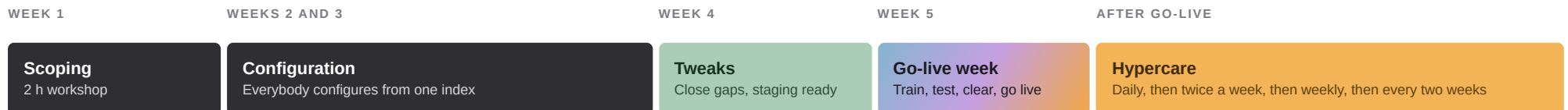


● CREW REGIONAL LAUNCH · SUPPORT MODEL

How we take every Concentrix region live on CREW, and how we stay with it after.

The standard path every region follows, from the first scoping workshop to the day recruiters work on CREW for real. What each phase is for, what we ask of each region, what can move the date, and how hypercare tapers until the region runs on its own.

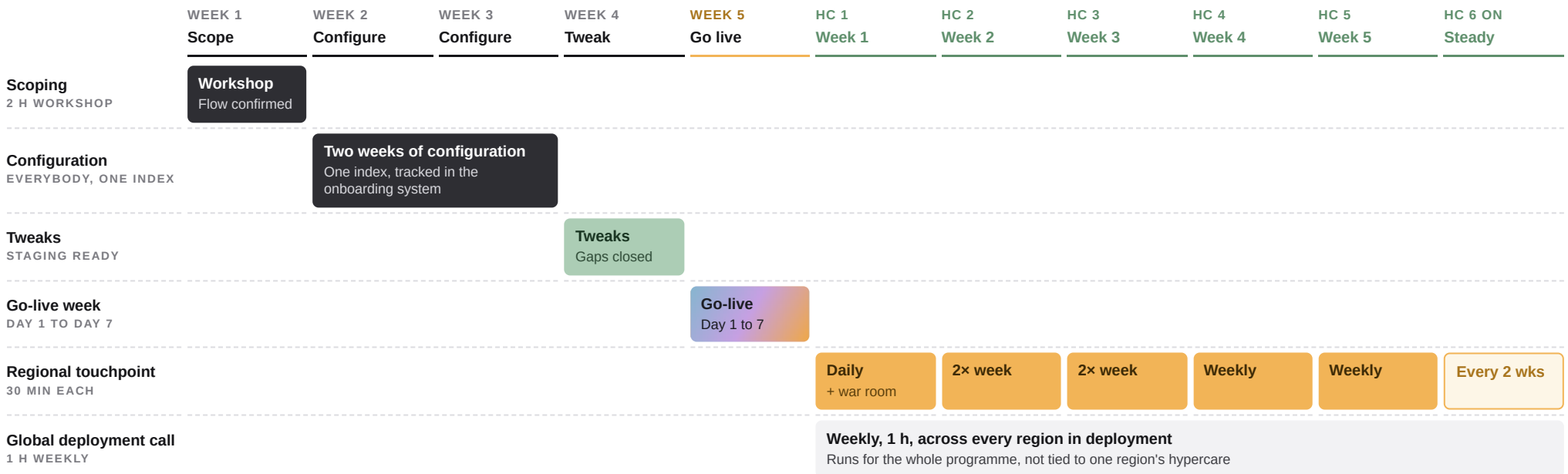
TIME TO LIVE	5 weeks on average · 4 to 6 weeks range
TESTING GATE	13 paths · 99% accuracy · 99% completion
HYPERCARE	Daily in week 1, tapering to every two weeks from week 6
PREPARED BY	Luis Alejandro Morales, COO, Talkpush
SCOPE	Applies to every region. Region dates are set at scoping, not in this paper.



● SECTION 1 · ONE PATH FOR EVERY REGION

Five weeks from the first workshop to a live region.

Every region follows the same sequence. Four weeks of preparation are mapped before anything starts: one week of scoping, two weeks of configuration and one week of tweaks. Then comes the go-live week, and after it a hypercare period that gets lighter every week by design. **We aim for five weeks on average. A clean region can do it in four; a region waiting on a third party can take six.**



5 weeks

AVERAGE TO GO-LIVE

From the scoping workshop to the region live at the end of day 6.

4 to 6

WEEKS, FULL RANGE

Four with a standard flow and no blockers. Six when a third party or a custom feature holds it.

