



DIGITAL CX +

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1. GENERAL

1.1 **Service Definition.** Digital Customer Experience (Digital CX) is a software as a service (SaaS) based customer engagement solution that enables Customer to manage their end user's digital customer experiences from the cloud with a variety of optional features. Digital CX enables automated self-service for Customer's end user, intelligent knowledge management authoring and search, and brand engagement for Customer via social media channels as further described below. Digital CX service includes access to a management portal (Digital CX Portal) for Customer to administer the Digital CX solution directly.

1.2 **Service Implementation.** Customer's selected Digital CX implementation, as described in Attachment A, will be via Verizon professional services. Implementation size and determination of development items will be described in a Customer specific scope of work (Scope) developed in conjunction with Customer. Implementation may be done remotely or onsite.

1.3 Service Features

1.3.1 **Managed Services.** Managed Services provides management of select features as indicated below. Managed Services and Customer's administrative team work together to optimize Digital CX services and update/deploy use cases.

1.3.2 **Virtual Agent.** Virtual Agent includes Managed Services and enables Customers to automate communication with their end users over digital channels such as webchat, social messaging, mobile applications, and Short Message Service (SMS).

1.3.2.1 **Virtual Agent - Third-party API.** As an option, Customer may elect to use a third-party application programming interface (API) from time to time as part of their Virtual Agent solution. This includes on demand access to third-party artificial intelligence engines, external data sources such as Google Maps to enhance the end user experience.

1.3.2.2 **Virtual Agent SMS.** SMS communication is only available in the United States and will incur additional costs in addition to any costs that may occur from the user's wireless carrier.

- 1.3.3 **Live Agent.** Live Agent is an agent interface and web real-time communications (Web RTC) connection for an end user to interact with a human agent via chat, voice, or video as further described below.
 - 1.3.3.1 **Live Agent Chat.** The Live Agent chat channel provides text-based interactions between human agents and end users on web chat and messaging platforms.
 - 1.3.3.2 **Live Agent Voice.** The Live Agent voice channel provides voice-based interactions between human agents and end-users.
 - 1.3.3.3 **Live Agent Video.** The Live Agent video channel provides one or two way video interactions between human agents and end-users.
 - 1.3.3.4 **Live Agent - Co-Browse.** Co-Browse is a Live Agent option that provides the ability for a human agent to co-browse on a website to assist end users.
- 1.3.4 **Live Agent SMS.** SMS communication is only available in the United States and will incur additional costs in addition to any costs that may occur from the user's wireless carrier.
- 1.3.5 **Knowledge Assist.** Knowledge Assist includes Managed Services and enables Customers to manage their knowledge articles used by human or virtual agents when interacting with end users. Knowledge Assist is provided in Customer's chosen language from available languages.
 - 1.3.5.1 **Knowledge Assist Additional Languages.** As an option, Knowledge Assist may be offered in additional languages from available languages.
- 1.3.6 **Social Intelligence.** Social Intelligence includes Managed Services and provides a listening and engagement module to identify public consumer posts of interest across social media, as defined by the Customer's search criteria, into a single dashboard. Additionally it enables the Customer to engage and respond to end users as needed.
 - 1.3.6.1 **Social Intelligence - Historical Data Analysis.** As part of a Social Intelligence implementation, Customers can elect a one-time services engagement to retrieve historical social posts.
 - 1.3.6.2 **Social Command Center.** As an option, Social Command Center can provide real-time aggregated data analysis of social posts, as configured by the Customer, to provide insights on global trends, performance of social media posts, geographical and other demographic details to help determine end user's perception of their brand.
 - 1.3.6.3 **Social Outbound Campaign.** As an option, Social Outbound campaigns can be used by Customer's digital marketing teams to manage social marketing campaigns across platforms, track and compare campaign performance, understand successful aspects of a campaign, and configure audience types for social marketing campaigns.
- 1.3.7 **Connectors.** Connectors provide a software integration between the Digital CX product features and 3rd party applications, as available. If Connector is used for integration between Virtual Agent and 3rd party applications, the Live Agent feature is also required.
- 1.3.8 **Support Services.** Verizon will provide 24 x 7 technical support, answer questions pertaining to installation, implementation, capabilities and/or use of Digital CX. Verizon will provide access to Customer to the Digital CX Portal to submit tickets, view service bulletins, and view frequently asked questions (FAQs).
- 1.3.9 **Managed Services**
 - 1.3.9.1 **Managed Services Representative.** The Managed Service Representative will provide the following:

