



ISO 9001:2015

# Intershop Communications AG Quality Manual 2022

Departments Customer Support & Technical Training

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## PREFACE



TQS means „Top Quality Support“and represents constant progression at Intershop Support & Technical Training. TQS is neatly connected to our quality management system based on DIN EN ISO 9001:2015, which calls for a continuous enhancement process.

„Top Quality Support“is also our motto, according to which we offer services to development, operation and optimization of E-commerce systems to our customers.

The successful prove of our efforts for “Top Quality Support” is the ISO 9001 certification, which has been granted to Intershop Customer Support & Technical Training since 2003 without interruption.

That means for you, our valued customers, that you are the exclusive center point of our work. We strive for a vivid communication with you. Your feedback is one of the most important sources for our enhancements of services and panning of future offerings. You can rely on transparently comprehensive operational processes, which will provide consistency and reliability.

The vision of our customer centric services is to be able to pinpoint optimizations where they become useful. Ideally, before they are necessary.

The present handbook in its 18th rework is a reference of our constant adjustment of our work to the requirements and wishes of our customers and partners. It defines general guidelines and approaches, which my teams and I consider our working base. In combination with internal trainings and regular quality tests that my teams have to pass, this quality documentation shall accompany and certify this enhancement process. By this, the quality management system is part of our daily work.

I hope that you will obtain an insight to our “Top Quality Support” and the realization of the guidelines by reading the present handbook.

Please contact me if you have any questions or suggestions regarding this document.

Andy Stephan  
Director Customer Support

## 1. SCOPE

This quality manual describes general basics and processes about the services we offer concerning customer satisfaction, quality goals, continuous enhancements and further elements of the ISO 9001:2015 certification.

The present document is the highest level of quality documentation for the departments Customer Support & Technical Training, which have their headquarters at Steinweg 10, 07743 Jena, Germany.

Support Hotline: +49 3641.50.1600, E-Mail: [support@intershop.de](mailto:support@intershop.de)  
Trainings Hotline: +49.3641.50.1400, E-Mail: [techtraining@intershop.de](mailto:techtraining@intershop.de)

## 2. NORMATIVE REFERENCE

The Normative Reference is the Standard DIN EN ISO 9001:2015.

## 3. TERMS AND DEFINITIONS

|  |  |
|--|--|
| <b>24x7</b>                              | 24 hours, 7 days per week support  |
| <b>ACD</b>                               | Abbreviation for "Automated Call Distribution System".   |
| <b>CS</b>                                | Abbreviation for "Customer Support".   |
| <b>CRM</b>                               | Abbreviation for "Customer Relationship Management System".  |
| <b>Customer</b>                          | Any organization or individual that enters into a contractual agreement with Intershop Customer Support & Technical Training for delivery of our products. |
| <b>Customer Support Process Engineer</b> | Employee who is responsible for the correct operational sequence of a process described in the Customer Support & Technical Training process handbook.     |
| <b>Documented</b>                        | Written  |
| <b>DRI</b>                               | Abbreviation for „Direct Responsible Individual“.  |
| <b>ISO</b>                               | Abbreviation for "International Organization for Standardization".   |
| <b>IT</b>                                | Abbreviation for „Information Technology“.   |
| <b>KPI</b>                               | Abbreviation for „Key Performance Indicator“.  |

|                                  |   |
|----------------------------------|---|
| <b>MBO</b>                       | Abbreviation for "Management By Objective", the employee management method used to set employee goals during periodical employee reviews.   |
| <b>must</b>                      | This word implies the task to be mandatory.   |
| <b>CLC Management Team</b>       | The CLC Management Team is a group of team managers within Intershop Communications AG.   |
| <b>PDCA</b>                      | PDCA stands for Plan-Do-Check-Act, the tool for continuous Improvement used by Intershop Customer Support & Technical Training.   |
| <b>Process Owner</b>             | The person in Intershop Customer Support & Technical Training who is responsible for a certain key process. This person shall approve any revisions to the process description before it is issued. |
| <b>Product</b>                   | The services provided by Intershop Customer Support & Technical Training.   |
| <b>Release Planning Process</b>  | One of our services is to plan future products and develop trainings according to them.   |
| <b>QSMR</b>                      | Abbreviation for „Quality System Management Representative “  |
| <b>Quality Management System</b> | Intershop Customer Support & Technical Training organizational structure, procedures, processes, and resources needed to implement and maintain quality management. Abbreviated as QMS.             |
| <b>Quality Policy</b>            | Overall intentions and directions regarding quality as formally expressed by Intershop Customer Support & Technical Training management.  |
| <b>Quarterly Review</b>          | The regularly scheduled top management reviews of the Quality Management System.  |
| <b>TQS</b>                       | Abbreviation for "Top Quality Support".   |

## 4. CONTEXT OF THE ORGANIZATION

### 4.1. Understanding the organization and its context

The Intershop Communications AG offers solutions for digital commerce in a competitive and ever evolving market. We provide Java based software to support companies in the digital transformation of their commerce processes and customer relationships.

