - CrossFire Client-Staffed Contact Center call routing hours are set forth in the CrossFire Dependencies and Uses
 - Calls are directed to sites based on their office hours setup first and number of seconds to ring at the site
 - If site staff does not answer a phone call, it will be routed to Client-Staffed Contact Center Agents
 - If there are no Client-Staffed Contact Center Agents logged in during Client-Staffed Contact Center call routing hours, the calls can optionally be routed to CrossFire Contact Center Agents (with purchase of Supplemental Allowable Calls option)
 - If Client-Staffed Contact Center Agents are logged in but all are busy and the expected wait time in queue is less than the allowable Estimated Wait Time (EWT) set forth in the CrossFire Dependencies and Uses, the calls will be queued in the order in which they are received until the next Client-Staffed Contact Center Agent is available
 - If Client-Staffed Contact Center Agents are logged in but are busy and the projected EWT is greater than the contracted EWT, the calls can optionally be routed to CrossFire Contact Center Agents (with purchase of Supplemental Allowable Calls option)
- Supplemental Allowable Calls option to CrossFire Contact Center

- Supplemental Allowable Calls can be optionally purchased for those PMCs not wishing to take 100% of their call volume
 - Provides backup capability for short staffing, inclement weather, etc.
- Supplemental Allowable Calls option is available for multiple products/situations:
 - CrossFire Contact Center – Leasing Calls
 - CrossFire Contact Center – Service Calls
 - Email Processing
 - Spanish Language Calls
- Supplemental Allowable Calls variables impact the CrossFire Contact Center staffing levels and must be pre-coordinated, to include:
 - Hours of operations (if different from standard)
 - Time zone differences
 - Corporate holidays
 - Expected service level for calls routed to CrossFire Contact Center
 - Ongoing training
 - Spanish language needs
- Leasing Calls
 - Client-Staffed Contact Center Agents will collect information from the prospect to facilitate the leasing process. The recordable information on the guest card format is as follows:
 - Name
 - Phone numbers
 - E-mail address (if available)
 - Lead source
 - Date needed
 - Apartment size
 - Number of occupants
 - Lease term
 - Maximum rent
 - Square footage desired
 - An acknowledgement e-mail will be generated and sent to the e-mail recipient list in CrossFire setup for guest cards
- Service request calls (with purchase of CrossFire Contact Center – Service Requests)
 - Client-Staffed Contact Center Agents answering service request calls will record detailed information about the service issues in service request format:
 - Building and unit
 - Caller's name
 - Phone numbers
 - E-mail address (if available)
 - Permission to enter the unit
 - Preferred service date/time
 - If site uses OneSite Facilities, a service request will be added to OneSite Facilities
 - An acknowledgement e-mail is sent to the e-mail recipient list in CrossFire setup for service requests
- Emergency calls (with purchase of CrossFire Contact Center–Service Requests)
 - Client-Staffed Contact Center Agents shall be trained to listen for keywords that indicate that the subject of the call is an emergency

- Client-Staffed Contact Center Agents will initiate the pre-defined emergency escalation procedure
- The emergency escalation procedure is defined by site
- Emergency calls will remain open and continue to escalate until receiving acknowledgement from personnel at the site or home office
- At the end of the call, the system will send a service request to the site via e-mail. Customers can choose to have service requests sent to up to three e-mail addresses
- Prospects e-mail response
 - The Client –Staffed Contact Center Agent application includes an e-mail queue that allows Client-Staffed Contact Center Agents to respond to prospect e-mails
 - Captured e-mail addresses are provided to the Site and are used with any ILS currently contracted for marketing
 - Client-Staffed Contact Center Agents shall respond to e-mails with an eBrochure offering customers more information about the site
 - The eBrochure offers the customer links to check on the availability of a unit by linking to CrossFire Online Leasing if it has been contracted
 - Ability to forward e-mails to the site
 - Setup pages have been created in order to set up the sites incoming and outgoing e-mail addresses and assign a predefined eBrochure template
- E-mail routing
 - Client-Staffed Contact Center e-mail routing hours are set in the CrossFire Dependencies and Uses
 - E-mails will be routed for Client-Staffed Contact Center Agents to handle, when they are not busy with calls
 - If Client-Staffed Contact Center is closed for business, e-mails that arrive within Client-Staffed Contact Center e-mail routing hours will be saved until processed by Client-Staffed Contact Center Agents
- Automated e-mail parsing
 - E-mails from known ILSs are automatically parsed to create guest cards in OneSite Leasing & Rents
 - For e-mails that cannot be parsed, Client-Staffed Contact Center Agents have the ability to create a guest card if needed
 - Responses to e-mails are HTML-formatted e-mails that contain robust information about the site. The responses can be customized on either a company or site basis for an additional fee
- Interactive voice response system
 - Phone calls that are sent to the forwarding number will be processed by an automated Interactive voice response system (IVR)
 - The IVR will offer the following options:
 - By selecting “1”, callers will be sent to the leasing queue and will follow the call routing rules outlined above
 - By selecting “2”, callers will be sent to the service call queue. If customers have not purchased CrossFire Contact Center -- Service Request, callers will be automatically forwarded to voicemail
 - By selecting “3”, callers will be sent to the emergency service call queue. If customers have not purchased CrossFire Contact Center -- Service Request, callers will be automatically forwarded to voicemail