99%

ACCURACY AND COMPLETION

Thirteen test paths. Both thresholds must be met to clear go-live.

Day 7

FIRST REAL WORKING DAY

Live at the end of day 6, so recruiters start day 7 with candidates already in the funnel.

WHAT TALKPUSH BRINGS

- 01 The scoping workshop and the flow it produces.
- 02 The configuration index and the in-platform onboarding tracker.
- 03 Champion, recruiter and marketing training.
- 04 UAT sheets for all 13 paths, fixes overnight, hypercare.

WHAT EACH REGION BRINGS

- 01 A regional owner who signs off go-live by name.
- 02 3 to 5 champions, and up to 5 testers at 4 h a day.
- 03 Its share of the configuration, on time.
- 04 Marketing and sourcing in the room for go-live.

WHAT CAN MOVE THE DATE

- 01 **Custom integrations** that depend on a third party.
- 02 **Custom features declared go-live blockers.** Usually built within two weeks; depending on the feature, it can mean a delay.
 - Everything else goes live after the date, not before it.

● SECTION 2 · PREPARATION

Four weeks of preparation, mapped before the first workshop.

The go-live week only works if everything it tests is already in place. So the month before it is planned in advance, with an owner for every item. **The rule that holds it together: everything that will be tested is in staging before day 1 of the go-live week.**

WEEK 1

Scoping

One 2 hour workshop to confirm how the flow is going to look: stages, candidate journeys, messages, channels, integrations and the people involved.

Anything the region needs that CREW does not do today is raised here and labelled: go-live blocker, or after go-live.

Output: the agreed flow, the configuration index, the blocker list

WEEKS 2 AND 3

Configuration

Two weeks in which everybody configures everything. We hand over an index of every item that needs to be configured, and the platform has an onboarding system that shows each team what is pending, what is done and what they need to do next.

This is collaborative by design. Concentrix recruitment, marketing and sourcing, IT and the Talkpush deployment team all work from the same index, so nobody waits on an email to know where things stand.

Accounts, sub-accounts and roles

Campaigns and flows

Question sets and TalkScore

Message templates and channels

HRIS and third-party integrations

Sourcing channels and career site

Business hours and guardrails

Analytics and dashboards

Output: every index item marked done in the onboarding system

WEEK 4

Tweaks

One week to close what configuration left open: review the setup end to end, fix gaps, confirm integrations respond, and prepare the UAT sheets.

Champions and testers are named and their diaries are booked for the go-live week.

Output: staging ready, people booked

WHO IS INVOLVED

Regional owner	Concentrix. Owns decisions and signs off go-live.
Champions	Concentrix, 3 to 5. Train the trainers, lead testers.
Marketing, sourcing	Concentrix. Channels and job ads.
IT, integrations	Concentrix and third parties, where applicable.
Deployment team	Talkpush. Leads the plan, configures, trains, fixes.

HOW YOU KNOW WHERE THINGS STAND

Index	One list of everything to configure, with an owner per item.
Tracker	The onboarding system inside CREW shows pending and done in real time.
Global call	The weekly 1 h deployment call covers every region in flight.

WHAT HAS TO BE TRUE BEFORE DAY 1

01	The flow agreed at scoping is fully configured in staging.
02	Every declared go-live blocker is built and in staging.
03	Integrations respond in staging, including third parties.
04	Champions, testers, marketing and the regional owner are booked.

● SECTION 3 · WEEK 5

Five working days of training and testing, live on the Monday.

Champions are trained on day 1 and day 2. Testers run every path end to end from day 3 to day 5, and recruiters are trained on day 4 and day 5. The system is cleaned over the weekend. **On day 6 everything goes into production, gets tested three times, and the region is live by the end of the day, so day 7 is the first day recruiters work on CREW for real.**

