



Listrak Self-Service: Transactional

SOLUTION DESCRIPTION

Listrak's Transactional solution will deploy a customer specific message instantly utilizing Listrak API calls. Messaging content is dependent on the client's need.

YOUR RESPONSIBILITIES:

Integration:

- Integrate your website with Listrak's platform, if this step has not already been completed for an existing Listrak solution, in accordance with integration guides provided by Listrak
- Perform the appropriate API calls to trigger the proper transactional messaging.

Application Setup, including the following:

- Setup your Listrak platform account utilizing Thrive, Listrak's learning management system to include:
 - Additional API users
 - Whitelist your servers IP address
 - Generate the necessary segmentation required for the solution
 - Configuration and coding of the Transactional solution using the Listrak API to trigger messaging
- Additional setup may be required for the Listrak Recommendations solution investment, including:
 - Creation of solution Merchandise Blocks (within the Listrak Recommendations Engine)
 - Creation of solution Recipes (within the Listrak Recommendations Engine)

Content & Creative:

- Write, design, code, and implement all messages for your solution using Listrak Composer, or your preferred HTML builder.
 - *Listrak Composer is not available for use with Contact Content Blocks (CCB) which house lines of code.*
- If the Listrak Recommendations Solution investment has been made, you may insert product recommendations into the message.

Quality Control

- Utilize and complete provided verification checklists to test the integration and solution for functionality and accuracy in accordance with how the solution is expected to perform

LISTRAK'S RESPONSIBILITIES:

Integration Guidance:

- Provide information required to integrate your website with Listrak's platform, if this step has not already been completed for an existing Listrak solution, in accordance with Listrak's integration guides
- Provide information required (i.e., our API Integration Guide) to integrate your website with Listrak API. You will need perform appropriate API calls to trigger the proper transactional messages

Application Setup, including the following:

- Setup your merchant within the Listrak platform
- Enable all necessary settings for access to Thrive, Listrak's learning management system
- Generate the necessary list for your solution.
- Ongoing release notes and educational articles through Listrak's Knowledge Base

Content & Creative:

- Provide template options for your messaging will be available for use within our in-platform email builder, Listrak Composer.

Quality Control

- Provide quality testing checklists for setup verification and pre-deployment testing for you to complete

OUT-OF-SCOPE:

- **Additional Solution Functionality Testing:** Testing and troubleshooting of technical integration beyond the two (2) included rounds of verification may incur Professional Service fees at the prevailing billable rate. If troubleshooting requires the assistance/participation of a Listrak Developer, the same billable rate may apply.
- **Updates/Break-Fix:** If you modify an email's original HTML (as provided by Listrak), your website, or eCommerce platform/provider in any way that would affect the solution or any technical integrations with Listrak, necessary Professional Service fees may be charged at the prevailing billable rate to troubleshoot and resolve resulting issues. The same applies to client-caused break-fix scenarios within the Listrak application.
- Any changes to the solution scope as provided from Listrak may require a statement of work and additional investment. A custom scope definition will be provided in a separate document for your review.
- **Any feature or functionality not expressly addressed in this scope document is considered out-of-scope by default.**

DOCUMENT CONTROL			
Document Title: Scope_Self-Service – Transactional_v1.0			
Version Number	1.0	Authors/Job Title	Paula Spirawk - BSA
Date Approved	6.15.2017	Document Status	Final
Effective Date	6.30.2017	Approved By	LPS Directors
Superseded Version	n/a	Date of Next Review	12.31.2017
VERSION CONTROL			
Version	Author	Date	Changes
1.0	Paula Spirawk	6.01.2017	Layout and language update; definition