The software is being planned, programmed, tested, serviced and sold by individual departments of the company. All areas have their dedicated quality management, so that each step of the product lifecycle is controlled and documented to offer transparency.

Intershop Customer Support operating within the Customer Lifecycle branch and Technical Training operating within the Customer Service branch of Intershop Communications AG, provide complementary services to Intershop's standard software.

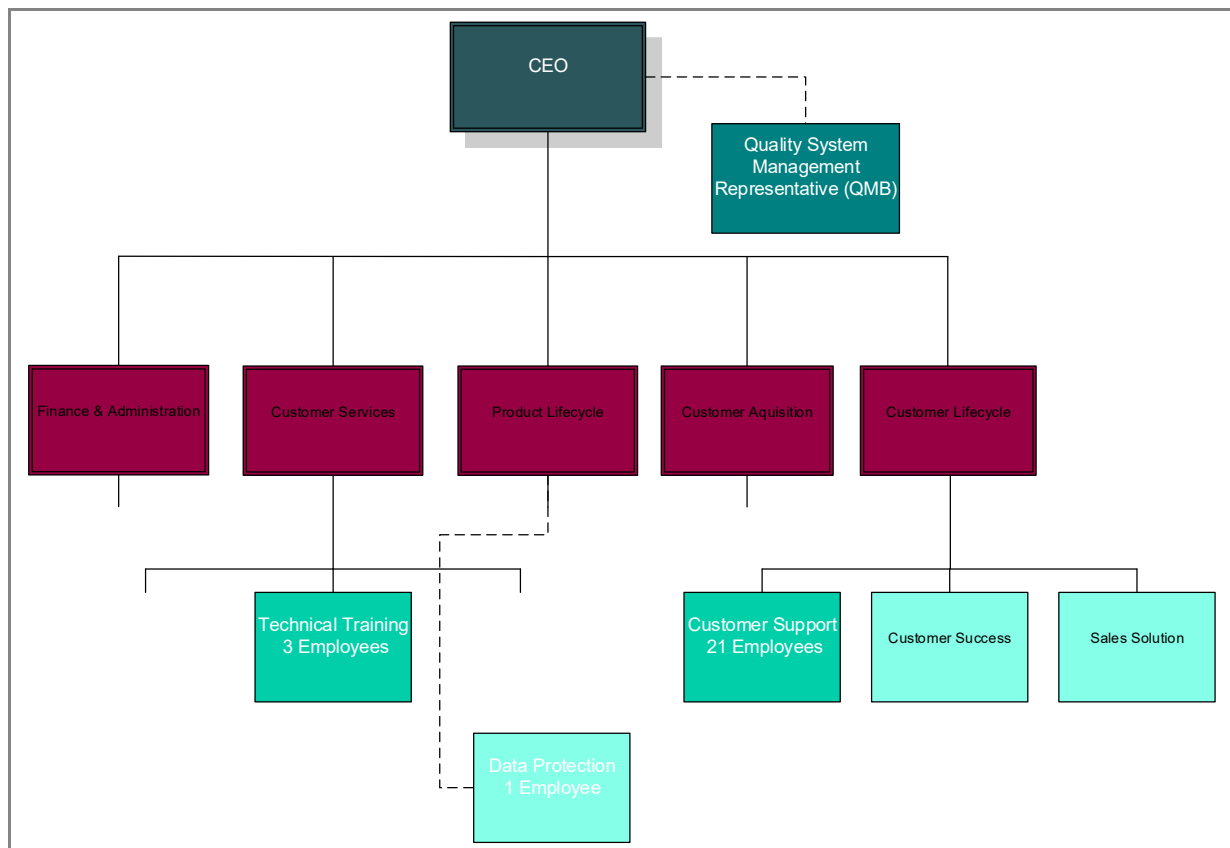


Figure 1: Organizational Chart

#### **Technical Training:**

The users of the Intershop software are to be trained to understand the products' architecture and operation, and additionally are able to run their commerce solution without issues, what is **the mission of the Technical Training department**.

Intershop Software trainings are being offered to customers and partners (external) at the headquarters in Jena, but also at the customer's location. Intershop employees (internal) can attend technical classes at the headquarters in Jena for training purposes as well.

### Customer Support:

**The mission of the Customer Support department** is to guarantee that customers and partners are able to use the software properly.

