Full Circle Support & Implementation Packages

Full Circle Support Packages Overview

|	BASIC	PLUS	PROACTIVE
Online Resources	✓	✓	✓
Email / Portal Support	✓	✓	✓
Application Troubleshooting	✓	✓	✓
New Team Member Training		✓	✓
Named CS Team Member		✓	✓
Bi-Annual Account Review		✓	✓
10 Quarterly Hours Consult. Service			✓
Marketo Support as part of the above Quarterly Hours			✓
Quarterly Proactive FCI Admin Support			✓
	Included with subscription	$11,000 per year	$15,000 per year

Full Circle INSIGHTS®

Basic Support

Your Success Is Our Top Priority!

Basic Support comes standard with your Full Circle Insights subscription. Here's what it includes:

- Access to our self-service documentation library

- Case logging through our online portal

- Response within 24 hours for cases submitted Monday-Friday

- Email and Portal support

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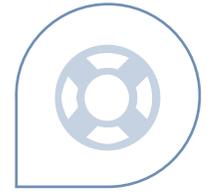
Plus Support

Above and Beyond the Basics

Plus Support offers additional services to help you get the most out of Full Circle Insights. On top of Basic Support, Plus includes:

- Training: We'll bring your new hires up to speed on Funnel Metrics with two 90-minute training sessions per year.

- Support: Your company will have its own named FCI support contact, ensuring the best continuity and most efficient problem-solving.

- Account Review: Once per quarter, your support contact will conduct an account review. They'll summarize your data consumption, suggest best practices, offer tips for underutilized features, and introduce tricks for advanced reporting.

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Proactive Full Circle Support

Keep Peace of Mind on Retainer.

Proactive Support includes all the benefits of Basic and Plus, along with 10 quarterly support hours to use however you see fit.

- Quarterly retainer entitling you to 10 quarterly hours of expert support for technical questions, data interpretation – even Salesforce admin tasks!

- Personalized Marketo support so you can keep marketing automation and Full Circle running in perfect, powerful harmony.

- A quarterly proactive audit of your Funnel Metrics system. Your support representative will analyze your system's health reports, discover emerging issues, and resolve them before they affect your data.

Targeted Consultation Add-Ons

MARKETO

Annual Setup Audit ✓

Scoring Audit ✓

Specialized Assistance ✓

$4,000 per year
Up to 20 annual service hours

STRATEGIC

Bi-Annual Data Review ✓

Stakeholder Interviews ✓

Data Analysis Presentation ✓

Business Process Recommendations ✓

Documented lead management process ✓

$9,000 per year
Up to 40 annual service hours

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Marketo Service Support

Marketo and Full Circle Play Well Together.

Marketo Service Support is designed for companies that use Marketo and Full Circle together. To help you get the best of both, this package includes:

- Recommendations for Marketo and Salesforce campaign structure hierarchies and naming conventions to make your data as user-friendly as possible.

- Annual Setup Audit: Once a year, your Customer Success representative will audit your org with an eye toward campaign, channel, and program setup. They'll then share insights in relation to Full Circle functionality.

- Annual Scoring Audit: You'll also receive an analysis of your score thresholds, along with expert recommendations to bring in even better MQLs.

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Strategic Advisory Support

Data-Driven Solutions to Boost Your Business.

With the **Strategic Advisory** package, you can leverage Full Circle's business expertise to reach *your* company's goals.

- Periodic meetings to present data analysis to your company's key stakeholders.

- Bi-Annual Review: Twice a year, your analyst will review your reports and dashboards, interview key stakeholders, present your team with insights, and suggest business process changes based on your data.

- You'll receive clear, comprehensive guidance for interpreting and articulating data trends, empowering you to make and defend data-driven business decisions in the future.

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Full Circle Implementation Packages

	JUMPSTART	PREMIUM
Business Process Reviews	✓	✓
Standardized Best Practices Configuration	✓	✗
One Sandbox Build	✓	✓
Custom Configurations & Solutions	✗	✓
Additional Sandbox Builds	✗	✓
Priority Deployment Included*	✗	✓
Custom Dashboards & Reports	✗	✓
Limited Access Deployment** Available	✗	✓
Additional Scheduled Check-Ins	✗	✓

* Where resources allow
** Limited Access Deployment is required for companies that cannot grant Full Circle access to their production org.
In this type of deployment, the customer performs their own implementation with live guidance from FCI.

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JumpStart Implementation

Hit the Ground Running.

JumpStart Implementation is designed exclusively for our JumpStart customers. Standardized implementation ensures you're getting the most out of your FCI product. It includes:

- Best Practices Configuration featuring tried-and-true sales and marketing funnels, easily understandable attribution models, repeat engagement tracking, and straightforward configurations to track campaign success.

- Three 90-minute Business Process Review (BPR) meetings with your Full Circle representative.

- One sandbox build and review to test your FCI solution prior to deployment.

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Premium Implementation

Put Your Best Foot Forward.

Premium Implementation includes all the benefits of Full Circle's Standard Implementation, with the addition of:

- Custom reports and dashboards to suit your organization's specific needs.

- Up to four custom funnels.

- Even more individual sandbox builds — up to four in total.

- Up to four sandbox reviews, ensuring that your solution and customizations work *exactly* the way you want them to.

- Automatic upgrade to priority deployment so you're up and running faster.

- Additional scheduled check-ins throughout the implementation process.

- Limited Access Deployment for companies that can't grant FCI access to their production org.

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