- Optimizations: Analyze current configuration and provide recommendations.
- Workflow Assessments: Analyze workflow efficiency and provide recommendations.
- Insights and Analysis: Review system, agent reporting and provide consultation on recommended practices to meet business needs.
- New Feature Adoption/Training: Provide onboarding training to Customer's new team members and assist in new feature training.
- Configuration: Update configuration in consultation with Customer and perform Customer-requested configuration changes.
- Administration: Perform system maintenance.

1.3.9.2 **Customer Success Manager.** Verizon will provide a Customer Success Manager to evaluate Customer's chosen Digital CX features, measure Customer's usage, and recommend solutions to optimize Digital CX.

1.3.10 **Disaster Recovery.** Disaster Recovery provides a backup of all Digital CX Virtual Agent, Knowledge Assist, and Social Intelligence Customer data every 24 hours. Such backup and Customer data are stored within the same Availability Zone. If there is data loss, Verizon will use commercially reasonable efforts to restore the Customer data from the backup however catastrophic events affecting an entire Availability Zone may limit the availability or completeness of such restoration. The objective for the maximum time for which data might be lost (i.e. recovery point objective) is 24 hours. The objective for recovery of the data (i.e. the recovery time objective) is 72 hours.

1.3.11 **Maintenance Service.** Verizon will provide Digital CX updates during the Service Commitment as they become available from the software provider. Customer may submit trouble tickets for issues via the Digital CX Portal.

1.3.11.1 **Scheduled Maintenance Outages.** Verizon will temporarily suspend operation of Digital CX to perform scheduled maintenance from time to time. Such scheduled maintenance will be outside of peak transaction time periods as determined by Verizon. Customer can register to receive email updates on scheduled maintenance timing via the Digital CX Portal.

1.3.11.2 **Emergency Maintenance.** Verizon may perform emergency maintenance, including upgrades, enhancements and suspension of Digital CX, in the event of an emergency as required to repair or safeguard the integrity and security of Digital CX. Emergency maintenance may impact Customer's ability to use Digital CX. Customer can register to receive email updates on emergency maintenance timing via the Digital CX Portal and Verizon will make commercially reasonable efforts to notify Customer of emergency maintenance before it takes place.

1.3.12 **Support Resolution Targets.** Verizon will resolve issues and trouble tickets according to severity levels and related times set forth in the table below (the Support Table). Verizon will assign severity levels based on the definitions provided below. Verizon provides maintenance service for issues and trouble tickets for Digital CX service. API support to Customer networks or software is not in scope.

SUPPORT TABLE

SEVERITY LEVEL	RESPONSE TIME	STATUS UPDATE FREQUENCY	RESOLUTION TIME
Severity 1: Critical Situation	15 minutes	Hourly	4 hours
Severity 2: Serious Situation	1 hour	4 hours	8 hours
Severity 3: Minor Situation	4 hours	Daily	24 hours

Other/Informational Situation	48 hours	48 hours	N/A
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- 1.3.12.1 **Critical Situation.** Critical Situation (Severity 1) means that Digital CX is unavailable to all users, inaccessible, unusable, returning corrupted data or results, or that the service has degraded to the point that, reasonably, it is functionally unavailable. Verizon will provide a patch, workaround, or resolution that substantially restores operation within four hours.
- 1.3.12.2 **Serious Situation.** Serious Situation (Severity 2) means that Digital CX is unavailable for a portion of users or that a fundamental function of the system is unavailable to all users. Verizon will provide a patch, workaround, or resolution that substantially restores operation within eight hours.
- 1.3.12.3 **Minor Situation.** Minor Situation (Severity 3) means any other situation in which Digital CX is not in full compliance with all functional specifications and/or exhibits substandard or erratic performance. Verizon will provide a patch, workaround, or resolution that substantially restores operation within 24 hours.
- 1.3.12.4 **Other/Informational Situation.** Other/Informational Situation (Severity 4) is a request for information pertaining to Digital CX that has no service-affecting impact such as general information requests, new feature requests, or other product roadmap requests. Verizon shall respond to Customer within 48 hours with the requested information or a timeframe for response.
- 1.3.13 **Excluded Services.** Verizon will not provide i) on-site support, ii) support for third party products not part of Digital CX service, iii) support for Digital CX if Customer has not paid the appropriate monthly fees to Verizon, iv) CPE support, and iv) network service support.