We provide technical support for the Intershop standard software to customers and partners who have a valid support agreement out of our main support center in Jena. We handle all our own support and do not outsource services. We are helpful via telephone, Email and in special cases on-site at the customer's location. In detail, we provide technical support and services for the following topics:

- ▶ Installation, configuration and operation of the Software
- ▶ The use of software features and API according to the documentation
- ▶ The use of the development tools provided by Intershop
- ▶ Addressing of operational request such as configuration changes or issues linked to limited availability of services
- ▶ Provision of deployment instructions
- ▶ Provision of and access control to the Customer Support portal (including review and update incidents)
- ▶ Provision of and access control to the knowledge base, product documentation and product updates & fixes
- ▶ Subscription to the quarterly Support newsletter

Help to develop new functionality, to repair or to maintain any added functionality or customization to the Intershop software is not part of the standard support.

Regular software maintenance, provision of updates, support with error handling and sometimes defect fixing are thus among the responsibilities of Intershop Customer Support and Training as last, customer based step of the Intershop Software Lifecycle.

## 4.2. Interested Parties

To understand the needs and expectations of interested parties is important for Intershop.

On an ongoing base we evaluate our stakeholders and evaluate needs and relevancy for the QMS in order to identify risks and opportunities.

Stakeholder matrix (example):

| Stakeholder        | Type | Main Requirement | Findings and Measures | Risk |
|--------------------|------|------------------|-----------------------|------|
| Customer & Partner |      |                  |                       |      |
| Competitors        |      |                  |                       |      |
| Employees          |      |                  |                       |      |
| Management         |      |                  |                       |      |

### **Type:**

A/B/C -influence on processes / strategic relevance

1/2/3 - relationship

A => direct influence on main processes / strategic relevance high

B => indirect influence on main processes / strategic relevance medium

C => no direct influence on processes / strategic relevance low

1, 2, 3 => close, medium, low



|                          |                      |
|--------------------------|----------------------|
| <b>Related Process:</b>  | Stakeholder analyses |
| <b>Related Document:</b> | Process Handbook     |

### 4.3. Scope of the QMS

This manual describes the key processes used by Intershop Customer Support & Technical Training, head quartered in Steinweg 10, 07743 Jena, Germany.

▲ Customer Support Hotline:

- Phone: +49 (3 641) 50-16 00
- E-Mail: [support@intershop.de](mailto:support@intershop.de)

▲ Technical Training Hotline:

- Phone: +49 (3 641) 50-14 00
- E-Mail: [techtraining@intershop.de](mailto:techtraining@intershop.de)

The Customer Support & Technical Training department provides technical support and Technical Training services to customers using Intershop software.

For support services a valid standard support contract is required. Support services are provided via phone and e-mail.

Technical Training courses are open to everyone who is interested in Intershop software. In order to attend a class, registration is required. The Intershop standard software is the basis for the services above.

### 4.4. Quality Management System and its processes

Our **basic requirement** to the QMS is transparency. We define the required processes for the quality management system and guarantee the availability of resources and information, which are necessary for the operation and control of these processes.