	Day 1	Day 2	Day 3	Day 4	Day 5	S/S	Day 6 · go-live	Day 7 · first day
Champion training 2 SESSIONS · 2 H	Session 1 2 h · candidate journey	Session 2 2 h · recruiter journey						
End-to-end testing 5 TESTERS · 4 H A DAY			Kickoff + test day 1 UAT handover	Test day 2 Fixes verified · 99%+	Test day 3 All closed · 99%+ to clear			
Recruiter training 1 H SLOTS · 2 PER DAY				2 slots Journeys and support	2 slots Recruiters run every path			
Marketing session MARKETING, SOURCING			2 h session Connections, game plan					
Daily results review JOINT · 30 MIN			30 min Results, next day plan	30 min Results, next day plan	30 min Final testing read-out			
Go-live checkpoints JOINT				Pre-go-live checkpoint 30 min · results, config	Clearance meeting 1 h · named sign-off			
Go-live JOINT						System cleanup Test data out	Production test ×3 Channels open · live end of day	War room · 1 h First real day on CREW

WHO WE NEED, AND FOR HOW LONG

Champions	3 to 5 per region. 2 × 2 h, then lead testing.
Testers	No more than 5. 4 h a day for 3 days.
Every recruiter	Two 1 h sessions, day 4 and day 5.
Marketing	2 h on day 3, then on hand for day 6.

WHAT TALKPUSH HANDS OVER

Day 1	The one-page flow document for champions.
Day 3	The UAT sheets for all 13 paths, at the kickoff.
Day 3	The marketing game plan for opening the channels.
Nightly	Fixes and an updated UAT sheet.

WHAT HAS TO BE TRUE TO CLEAR GO-LIVE

01	Every declared blocker live in that configuration before day 1.
02	Three testing days done, 99%+ accuracy and 99%+ completion.
03	Champion, recruiter and marketing training all delivered.
04	Named sign-off at the clearance meeting on day 5.

● SECTION 4 · THE MOST IMPORTANT THREE DAYS

Three days, thirteen paths, 99% to clear.

Testing is the most crucial part of the process, and the only thing that releases a go-live. It is concentrated in a three day window so the effort is short and the people are fully focused. Talkpush writes the UAT sheets and reviews the results; the region's testers run them, with champions leading and acting as first escalation. **A path that is not run counts as a path that failed: completion is a gate in its own right.**

5

TESTERS, AT MOST

We do not need more than five. Champions guide them and are the first escalation point.

THE FIVE JOURNEYS · 13 PATHS IN TOTAL

Happy candidate	Applies, answers everything, meets the criteria and moves cleanly to the end of the funnel.	3 paths
Almost happy candidate	Gets there, but stalls or drops at a step and has to be picked back up.	3 paths
Random behaviour	Replies out of order, sends something unexpected, leaves and comes back.	3 paths
Unhappy candidate	Fails a criterion or opts out partway, and has to exit properly.	3 paths
Hard reject	Knocked out by a screening rule, with the right message and end state.	1 path

Talkpush provides the UAT sheets with the exact steps and expected result for every path. Testers with time left repeat the sequence rather than stop early: a path that passes once is not yet proven.

4 h

PER TESTER, PER DAY

Dedicated time, not squeezed between shifts. At most 60 tester-hours per region over three days.

13

PATHS, EVERY DAY

Three paths for each of the first four journeys, one for the hard reject. All 13, end to end, every day.

THE DAILY LOOP

Day 3 start	Kickoff, 15 to 30 minutes. UAT sheets handed over, paths walked through, testing starts.
Morning	Testers work through all 13 paths, logging each result in the sheet.
Read-out	30 minutes. What passed, what failed, what is blocked. Accuracy and completion read from the sheet.
Overnight	Talkpush fixes configuration and updates the UAT sheet for the next day.
Next day	Failures re-run first, then the full set again.

TWO NUMBERS, BOTH MEASURED EVERY DAY

Accuracy	Paths that produced the expected result, out of the paths run.
Completion	Paths actually run end to end, out of the 13 planned.

DAY 3**Kickoff, then test day 1**

Opens with the kickoff, then all 13 paths. This is the day we expect to find things: broken steps, wrong messages, configuration that does not match the agreed flow.

No accuracy target. The job is to surface everything.

DAY 4**Test day 2**

All 13 paths again against the overnight fixes. Anything still failing is escalated in the read-out and at the pre-go-live checkup.

Target: 99%+ accuracy and completion

DAY 5**Test day 3**

All 13 paths a third time, plus recruiters running their own end-to-end session. Every case in the sheet closed before the clearance meeting.

Required: 99%+ accuracy and completion to clear

● SECTION 5 · GOING LIVE

Clear on Friday, clean over the weekend, live Monday, working Tuesday.