- By selecting “4”, callers will be sent to voicemail
- Client-Staffed Contact Center Agents have access to site marketing content specific to each site. Property marketing content includes:
 - Property description
 - Amenities
 - Floor plan brochures
 - Pet policy
 - Map and driving directions
 - Photographs
- Client-Staffed Contact Center Agents have access to additional content useful when handling a call:
 - Answers to common questions
 - Notes to agent from site manager
 - For emergency service requests, agents see emergency escalation procedures
 - Unit pricing and availability, including detailed information about specials available on specific units. This real-time data comes from OneSite Leasing & Rents
- For guest card calls, Client-Staffed Contact Center Agents have the ability to set appointments for callers to visit the site
 - Appointment settings for each site determine at what times the site staff is available to accept appointments, and how many concurrent appointments the site staff is able to handle
- For guest card calls, guest cards are created in OneSite Leasing & Rents
- For service request calls, service requests are created in OneSite Facilities (with purchase of OneSite Facilities)
- For message calls, Client-Staffed Contact Center Agents will have the ability to transfer the caller into voicemail. Voicemail is delivered to the site via an e-mail message.
- E-mail communications are sent to the site for every phone call handled by an Client-Staffed Contact Center Agent or a CrossFire Agent. The e-mail contains detailed information about the call:
 - Caller’s contact information
 - Agent’s notes about the phone call
 - Details about the guest card / service request / message
 - Link to a recording of the call
 - Call ID
- Client-Staffed Contact Center customers can provide RealPage with a custom recorded “Music on Hold” to be played when callers are in the queue waiting for the next available agent or when place on hold. File format: Waveform Audio Format (WAV), 8-kHz sample rate, 8-bit resolution (bits per sample), Mono (channels = 1), 3 minutes maximum length, repeatable

Avaya™ iClarity (6.0.0.9 © 2007 Avaya, Inc.)

- **Avaya iClarity** is a Computer Telephony Integration (CTI), Telephony Application Programming Interface (TAPI) enabled client-based telephony application for the PC or laptop running Microsoft Windows operating system. It provides access to Avaya Communication Manager (CM 2.0 and above) software station features (except Contact Center agent features).
- This software is part of the Agent application installation and provides communication

support

E-mail Queue Monitoring

- Web page providing count of e-mails in queue, e-mails over service levels, e-mail counts, and counts of e-mails processed by agents
- Web tool to search e-mails received

Avaya™ CMS Supervisor (Optional Add-On – Requires additional licensing and must be added to the order form)

- Avaya CMS manages call routing and agent selection
- Provides limited capabilities to view real-time phone traffic, agent status, and historical call reports

California Consumer Privacy Act of 2018 (“CCPA”) Data Processing Statement

This CCPA Data Processing Statement applies to “Personal Information” of a “Consumer” as those terms are defined under the CCPA (referred to hereafter as “Personal Data”) that RealPage processes in the course of providing services under the Product Center (“Services”) governed by the Agreement to Customer.

RealPage understands the terms in this CCPA Data Processing Statement and agrees to comply with them. The terms of this CCPA Data Processing Statement will prevail in connection with the purpose and scope of this CCPA Data Processing Statement over any conflicting terms in the Agreement.

- **Customer’s Role.** The Customer is a for profit entity that determines the purpose and means of processing Personal Data. Customer will provide Personal Data to RealPage solely for the purpose of RealPage performing the Services.
- **RealPage’s Role.** RealPage shall provide the Services and process any Personal Data in accordance with the Agreement. RealPage may not retain, use, or disclose Personal Data for any other purpose other than for providing the Services and in performance of the Agreement.
- **Data Processing, Transfers and Sales.** RealPage will process Personal Data only as necessary to perform the Services, and will not, under any circumstances, collect, use, retain, access, share, transfer, or otherwise process Personal Data for any purpose not related to providing such Services. RealPage will refrain from taking any action that would cause any transfers of Personal Data to or from RealPage to qualify as “selling personal information” as that term is defined under the CCPA.
- **Sub-Service Providers.** Notwithstanding the restrictions in Section 2.3, Customer agrees that RealPage may engage other Service Providers (as defined under the CCPA), to assist in providing the Services to Customer (“Sub-Service Providers”). RealPage carries out appropriate due diligence on each Sub-Service Provider and the arrangement between RealPage and each Sub-Service Provider is governed by a written contract which includes terms substantially equivalent to those set out in this CCPA Data Processing Statement.
- **Security.** RealPage will use commercially reasonable security procedures that are reasonably designed to maintain an industry-standard level of security, prevent unauthorized access to and/or disclosure of Personal Data.
- **Retention.** RealPage will retain Personal Data in accordance with Customer instructions, the terms of the Agreement, or any applicable law(s), whichever requirement is controlling under the circumstances. At the termination of this CCPA Data Processing Statement, or upon Customer’s written request, RealPage will either destroy or return Personal Data to the Customer, unless legal obligations require storage of the Personal Data.
- **Assistance with Consumers’ Rights Requests.** If RealPage, directly or indirectly, receives a request submitted by a Consumer to exercise a right it has under the CCPA in relation to that Consumer’s Personal Data, it will provide a copy of the request to the Customer. The Customer will be responsible for handling and communicating with Consumers in relation to such requests.
- **Enforceability.** Any provision of this CCPA Data Processing Statement that is prohibited or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof. The parties will attempt to agree upon a valid and enforceable provision that is a reasonable substitute and shall then incorporate such substitute provision into this CCPA Data Processing Statement.