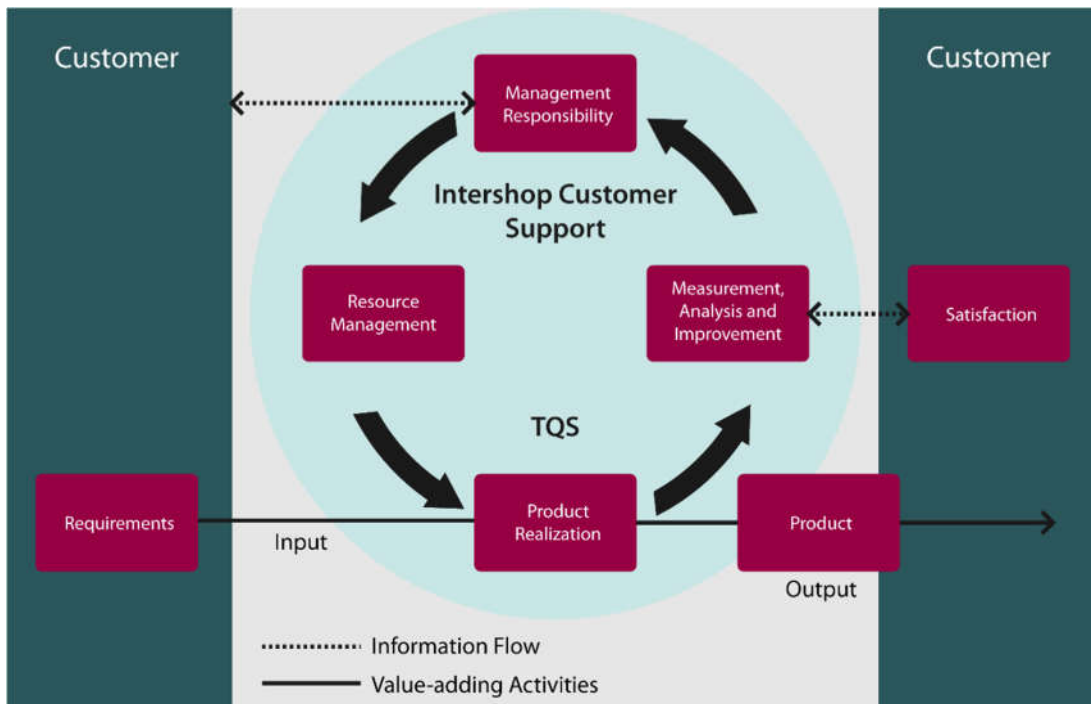


Figure 2: Model of the Quality Management System

#### Documentation Requirements:

To guarantee the quality of our services, Intershop provides all documents and working instructions that are defined within the ISO 9001:2015 norm.

The responsibility for the creation and warranty of topicality is upon the QSMR in collaboration with the process owner.

There is a distinct hierarchy of documentation. The present quality manual is a summary of the contents, which are defined within the internal process handbook. These are accompanied and proven by a variety of documents within the first tier of quality records.

#### 4.4.1 General

The documentation of our Quality Management System is available in digital and written form for every employee of our teams. Either way, the latest version can be found in the Revision History at the beginning of each document.

Records and working instructions are available either as written document or online as HTML file. Metrics are collected automatically.

#### 4.4.2 Quality Manual

The present quality manual describes how the concerning departments fulfill the underlying requirements of the ISO 9001:2015 norm. It is meant to be used internally and – as the only document of the quality documentation – externally.

The Quality Manual is the upper part or level 1 of the documentation, as shown in figure 3.

#### 4.4.3 Control of Processes

The middle part or level 2 is the Process handbook. To change a process, a sequence, an instruction or documentation or to create a new element, the following steps must be taken:

- The confirmation of the process owner
- The assignment of a new Revision Number for the document in question
- The designation of the changes within the Revision History

The creation and rework of processes must be handled according to the process „Process Handbook Revision“.

#### 4.4.4. Control of Records

The base part or level 3 of the documentation includes all ongoing records, documents and templates, which are important for the process of continuous improvement and our QMS.

Examples are:

- Organizational Charts
- Records to internal audits
- Statistics
- Protocols
- Collected Feedback
- Templates

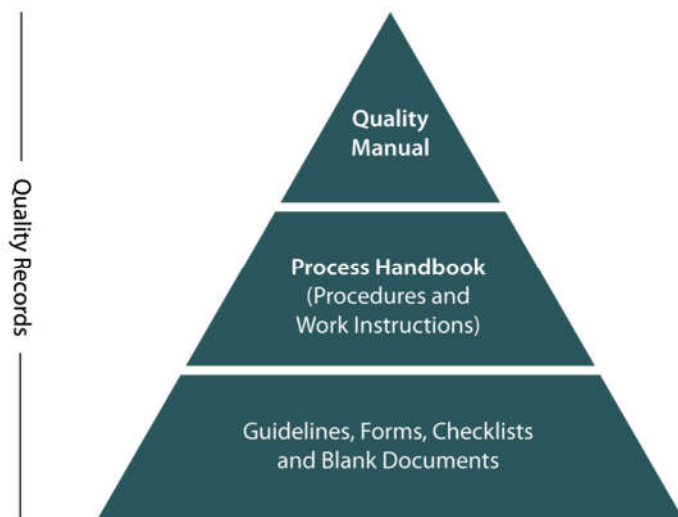


Figure 3: Structure of Quality System documentation

|                           |                           |
|---------------------------|---------------------------|
| <b>Related Processes:</b> | Process Handbook Revision |
| <b>Related Documents:</b> | Process Handbook          |
| <b>Related Records:</b>   | Internal Audit Records    |

## 5. LEADERSHIP AND MANAGEMENT RESPONSIBILITY

### 5.1. Management Commitment

The compliance of the ISO 9001:2015 standards and the efforts to constant enhancement of our services in terms of customer satisfaction are the objectives of our departmental management.

The responsible persons guarantee that the members of staff understand the principles and objectives of our Quality Management System. Each employee is committed to comply with the responsibilities of the QMS. This is defined within the individual MBO document.

The customer satisfaction is a fixed point in the agenda of regular team meetings. Their current topics are covered, as well as hot technical issues. Additionally, options for continuous improvement are discussed within the teams.