Go-live is a working session, not a switch. The clearance meeting confirms that everybody is aligned to go, the system is cleaned of test data over the weekend, and day 6 is spent proving production before the channels open. **Going live at the end of day 6 means recruiters arrive on day 7 to candidates already in the funnel, not an empty screen.** Day 6 does not have to be a Monday; the sequence is what matters.

DAY 5 · MIDDAY

Clearance meeting

1 h. Testing results, training, configuration and sourcing reviewed. Named sign-off from the regional owner and the Talkpush deployment lead.

WEEKEND

System cleanup

Test candidates, test data and test conversations removed, so production starts clean.

DAY 6 · MORNING

Into production

Credentials and configuration pushed to production. Nothing is public yet.

DAY 6 · BEFORE 14:00

Three tests

A happy candidate, an unhappy candidate and a hard reject run in production, to prove every integration works for real.

DAY 6 · AFTERNOON

Channels open

Green light to marketing. Sourcing channels switch on and candidates start arriving.

DAY 6 · END OF DAY

Officially live

The region is live. On day 7 recruiters start the day on CREW, with the war room open.

WHAT "LIVE" MEANS IN THIS MODEL

A region is live when the clearance meeting has signed it off, the three production tests have passed and the sourcing channels are open, at the end of day 6. Day 7 is the first day recruiters use CREW for real.

THE CLEARANCE MEETING ASKS FIVE QUESTIONS

- 01 Are accuracy and completion both at 99% or above on day 5?
- 02 Is every case in the UAT sheet closed?
- 03 Are champions and recruiters trained?
- 04 Is marketing ready to open the channels on day 6?
- 05 Is any declared go-live blocker still open? If yes, the date moves.

DAY 7 · THE WAR ROOM

A 1 hour open session at the start of the first working day, with recruiters, champions and the Talkpush team. Whatever comes up is handled on the spot. It is also the first daily touchpoint of hypercare.

When	08:00 or 09:00 local, before recruiters get busy.
Who	Recruiters, champions, regional owner, Talkpush deployment team.
Covers	Overnight applications, first candidate movements, logins, anything blocked.
After it	Issues go into the support hypervisor as tickets and are tracked from there.

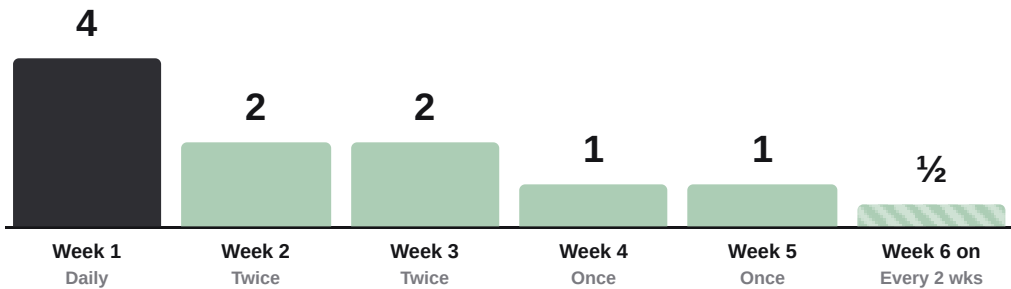
If clearance is not given, the region does not go live on day 6. Testing continues on the open cases, and a new clearance meeting is set as soon as they close. The go-live sequence then restarts from the weekend cleanup.

SECTION 6 · WHAT HAPPENS AFTER WE GO LIVE

Daily in the first week, then lighter every week, by design.

Hypercare is where a region either settles or struggles, so it is the part of the model we invest in most. It starts with the war room on day 7 and a touchpoint every day of the first week. From there the meetings get less frequent each week, **so that by week 6 the region runs on its own, meeting us every two weeks**, with emergency meetings available at any point and support always on.

REGIONAL TOUCHPOINTS PER WEEK · 30 MIN EACH



Week 1 runs from day 7 to the end of the go-live week: four working days, a touchpoint every day, opened by the 1 h war room. Emergency meetings sit on top of this at any time.

WHAT IT ADDS UP TO, PER REGION

10	Regional touchpoints in the first five weeks: 4, then 2, 2, 1 and 1.
5 h	Of touchpoint time in those five weeks, plus the 1 h war room on day 7.
1 h	Global deployment call every week, shared across all regions in deployment.
Day 1	Support hypervisor for tickets and the AI MCP for self-service, from day one.

