

Our Success Model

Built to Maximize Value and Ensure Long-Term Success

SambaSafety's success model empowers customers to make fast, accurate, and confident business decisions. Through our operational framework (The Four Pillars), seamless customer experience (The Customer Journey), and flexible support tiers (Our Success Plans), we go above and beyond to ensure every customer is empowered with the resources to achieve their strategic goals.



THE FOUR PILLARS

› Industry-Leading Support

We get you the answers you need quickly through easily accessible support channels. Submit inquiries and cases via email, search our proprietary knowledge base for how-to's and best practices, or use our in-app assistance module to view community-posted enhancements and access platform navigation guidance.

› Strategic Engagements

Our deep customer relationships are a critical element in both the evolution of SambaSafety's capabilities and our customers' derived value. These engagements help guide our roadmap with the priorities of our customer base and enable recurring business reviews to address emerging challenges and explore potential solutions.

› Team Composition

SambaSafety's teams across Customer Success and beyond are structured around specific customer types and use cases, allowing us to provide detailed and tailored responses that address the unique nuances of your business.

› Partnership Approach

What we offer to our customers is much more than just a product. We strive to understand our customers' desired business outcomes and provide best-practice coaching to ensure those outcomes are met with maximum value and impact.



THE CUSTOMER JOURNEY

We are committed to delivering a world-class experience that customers value and are proud to share. Early in The Customer Journey, we focus on seamless onboarding and fast adoption, removing any barriers and accelerating time-to-value. As customers progress, we drive measurable impact and establish long-term partnerships that expand and scale with your program. At every stage, our Success Model provides consistent, reliable support.

Ready to Elevate Your SambaSafety Experience?

GET STARTED: <https://sambasafety.com/contact/>

Our Success Plans

Flexible Support Tiers That Align with Your Needs

SambaSafety's Success Plans offer flexible, scalable support to fit your organization's needs. Our three-tier model provides the right mix of resources, expertise, and response times to help you get the most value from our solutions. Choose the plan that matches your program's complexity and goals.

	Core	Enhanced	Preferred
Investment	Included	+8% of Annual Contract Value	+15% of Annual Contract Value
Case Response	6 Hours	4 hours	2 hours
Case Priority	Standard	Enhanced Queue	Preferred Queue
Training	Digital	2 Sessions/Year	4 Sessions/Year
Custom Reports	-----	1/Month	3/Month
Reviews	-----	Annual	Quarterly
Expert Support	-----	Safety Essentials	TAM Availability
Best For	Basic Needs	Growing programs	Strategic Partnerships

CORE

- ✓ Six-hour case assignment
- ✓ Knowledge base access
- ✓ Digital training
- ✓ Email support

Who needs Core support: Teams with straightforward support needs who are comfortable with self-service resources and average less than three support cases per month.

Investment: Included with all SambaSafety subscriptions

ENHANCED

- ✓ Four-hour case assignment (priority queue)
- ✓ Two one-on-one training sessions per year
- ✓ One custom report per month (we create it for you)
- ✓ Annual best practice review
- ✓ Access to Driver Safety Essentials (coaching program guidance)

Who needs Enhanced support: Fleet managers and safety leaders who require expert guidance and faster response times, organizations building or scaling safety programs, and teams averaging three to eight cases a month.

Investment: +8% of your annual contract value (ACV)

PREFERRED

- ✓ Two-hour case assignment (express queue)
- ✓ Dedicated Microsoft Teams channel
- ✓ Quarterly business reviews
- ✓ Technical Account Manager access
- ✓ Expert consulting hours to assist with best practices and other projects
- ✓ Company-branded assets

Who needs Preferred support: Enterprise accounts with complex needs seeking strategic partnership, frequent custom analysis, or dedicated technical expertise, averaging eight or more cases per month.

Investment: Custom pricing

GETTING STARTED

- **Support Activation:** Benefits begin immediately after implementation
- **Upgrades:** Available anytime with 30-day notice (prorated to your contract)
- **Downgrades:** Available only at the time of contract renewal

Contact your SambaSafety Account Manager or Customer Success Manager to discuss which Success Plan aligns with your organization's goals. Or reach out to us at success@sambasafety.com.

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