### 5.2. Customer Focus

Our goal is to achieve the satisfaction of our customers and to continuously increase it. There is more to it than just answering e-mails and solve technical issues. Both the teams in their everyday work and the website with its growing functionality in self-services are open for customer input. A combination of personal support and web-based self-services is the path that Intershop chooses to put the customer in the middle of our attention. To measure and evaluate the customer satisfaction, their feedback is collected at many spots:

- A short, contextual survey at the end of a Support Case Resolution informs about the related customer satisfaction.
- A free form at the end of each Knowledge Base document is available for additions, comments and input for improvement.
- A general Feedback form on the Support Website offers the possibility for basic statements.
- Sporadic surveys at in house fairs or partner days register rough tendencies in customer satisfaction and offer feedback for submitted improvements.
- The feedback collected during daily business is being documented by the CRM.

All collected data are saved for the purpose of:

- The development of our services
- The consideration of the necessity for changes in the QMS
- The optimization of processes
- The registration of the time for preventive- and corrective or preventive actions
- Determining when a customer escalation is required
- As input for the Release Planning process

|                           |   |
|---------------------------|---|
| <b>Related Processes:</b> | Customer Feedback<br>CLC Management Meetings<br>Customer Escalation                                 |
| <b>Related Documents:</b> | Web Site: Support Feedback Form<br>Process Handbook<br>Customer Support & Technical Training Policy |
| <b>Related Records:</b>   | KPIs, E-Mail communication, Intranet Statistics   |

### 5.3. Quality Policy

The continuous provision of a high quality, individual service and the satisfaction of our customers and partners is the mission of Intershop Customer Support & Technical Training.

We want to satisfy our customers. By being certified with the ISO 9001:2015 certification, we guarantee that our processes, the documentation and service improvements are aligned to achieve a greater customer satisfaction. A detailed documentation of all relevant processes, regular training and the realization of internal knowledge audits prove that the quality system is well established. Our customers can expect a constant high quality and transparency from our work.

To be independent in times of growing automation is a factor, which can be supported by a strategically extended palette of online services.

We can react to special cases by consulting our Support Experts; customers can rely on our additional services. By keeping a close collaboration between all departments, regular trainings of our teams in Germany and the US, our colleagues are prepared for spontaneous requirements of our partners and customers.

To engage ourselves is naturally for us. A continuous review of Knowledge Base documents, cooperation with students, contextual qualification and internal trainings are the factors on which our teams are bonding, individuals increase their performance and keep the quality of work high for our customers.

A balanced development of people and processes supports our key processes, which are necessary to meet our objectives with a high quality:

- Support Lifecycle
- Policy and Contract Management
- Request and Solution Handling
- Technical Training

These processes are helpful to achieve high quality and individuality in Support and hereby the satisfaction of our customers.

The monitoring of processes is part of a transparent documentation and proves that we realize strive for continuous improvement and to meet our goals.

