



The CrossFire[→] System

Product Specifications:

CrossFire Contact Center—Prospects

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Version 3.0

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 Licensees 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 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.

On-Demand Learning User Access

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

SPECIFICATIONS – VERSION 3.0

Overview

CrossFire Contact Center—Prospects automates and enhances the processes of entering captured leads into its lead management system and manages them through to lease. The system prompts leasing professionals to apply customer relationship management methods, and tracks leads and related activities throughout the leasing cycle. Additionally, it equips on-site leasing professionals with powerful sales tools that include customizable marketing collateral. CrossFire Contact Center—Prospects enables sites to quantify and hone their marketing efforts by providing detailed reports that show statistics on everything from most effective lead sources to agent closing ratios.

CrossFire Contact Center—Prospects also includes features that facilitate interaction between apartment communities and the public. It manages the task of preparing content for inclusion on a property web site or brochure and for use by multiple Internet listing services (ILSs) through a single repository of information.

CrossFire Contact Center—Prospects

CrossFire® is a suite of sales and marketing products that offers full life cycle prospect management and resident retention. It functions in tandem with the OneSite property management system. The major capabilities of CrossFire Contact Center—Prospects include:

- Toll-Free Numbers
- Types of Calls
- Toll-Free Number Usage
- Call Routing
- Message Calls
- Prospects E-Mail Response
- Prospects Notification Pop-Ups
- Reports
- Content Management

CrossFire Contact Center—Prospects can be integrated with the following RealPage products:

- CrossFire Online Leasing
- CrossFire Residents
- OneSite Leasing & Rents
- OneSite Facilities

Detailed Specifications

Toll-Free Numbers

- Toll-free numbers are contracted by the PMC for each of their CrossFire properties.
- Guest cards for prospects receive a Prospects ID along with being associated with specific call data.
- Call recordings for all toll-free number calls either answered by the site or the Contact Center are available through the CrossFire application.
- The Contact Center setup pages can be accessed from the CrossFire tab.

Types of Calls

- Leasing inquiries.
- General messages related to site business

Toll-Free Number Usage

- Toll-free numbers are provided to properties to use for ad sources.
- Alternate numbers can be given to callers for non-contracted types of calls.
- Additional toll-free numbers can be purchased for marketing uses.

Call Routing

- During office hours, incoming calls on the toll-free numbers will route to the property first.
- CrossFire setup designates how many rings to allow at the property before rolling to the Contact Center.
- Customized greetings can be set up for use by the Contact Center agents.

Guest Card Calls

- CrossFire agents will attempt to get as much information from the calling prospect in order 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 is generated and sent to the e-mail recipient list in CrossFire setup for guest cards.

Message Calls

- Calls answered by the Contact Center agents that are not related to leasing are classified as a message call. There are two methods of message capture available:
 - Messages answered by a Contact Center agent, who will capture the following information:
 - Caller's name
 - Capture multiple phone numbers
 - E-mail address
 - Message details
 - E-mail notification containing message detail
 - Electronic voice recordings:
 - Messages are recorded and can be listened to from the CrossFire application
 - E-mail notification that a new voice message has been recorded

Prospects E-Mail Response

- The Contact Center UI includes an e-mail queue that allows CrossFire 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.
- Respond to e-mails with an eBrochure offering customers more information about the property.
- 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 property.
- Setup pages have been created in order to set up the properties incoming and outgoing e-mail addresses and assign a predefined eBrochure template.

Prospects Notification Pop-ups

- Notifies anyone logged into CrossFire with the prospect call notifications activated by flashing a pop-up in the lower right hand corner of the screen that an incoming call is a prospect call.
- Notifies anyone logged into CrossFire with the guest card notifications activated by flashing a pop-up in the lower right hand corner of the screen that an incoming guest card was created using of the CrossFire Contact Center—Prospects methods.

Reports

- Contact Center Leasing Calls Conversion by Property
- Contact Center Leasing Calls Conversion by Traffic Source
- Leasing E-mail Performance
- Call Details
- Monthly Service Level Performance.

Content Management

- Reusable content
- Streamlined distribution
- Data accuracy

- Data exchange
- Self-management of content

Contact Information

- OneSite marketing platform stores profile information that includes address, phone number, fax number, e-mail address, URL, and office hours.
- Ability to modify information captured during initial setup for display on the web site.

Home Page

- Ability to manage office hours, number of units, property name, site headings, tag lines, and pet policy.
- Ability to add community highlights in bullet form and assign images to each feature.
- Input property descriptions with HTML tag support.
- Manage property logos and images for the homepage.

Floor Plans

- Ability to add, edit, and delete floor plans from the site.
- Manage floor plan names, bedrooms, bathrooms, square foot ranges, price ranges, deposit amounts, and availabilities.
- Includes floor plan descriptions and images.
- Ability to generate brochures from floor plan content that can be printed or e-mailed.

Tour Items

- Manage images used to create online tours and other enhancements.
- Manage images and descriptions for all photos in the library including image names and captions.

Amenities

- Selection of unit-level and property-level amenities to display on the site.
- Manage property and unit photos for the page.

Guest Cards

- Capture prospective residents' names, addresses, phone numbers, and e-mail addresses.
- Capture the best day and time to call, the anticipated move date, and other information using a free-form text field.
- CrossFire users have guest cards inserted into the CrossFire application as new prospects.
- OneSite Leasing & Rents users have guest cards inserted into OneSite under the Prospects tab as new prospects.
- Guest cards can be received via e-mail for up to three e-mail addresses.

Site Plan

- Store an image of your site plan.
- The setup fee covers scanning services for the site plan (no larger than letter size).

- Site plan descriptions can be added and support the inclusion of HTML tags to highlight specific features.

Maps and Driving Directions

- Supports Microsoft Map Point to generate electronic maps and driving directions to the site.
- Supports the placement of static maps and driving directions.
- Directions can include HTML tags to highlight specific items.

E-mail Setup

- Allows you to manage e-mail addresses for all prospect forms used by the site.
- E-mail addresses are used to determine who receives requests initiated by prospects.

Statistics (Page hits report)

- Allows staff to view web “hits” for a specified period of time.
- Allows staff to view “hits” for specific floor plans for a specified period of time.
- Allows staff to view all statistics across multiple properties in a portfolio.

Marketing Updates

- Allows managers to add, edit, and delete Internet marketing sources capable of receiving content updates.
- Supports on-demand e-mailing and/or faxing of updates to specified ILSs.
- Supports the printing of content updates on a formatted page ready for faxing to ILSs that don't support e-mail updates.

1. 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.

- 1.1. 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.
- 1.2. 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.
- 1.3. 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.
- 1.4. 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.
- 1.5. 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.
- 1.6. 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.
- 1.7. 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.
- 1.8. 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.