TWO LAYERS THAT RUN IN PARALLEL

Regional touchpoint	One region, its champions and the Talkpush team. Results, open tickets, adoption, decisions.
Global deployment call	All regions together, 1 h a week. Cross-region issues, what one region learned that the next one needs, programme status.

	WEEK 1 Day 7 on	WEEK 2 Mon to Fri	WEEK 3 Mon to Fri	WEEK 4 Mon to Fri	WEEK 5 Mon to Fri	WEEK 6 ON Steady state
Regional touchpoint 30 MIN	Every day War room 1 h on day 7	Twice e.g. Tue and Fri	Twice e.g. Tue and Fri	Once One meeting in the week	Once One meeting in the week	Every two weeks If everything is on track
Global deployment call 1 H WEEKLY	Weekly	Weekly	Weekly	Weekly	Weekly	Continues Programme-wide
Emergency meeting EITHER SIDE	Available at any point, called by Concentrix or Talkpush For anything that cannot wait for the next touchpoint					

SECTION 6 · BETWEEN THE MEETINGS

Between meetings, nobody waits for a meeting.

The touchpoints are for decisions and trends. Day-to-day issues go through two channels that every user has from the first day: **the support hypervisor for tickets, and the AI MCP so teams can troubleshoot on their own.** Emergency meetings cover anything that cannot wait.

01

Support hypervisor

Every user has access from day one to create tickets, follow their status and see the history. Tickets raised in the war room and touchpoints are logged here too, so there is one record of every issue and how it was closed.

EVERY USER · FROM DAY 1

02

AI MCP, connected from the start

Every team has the AI MCP connected from go-live, so they can troubleshoot their own issues: why a candidate is where they are, what a flow did, how something is configured. Most questions are answered in minutes, without opening a ticket.

SELF-SERVICE · FROM DAY 1

03

Emergency meetings

Either side can call one at any point in hypercare and after it. They exist for issues that block hiring and cannot wait for the next touchpoint. They do not reset the taper unless both sides agree it should.

ON DEMAND · EITHER SIDE

WHAT EVERY TOUCHPOINT COVERS

- 01 Results.** Applications, movements through the funnel, hires against the plan.
- 02 Tickets.** What is open in the hypervisor, what closed, what is aging.
- 03 Adoption.** Who is logging in and working in CREW, who is not.
- 04 Configuration.** Changes requested and changes made since last time.
- 05 Decisions.** What needs an answer, from whom, by when.

WHEN THE TAPER STEPS DOWN

The plan is to step down every week as shown. A region steps down when the week closed with **no open issue blocking hiring**. If one is still open, the region stays on its current rhythm until it closes.

The taper is the plan, not a rule. If a step feels too early, it is raised in a touchpoint and the region keeps its rhythm for as long as it is useful.

WHO OWNS WHAT AFTER GO-LIVE

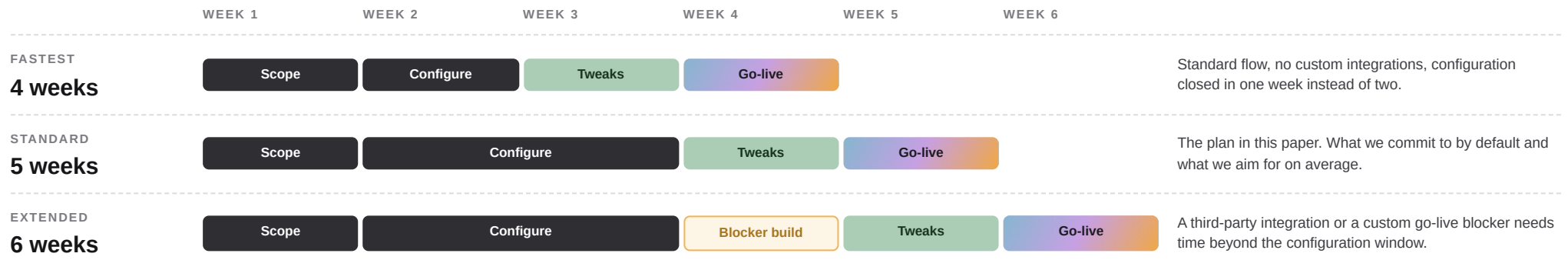
Talkpush	Platform, fixes, tickets, the global call, hypercare touchpoints.
Champions	First line for their recruiters. Bring trends to the touchpoint.
Regional owner	Decisions, priorities and adoption in the region.
Future modules	Self-configured by the region. Talkpush supports, the region owns.