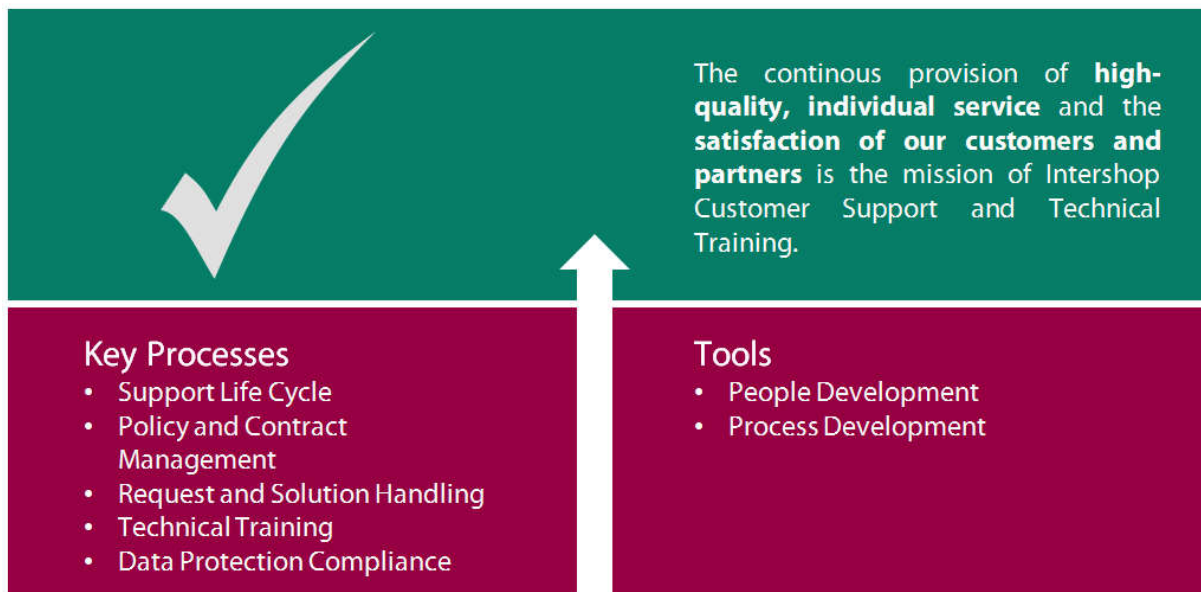


Figure 4: The cooperation of Tools, Key processes and goals of the department

## 5.4. Responsibility, Authority and Communication

### 5.4.1 Responsibility and Authority

To keep the QMS on a high level and to guarantee a continuous development and improvement, each employee of the concerning department's shares a responsibility, this is specified in the detailed job description.

The general responsibilities of the personnel regarding quality are described in the following table:

| Who                                       | Responsibility and Authority  |
|---|---|
| <b>Members of Board</b>                   | <ul style="list-style-type: none"> <li>Define Quality Policy</li> </ul>   |
| <b>Director Customer Support</b>          | <ul style="list-style-type: none"> <li>Ensures communication and understanding of the Quality Policy throughout the organization</li> </ul>   |
| <b>QSMR</b>                               | <ul style="list-style-type: none"> <li>Establishes the Quality Management System</li> <li>Documents and maintains Quality Policy</li> <li>Maintains the Quality Management System via revisions as needed</li> <li>Reports on the performance of the Quality Management System, including needs for improvement</li> <li>Ensures the awareness of customer and quality requirements within the organization</li> </ul>  |
| <b>Responsible Managers Process Owner</b> | <ul style="list-style-type: none"> <li>Implement the Quality System</li> <li>Obtain and transfer the customer requirements to the appropriate personnel or organization</li> <li>Ensure that qualified, skilled and trained personnel are available to implement the Quality System</li> <li>Ensure that services satisfy customer requirements including: quality, safety, cost, schedule, performance, reliability, accuracy and maintainability</li> <li>Ensure that personnel comply with applicable standards, regulations, specifications, and documented procedures</li> </ul> |
| <b>All Personnel</b>                      | <ul style="list-style-type: none"> <li>Ensure the quality of their work</li> <li>Operate in conformance with the requirements of the Quality System</li> <li>Make appropriate corrections to their workflow, when requirements are not being met</li> </ul>   |

Table 1: Summary of Quality System Responsibilities according to job function

### 5.4.2 Management Representative

To implement, document and maintain the QMS, a Representative is named to fulfill these jobs. These tasks are defined in the Customer Support Process Engineer's MBO document and are verified as part of the Employee Reviews.

|                           |                      |
|---------------------------|----------------------|
| <b>Related Documents:</b> | Process Handbook     |
| <b>Related Records:</b>   | Employee Review Form |

### 5.4.3. Internal Communication

We report the effectiveness of our Quality Management System periodically to staff via departmental meetings, quarterly management review meetings, and periodic team e-mails.

|                         |                         |
|-------------------------|-------------------------|
| <b>Related Records:</b> | KPI<br>Intranet Records |
|-------------------------|-------------------------|

## 5.5. Quality Management Review

As part of the PDCA cycle of continual improvement, the CLC Management Team and the QSMR shall hold quarterly reviews of the Quality System and the individual processes to determine areas that need revision.

The evaluation shall include:

- Result of internal audits
- Customer feedback
- Process performance and product conformity
- Status of preventive and corrective actions
- Follow-up actions from previous quality management reviews
- Changes that could affect the Quality Management System
- Recommendations for improvement

The output from the management review shall include actions regarding:

- Improvement of the effectiveness of the Quality Management System and its processes
- Improvement of the product related to customer requirements
- Resource needs (training, human resources, hardware, software, infrastructure, etc.)

During the quarterly reviews, each team manager shall report on his/her individual team and mention any areas in which a decision needs to be made, or where corrective action is necessary. Decisions needing to be made refer to:

- Human resources needed
- Training needed
- Corrective action required
- Process optimization
- Software needed
- Hardware needed

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | Internal Audit   |
| <b>Related Documents:</b> | Process Handbook<br>Internal Audit Summary<br>Internal Audit Evaluation Questions<br>Corrective Action Request |
| <b>Related Records:</b>   | Internal Audit Test Score Record<br>Quarterly Review Record<br>Corrective Action Requests                      |

**5.6. Planning and Rework**

To be able to react on customer wishes, the composition of processes within the QMS is not fixed. New requirements are followed by new processes and procedures.

