

# Your success is our success.

At Thanx, we've purposefully built a software platform that's easy to use without a large marketing team. Still – it's our priority to ensure our customers always have the support they need.

That's why, we offer a variety of services to support you depending on your needs:

## Blue

Self-service. Access to comprehensive Thanx documentation including our Thanx Help Center, Thanx Release Notes, and regular customer webinars.

## Spearmint

Everything in Blue, plus: live chat support in the Thanx Dashboard, and email-based product enablement and support, including custom segment creation.

## Gold

Everything in Spearmint, plus: a dedicated account manager to collaborate with on marketing and loyalty strategy. Monthly strategy calls to drive business outcomes.

## Platinum

Everything in Gold, plus: our highest level of service. Includes quarterly business reviews, loyalty and marketing advisory services, campaign and app design support, detailed data analysis, and more! Weekly strategy calls.



Customer Success Tiers Breakdown	Blue	Spearmint	Gold	Platinum
	Self-Service	Chat and Email Support	Dedicated Customer Success Manager	Senior Success Manager + Named Exec Sponsor
Cost	Free	\$2.4k/year	\$9k/year	\$48k/year
Engagement Model	Self-service. Access to Thanx documentation.	Blue + live chat support, email-based product enablement and support.	Spearmint + a dedicated account manager. Monthly strategy calls.	Gold + quarterly business reviews, loyalty and marketing advisory services, campaign and app design support, and program data analysis. Weekly strategy calls.
Response Time	--	2 Business Days	1 Business Day	Rapid / Same Day
Implementation	Dedicated Launch Manager	Dedicated Launch Manager	Dedicated Launch Manager	Dedicated Launch Manager
Business Reviews	--	--	Annually	Quarterly+ annual strategy on-site with member of Thanx Executive team (+T&E costs)
Design Support	--	--	Paid upgrade	Included (app and campaign design)
Reporting and Data Analysis	Self-serve Thanx dashboard	Self-serve Thanx dashboard	Thanx dashboard + CSM review monthly	Program performance assessments + custom data analysis
Marketing Strategy	--	--	CSM advisory; merchant manages campaign creation / execution	Campaign strategy and limited campaign design, creation and execution support
Thanx Customer Advisory Board	--	--	Invite only	Guaranteed
Franchisee Conference Sponsorship	--	--	--	Up to \$5K donation from Thanx
Public Relations	--	Invite only	Invite only	Thanx support securing loyalty-related PR opportunities including conference speaking events