Self-configuration of future modules sits with the region. Once a region is live, new modules are switched on and configured by the Concentrix teams, using the same index, the onboarding system and the AI MCP they used for the launch. Talkpush stays in support through the hypervisor and the touchpoints. This is what lets a region grow on CREW without waiting on us.

● SECTION 7 · WHAT SETS THE DATE

Four to six weeks, aiming at five.

The standard is five weeks from scoping to live. Two things can push a region past that, and both are known at scoping, which is why blockers are declared there and not later. **Anything not declared a go-live blocker goes live after the date; it never holds it.**



RISK 01

Custom integrations that depend on third parties

When an integration needs a third party (an HRIS, an assessment provider, an identity or background check vendor) to build, open access or test on their side, their timeline becomes part of ours. We cannot shorten it, only start it early.

How we contain it: raised at scoping, owner and contact named in week 1, tested in staging before day 1

RISK 02

Custom features declared go-live blockers

If a region needs something CREW does not do today and declares it a go-live blocker, it is built before go-live. Those builds should not take more than two weeks, which fits inside configuration. Depending on the feature, it can eventually mean a delay.

How we contain it: declared at scoping only, sized in week 1, everything else scheduled after go-live

WHAT KEEPS A REGION AT FIVE WEEKS

- 01 Regional owner, champions and testers named at scoping.
- 02 Blockers declared at scoping, not discovered in configuration.
- 03 Configuration items closed on the index on time, by every team.
- 04 Testers' 4 hours a day protected during the three testing days.

WHAT DOES NOT MOVE THE DATE

- 01 Nice-to-have features: they go live after the date.
- 02 Additional modules: self-configured by the region after go-live.
- 03 Other regions: each region keeps its own sequence, even when they overlap.

● SECTION 8 · EFFORT AND COMMITMENT PER REGION

Everything we ask of a region, in one table.

Each region can plan its people around this before scoping starts. Times are per region; the global deployment call is shared across all of them.

WHEN	SESSION	LENGTH	FROM CONCENTRIX	FROM TALKPUSH
Week 1	Scoping workshop	2 h	Regional owner, champions, marketing, IT	Deployment lead. Flow, index, blocker list
Weeks 2 to 3	Configuration	2 weeks	Owners of each index item	Configuration team, onboarding system
Week 4	Tweaks	1 week	Fixes on their items, people booked	End-to-end review, UAT sheets
Day 1 and 2	Champion training	2 × 2 h	3 to 5 champions	Trainer, flow document
Day 3	Testing kickoff	15 to 30 min	Champions, testers	UAT handover, testing platform
Day 3 to 5	End-to-end testing	4 h a day × 3	Up to 5 testers	Overnight fixes, updated UAT sheet
Day 3	Marketing session	2 h	Marketing, sourcing	Connections checked, game plan
Day 3 to 5	Daily results review	30 min × 3	Champions, testers	Results, plan for tomorrow
Day 4 and 5	Recruiter training	1 h × 2	Every recruiter	Trainer
Day 4	Pre-go-live checkup	30 min	Champions, marketing	Results, configuration, metrics
Day 5	Clearance meeting	1 h	Regional owner (named sign-off)	Deployment lead, engineering
Day 6	Production test, go-live	Morning to EOD	Marketing on standby to open channels	Cleanup, 3 production tests, go-live
Day 7	War room	1 h	Recruiters, champions, regional owner	Deployment team
Hypercare	Regional touchpoints	30 min	Champions, regional owner	Deployment team · 4, 2, 2, 1, 1, then every 2 weeks
Weekly	Global deployment call	1 h	Global and regional leads	Programme lead
Always	Hypervisor and AI MCP	On demand	Every user	Ticket handling, MCP access from day 1

In one line: one month of preparation mapped in advance, one week to train, test and go live, and five weeks of hypercare that tapers into a fortnightly rhythm, with support and self-service always on. Five weeks to live on average, four at best, six when a third party or a declared blocker holds it.