To match these to our quality standards, the concerning employees meet to define and document them.

The following resources need to be examined according to their effect on a new process or project

- Human Resources: ensure that all staff has appropriate skills for the job/tasks performed.
- Documentation: Process description, and other documents.
- Information Technology: determine the computer hardware, software, and applications needed.
- Quality Audits: planned audits and checks after activity completion.

The CLC Management Team meets regularly to discuss and evaluate plans. These results are documented.

**6. RESOURCE MANAGEMENT**

**6.1. Provision of Resources**

To continuously provide an efficient work of our teams, adequate resources are committed. Each employee is hereby able to implement and maintain the QMS and to contribute to its effectiveness.

**6.2. Human Resources**

The development of our employees/engineers is of great importance for Intershop Customer Support & Technical Training.

We strive to make sure that each employee is properly qualified and trained and has the necessary experience to perform their tasks.

In order to do this, we have an established plan for providing employees with training. Trainings needed are determined by Team Leads and tracked in Employee Reviews and in the Skill Matrix. The Skill Matrix provides an overview of the teams' technical skill level, and additionally provides a rating scale to prioritize the need for specific expertise.

Documents are kept regarding training needed by the team, as well as records of trainings taken.





us to:

- Determine necessary competence for personnel performing work affecting product quality
- Provide training or take other necessary actions
- Evaluate the effectiveness of actions taken

Additionally, it is the responsibility of the management and team leads to ensure that each employee understands the relevance of his or her activities and how these activities contribute to the achievement of the quality objectives. This shall be done continuously, via team meetings, individual meetings, and employee reviews.

|                           |   |
|---------------------------|---|
| <b>Related Processes:</b> | Skill Matrix<br>Training Plan             |
| <b>Related Documents:</b> | Process Handbook                          |
| <b>Related Records:</b>   | Skill Matrix<br>Training Delivered Matrix |

### 6.3. Infrastructure

Intershop Customer Support & Technical Training provides the equipment (hardware and software) necessary to achieve individual, divisional, and corporate objectives.

Data is backed up by the IT department (CRM database, Web site, intranet, public file server, etc.)

Customer Interactions are monitored and saved in a CRM. A differential backup up is performed daily, and a full backup is performed weekly by IT for the CRM. The backup history is saved.

The Knowledge Base and the Support Intranet are automatically backed up each 45 minutes.

Each employee's workspace shall include the following:

Hardware:

- Computer
- Monitor
- Keyboard
- Mouse
- Telephone (with access to ACD if necessary)
- Internet access
- Desk
- Chair

Software

- Customer Support CRM
- Mail Server
- Access to the Intershop Intranet
- Access to the Intershop file server
- Access to Intershop software versions

Any additional software required can be downloaded from the Intershop file server, and versions of Intershop software are available internally on from product calendar.

The Customer Support computer lab provides Support Engineers with additional installations on which they can test and investigate Intershop software and technical issues on different OS and varying environments.

Each employee is responsible for advising Operations if there are any problems with the infrastructure or equipment.

### 6.4. Work Environment

Intershop Customer Support & Standard Product Services employees are ensured under an Employer’s Liability Insurance Association.

Additional information about the Employer’s Liability Insurance is available in the Process Handbook and the Intershop Intranet.

Additional information about the work environment including information on emergency evacuation plans, insurance policies, travel insurance policies, etc. are available from the Operations department (Contact: Manager Operations / Facility Management).

|                           |                  |
|---------------------------|------------------|
| <b>Related Documents:</b> | Process Handbook |
|---------------------------|------------------|

## 7. DEVELOPMENT OF SERVICES

### 7.1. Planning of Service Offerings

The ISO 9001:2015 norm provides, that all processes have to be defined which describe the realization of products. Intershop Customer Support & Technical Training are service providers. Our products are the service offerings that we make available for our customers. Product realization is for us to provide and improve those offerings with the goal to increase our customers’ satisfaction.

Another part of our product palette is to plan and train the Support of upcoming products.

Part of the complete planning for a new product includes defining:

- The quality objectives and requirements of the product (What support services do our customers require, and what will they require in the future?)
- The processes, documents and resources that are necessary in order to meet the quality objectives for a specific product (What processes, documents and resources will we need in order to meet the customer needs and expectations?)
- The required verification, validation, monitoring, inspection and test activities specific to the product (How can we verify that we are providing the services to the customer’s requirements and expectations?)
- Records needed to provide evidence that the realized processes and the resulting product meet requirements (What should we document to ensure that the services we provide will consistently be of high quality?)

|                           |   |
|---------------------------|---|
| <b>Related Processes:</b> | Release Planning Support<br>Product Acceptance Test<br>Support Team Readiness<br>Support System Preparation |
| <b>Related Documents:</b> | Process Handbook  |

|                         |  |
|-------------------------|--|
| <b>Related Records:</b> | Product Calendar<br>Product Acceptance Test Report<br>Defect Tracker<br>Skill Matrix<br>Knowledge Base |
|-------------------------|--|

## 7.2. Customer Related Processes

### 7.2.1. Determination of Requirements Related to the Product

The requirements related to the product are based on the customer needs. They can be defined by feedback, and lessons learned from past experiences.