2. SUPPLEMENTAL TERMS

2.1 Ownership and Restrictions

- 2.1.1 **Ownership.** Customer shall own all Customer Data, but grants Verizon a non-exclusive, worldwide, terminable at-will, and royalty-free license during the Service Commitment to use Customer Data only to the extent necessary to provide Digital CX, including responding to service or technical problems with the service and any professional services pursuant to Attachment A.
- 2.1.2 **Restrictions.** Customer may not engage in the following acts or cause or permit others to do so:
- Use Digital CX, Customer Data or any Social Media Content to violate applicable law or these terms;
 - Display, distribute or make available Social Media Content to any third party; this restriction does not apply to (a) aggregations of Social Media Content which do not reveal individual Mentions, or (b) content retrieved directly from the content provider's website rather than from Digital CX.
 - Permit a third party to access the Digital CX.
 - Sell, resell, rent, lease, distribute, assign or otherwise transfer the rights to Digital CX.
 - Create derivative works based on Digital CX.
 - Use Digital CX for timesharing or service bureau purposes or otherwise for the benefit of a third party.
 - Remove any proprietary notices from Digital CX.
 - Publish or disclose to third parties any evaluation of Digital CX without Verizon's prior written consent.
 - Copy, modify, or create derivative works based on Social Media Content without written consent from rightful owner of such Social Media Content.
 - Copy, frame, or mirror any part or content of Digital CX.
 - Reverse engineer, decompile, disassemble or otherwise attempt to discover the source code or underlying ideas or algorithms of Digital CX.
 - Access Digital CX in order to (a) build a competitive product or service, or (b) copy any features, functions or graphics of Digital CX.

- Create any link to Digital CX or frame or mirror the content contained on, or accessible from, Digital CX
- Use Digital CX to collect, store or process Sensitive Personal Information.
- Use Digital CX to store or transmit infringing, libelous, or otherwise unlawful or tortious material, or to store or transmit material in violation of third party privacy rights.
- Use any Digital CX products to store or transmit Malicious Code.
- Interfere with or disrupt the integrity or performance of Digital CX or third-party data contained therein.
- Attempt to gain unauthorized access to Digital CX or related systems or networks.
- Not to upload or distribute any files that contain a virus, corrupted files, or any other similar software or programs that may damage the operation of Digital CX to another's computer.

2.2 **Data Privacy.** Customer acknowledges that its use of Digital CX may involve the collection, storage and/or access by Customer of personally identifiable information (PII) of Customer's end users of the Digital CX service. Customer agrees that it shall be responsible for compliance with applicable laws with regard to such PII. To the extent Verizon collects any PII of Customer when providing the Digital CX service, Verizon's treatment of such PII will be according to the Customer Data and Confidentiality provisions of the Master Terms.

2.3 **Dodd-Frank Act.** To the extent that Customer utilizes Digital CX to support the provision of payment processing, mobile payments, money transfers or other financially related products or services to consumers that are subject to the Dodd-Frank Act, Customer is solely responsible for the provision of such services and complying with all the requirements and regulations set forth in the Dodd-Frank Act and by the Consumer Financial Protection Bureau pertaining thereto.

2.4 **Children's Online Privacy Protection.** Digital CX does not provide the tools to obtain parental consent under the Children's Online Privacy Protection Act (COPPA). To the extent Customer operates a website or other online service to which COPPA applies, Customer acknowledges that it will comply with COPPA including, without limitation, providing notice and obtaining parental consent in accordance with COPPA.

3. **SERVICE LEVEL AGREEMENT.** The applicable Digital CX Service Level Agreement (SLA) is set forth in the following link: http://www.verizonenterprise.com/external/service_guide/reg/digital_cx_sla.pdf

4. FINANCIAL TERMS

4.1 **General.** Customer will pay the charges for Digital CX as specified in the Agreement. In addition, certain Digital CX features have charges as outlined below and in the Service Order.

4.1.1 **Knowledge Assist and Social Intelligence Usage.** When the number of named agents for Knowledge Assist, or the usage of the social media post tier Social Intelligence, exceeds 15% of the original ordered quantity or tier, respectively, for three consecutive months, Customer must place a change order to increase ordered quantity or tier to meet the actual usage amount going forward.

4.1.2 **Implementation.** On a case by case basis, a fixed number of hours may be required over and above the standard implementation cost shown in the SOF for Customer work or other work outside of the standard implementation parameters as shown in the Detailed Requirements. If necessary and upon Customer's request, Verizon may incur reasonable travel, lodging and other associated expenses in connection with the performance of onsite implementation.

4.2 Service Commitments

4.2.1 **Service Commitment.** The minimum Service Commitment is one year. The Activation Date is the date that Digital CX has been accepted as provided in the Acceptance Process in Attachment A.

4.2.1.1 **Auto-Renewal.** The Service Commitment period will auto-renew for 1 year periods at the end of the then current Service Commitment period unless Customer provides written notice of its intent for non-

renewal at least 60 days prior to the end of the then current Service Commitment period at which point, the Agreement will terminate at end of the then current Service Commitment.

4.2.2. **Pricing Tier Commitments.** Customer pricing tiers are based on Customer’s committed quantities initially ordered, or increased via change order per applicable feature, for the Service Commitment.

4.2.3 **Adding/Transferring Commitments.** Customers may add quantities, but not subtract quantities on a coterminous basis using a change order for the additional services purchased. The additional quantities will increase Customer’s commitment for the remainder of the Service Commitment.

5. **DEFINITIONS.** The following definitions apply to Digital CX, in addition to those identified in the Master Terms of your Agreement and in Attachment A.

Term	Definition
Activation Date	Activation Date means the date upon which the service is accepted and billable as defined in Attachment A.
Availability Zone	One of multiple unique physical locations within a region.
Customer Data	Customer Data means all electronic data, information, content or material that has not been publicly available and is submitted by Customer or on behalf of Customer, to Digital CX or is collected and processed by or on behalf of Customer, through Digital CX.
Detailed Requirements	Service specific deliverables as further defined in Attachment A, Professional Services Statement of Work for Digital CX.
Malicious Code	Malicious Code means viruses, worms, time bombs, Trojan horses and other harmful or malicious code, files, scripts, agents or programs.
Mention	An individual link, post or excerpt.
Sensitive Personal Information	Information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.
Social Media Content	Social Media Content means information including but not limited to links and/or excerpts that have been made public and obtained by Verizon or on Verizon’s behalf from the Internet and any derivative works produced from such public information. This includes but is not limited to reports, summaries, graphs, charts and graphics.
User Acceptance Testing	User Acceptance Testing is the plan for Customer to test the configured Digital CX service.

Attachment A
Professional Services Statement of Work for Digital CX

1. Description of the Project.

Implementation Professional Services. Verizon will provide implementation of Customer's specific Digital CX service (the Project or Implementation). Implementation is done pursuant to this Attachment A and Customer's Professional Services Service Agreement (PSSA) with Verizon.

2. Description of the Services. Implementation will be performed for one or more of the following Digital CX services as ordered by Customer:

- 2.1 Knowledge Assist,
- 2.2 Virtual Agent (Small, Medium, or Large),
- 2.3 Social Intelligence and Social Command Center
- 2.4 Live Agent, or
- 2.5 Custom Implementation.

3. Scope of Work. Verizon will implement Digital CX features as identified in this document and resolve items listed in the Punch List as defined below. Additionally, Verizon will perform the following relevant to the Digital CX services ordered by Customer.

3.1 Knowledge Assist. Verizon will perform implementation and integration services to:

- 3.1.1 Provision a Knowledge Assist environment for the Customer and provide the URL, usernames, and initial passwords for accessing the Knowledge Assist platform.
- 3.1.2 Provision access to a browser-based user interface that allows the Customer to test the content configured for Knowledge Assist
- 3.1.3 Configure Knowledge Assist natural language processing examples to understand and respond in English
- 3.1.4 Provide configuration and author training to the Customer
- 3.1.5 Train and assist with pulling in existing content
- 3.1.6 Provide a plan for the Customer to test the configured Knowledge Assist platform (generally, the User Acceptance Test or UAT) for:
 - Accuracy – utilizing the Knowledge Assist Learner tool
 - Formatting
 - Active links
 - Trusted Site URLs
 - User interface compatibility
- 3.1.7 Assist the Customer to launch Knowledge Assist access for users on the Activation Date.
- 3.1.8 Provide rules for initial maintenance of the knowledgebase utilizing the Knowledge Assist Learner Tool and standard reports.
- 3.1.9 Provide Administrator Training and Employee end user 'Train the Trainer' Training.

3.2 Virtual Agent (Small, Medium, or Large). Medium and Large Virtual Agent implementations include integrations to APIs that are published and approved by Verizon. Integrations to other APIs require custom implementation hours. Small implementations only support integration via Digital CX pre-built Connectors. Verizon will perform implementation and integration services to:

- 3.2.1 Provision a Virtual Agent environment for the Customer and provide the URL, usernames, and initial passwords for accessing the Virtual Agent platform.
- 3.2.2 Configure Virtual Agent to be available on up to:
 - 3.2.2.1 Three channels for small,
 - 3.2.2.2 Five channels for medium, or
 - 3.2.2.3 Six channels for large.
- 3.2.3 Configure Virtual Agent to understand and respond in up to:

- 3.2.3.1 One language for small,
- 3.2.3.2 Three languages for medium, or
- 3.2.3.3 Five languages for large.
- 3.2.4 Configure Virtual Agent to handle up to:
 - 3.2.4.1 20 use cases for small,
 - 3.2.4.2 60 use cases for medium, or
 - 3.2.4.3 90 use cases for large.
 - 3.2.4.4 A use case describes how a user uses a system to accomplish a particular goal.
 - 3.2.4.5 There are three basic elements that make up a use case:
 - Actors: Actors are the type of users that interact with the system.
 - System: Use cases capture functional requirements that specify the intended behavior of the system.
 - Goals: Use cases are typically initiated by a user to fulfill goals describing the activities and variants involved in attaining the goal.
- 3.2.5 Work with Customer to define the content that will be developed as the responses the Virtual Agent will deliver to users.
- 3.2.6 Work with Customer to define the initial intents to be created and responses which should be given based on the intent.
- 3.2.7 Configure the intent engine to handle the topics defined in the Detailed Requirements.
- 3.2.8 Configure the conversation flow which defines what Virtual Agent does when certain intents are identified from the user utterances as well as greeting flows.
- 3.2.9 Deploy the Virtual Agent interface to a test website hosted for Customer.
- 3.2.10 Develop and complete a plan to test the entire Virtual Agent flow including:
 - Virtual Agent integrations defined by Customer's requirements and workflow
 - Virtual Agent workflows
 - Virtual Agent conversation
 - Accuracy
 - Formatting
 - User interface compatibility
 - Escalation to Agent tools, if applicable.
- 3.2.11 Provide a UAT plan for Customer to test the configured Virtual Agent.
- 3.2.12 Assist the Customer to launch Virtual Agent access for users on the Activation Date.
- 3.2.13 Provide Administrator Training and knowledge transfer.

3.3 Social Intelligence and Social Command Center. Verizon will perform implementation and integration services to:

- 3.3.1 Provision a Social Intelligence / Social Command Center environment for Customer and provide the URL, usernames, and initial passwords for accessing the Social Intelligence / Social Command Center platform.
- 3.3.2 Configure the following items in the Social Intelligence / Social Command Center platform:
 - Users
 - Additional user roles
 - Teams
 - Triggers
 - Routing rules
- 3.3.3 Provide Administrator Training and Employee end user 'Train the Trainer' Training
- 3.3.4 Configure routing criteria in the Social Intelligence / Social Command Center platform, based on provided keywords by the Customer as shown in the Detailed Requirements.
- 3.3.5 Develop a plan to test the entire solution including:
 - End to End System Testing
 - Provide a Customer UAT plan.
- 3.3.6 Assist the Customer to launch Social Intelligence / Social Command Center access for users on the Activation Date

3.4 Live Agent. Verizon will perform implementation and integration services to:

- 3.4.1 Provision an Live Agent environment for Customer by:
 - Providing the Live Agent widget for deployment / customization by Customer.
 - Providing the URL to access the Live Agent platform
 - Configuring the available channels for Customer:
 - Voice
 - Video
 - Text Chat (any textual channel)
- 3.4.2 Provide Administrator Training and Employee end user 'Train the Trainer' Training
- 3.4.3 Configure routing criteria in the Live Agent platform and provide associated guidance to Customer to enable integration to their contact center routing platform as shown in the Detailed Requirements, if applicable.
- 3.4.4 Configure solution to pass appropriate context.
- 3.4.5 Develop a plan to test the solution including:
 - End to End System Testing.
 - Provide a Customer UAT plan.
- 3.4.6 Assist the Customer to launch Live Agent for users on the Activation Date.

3.5 Custom Implementation. Upon Customer's request, Verizon will perform custom implementation for the fixed quantity of hours shown in the related Order to:

- 3.5.1 Configure additional use cases for Virtual Agent,
- 3.5.2 Configure additional languages for Virtual Agent,
- 3.5.3 Configure additional channels for Virtual Agent,
- 3.5.4 Configure Social Outbound Campaigns,
- 3.5.5 Develop custom code for integrations between Digital CX features and third party systems , or
- 3.5.6 Develop new or additional API calls for Digital CX features.

4. Deliverables and Documentation to be produced by Verizon.

4.1 Common Deliverables. Verizon will provide the following Deliverables for Knowledge Assist, Virtual Agent, Social Intelligence, Social Command Center, Social Outbound Campaign, and Live Agent.

- 4.1.1 **Project Schedule.** The purpose of the Project Schedule is to keep the Project organized and establish a timeline for the required tasks and deliverables. As a product of the collaboration of both Verizon and the Customer Project Manager's the Project Schedule is used to estimate the Activation Date for the system while recognizing the Project resource and time constraints.
- 4.1.2 **Test Scripts.** Once the application configurations are completed the basic system test scripts will be executed by Verizon. The format of this document will be Microsoft Excel (.xls).
- 4.1.3 **Project Communication Plan.** The Project Communication Plan will be completed upon Project kick-off. The plan will consist of each Project team member, their roles and responsibilities for the Project along with their contact details. The format of this document will be Microsoft Word (.doc)
- 4.1.4 **Punch List.** The Punch List will be used to track issues during the Project. Each Deliverable may have items listed in the Punch List. Once all issues are resolved or have a path to resolution, the Punch List will be considered completed. The format of this document will be Microsoft Excel (.xls).
- 4.1.5 **User Guides and Documentation.** These documents will be available on the Digital CX Portal and will include information on how to use Digital CX.
- 4.1.6 **UAT Plans.**
- 4.1.7 **Test Plans.**

4.2 Additional Deliverables. In addition to the Deliverables above, Verizon will provide the following service specific Deliverables (generally referred to herein as Detailed Requirements):

- 4.2.1 **Knowledge Assist Detailed Requirements Document.** The purpose of this document is to provide a clear and concise list of initial configuration details for the implementation of the solution. It will serve as a reference for the initial build out of topics.
 - 4.2.2 **Virtual Agent Small, Medium, and Large Detailed Requirements and Virtual Agent Content Design Document.** Detailed requirements will be defined and documented. A content design will be created and updated to represent how the content will be organized and managed through the Virtual Agent.
 - 4.2.3 **Social Intelligence / Social Command Center / Social Outbound Campaign Detailed Requirements.** The purpose of this document is to provide a clear and concise list of documented business requirements and items to be configured per customer specifications.
 - 4.2.4 **Live Agent Detailed Requirements.** The purpose of this document is to provide a clear and concise list of documented business requirements and items to be configured per customer specifications.
5. **Acceptance Criteria.** Verizon will notify Customer in writing when Digital CX is ready for testing and Customer will have ten business days (or such longer period as agreed to by Verizon on a case-by-case basis) ("Acceptance Period") to test Digital CX. Customer may provide a written list of issues for all or any portion of Digital CX within the Acceptance Period if the services do not pass UAT. If no list of issues is provided within the Acceptance Period, or Customer proceeds to sue the service, then Digital CX shall be deemed accepted. The date of acceptance, or when Digital CX is deemed accepted is the Activation Date. If there are issues listed from the UAT, Customer may: (a) give Verizon 15 days from receipt of issues to correct issues and to redeliver corrected service; or (b) terminate the service and terminate the applicable Order by written notice to Verizon.