In planning for a new product and determining the requirements, Intershop Customer Support shall note:

- Requirements specified by the customer
- Requirements determined to be needed by the customer for effective use of the product, even if not stated by the customer
- Statutory and regulatory requirements related to the product
- Any additional requirements determined by Intershop Customer Support

### 7.2.2. Review and Requirements Related to the Product

Intershop Customer Support provides its services in relation to a Customer Support contract closed with customers. The Contract Administration team reviews and approves those contracts.

Contracts are reviewed to ensure:

- Requirements are adequately defined and documented
- Capabilities to meet the contractual requirements exist
- The customer is made aware of amendments to the contract through verbal or written communications

Amendments to a contract are given to the involved organizational functions through verbal or written contact.

|                           |   |
|---------------------------|---|
| <b>Related Processes:</b> | Conclusion of a Support Contract<br>Extension of a Support Contract<br>Expiration of a Support Contract     |
| <b>Related Documents:</b> | Process Handbook  |
| <b>Related Records:</b>   | Contract Calendar<br>Hard copies of signed Support Contracts are kept by the Contract Administration Office |

### 7.2.3. Customer Communication

We regularly communicate with our customers and partners. Additionally, to personal contact, resources on our web site such as the Feedback Form, News section or the Knowledge Base with its commentary section provide information to customers 24 x 7.

We regularly inform customers of relevant technical and company information via our technical newsletter "Tech Talk".

Should customer notification be necessary because of product or service information, we contact them via e-mail, telephone, or post, as required.

Customers shall be notified of any relevant information relating to:

- Product information
- Enquiries, contracts
- Customer feedback, including customer complaints

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | TechTalk Newsletter<br>Knowledge Base – New Support article<br>Knowledge Base – Defect Article<br>Web Site: Support Feedback Form<br>Web Site: Product Resources |
| <b>Related Documents:</b> | Process Handbook   |
| <b>Related Records:</b>   | Knowledge Base<br>Knowledge Base Statistics<br>Defect Tracker<br>Ticket System Database (Record of correspondence)   |

### 7.3. Design and Development

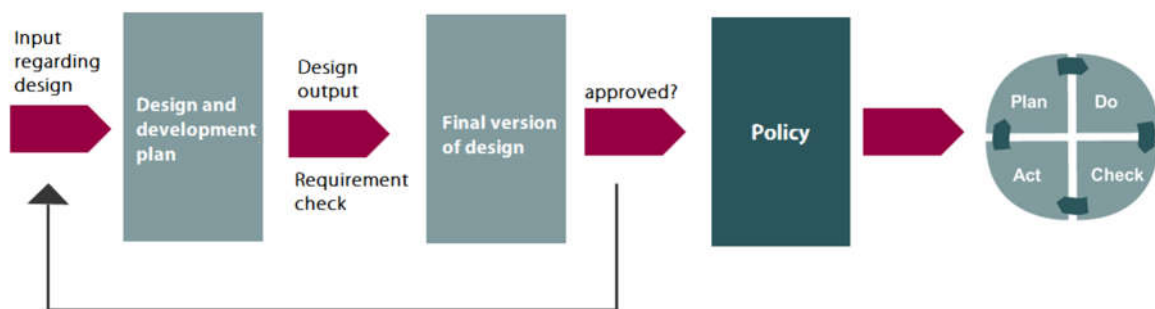


Figure 6: Design and development of service offerings

The official documents describing the products that Intershop Customer Support provides are the Customer Support Policy and the contracts with individual customers. The Intershop Customer Support Policy defines the services provided us and the conditions of those.

Any input that would be relevant to the design and development of a product is in form of documents, e-mails, or communication during meetings.

New services that have successfully been approved in the design and development stages, will be included in the Policy and contracts as offerings.

The inputs regarding design and development shall include:

- Functional and performance requirements
- Applicable statutory and regulatory requirements
- Information derived from previous similar designs, and from experience
- Any other requirements essential for design and developments

The Customer Support Policy shall be verified and approved by the Director Customer Support, contracts by the Support Contract Administration Manager.

Subsequent check and documentation of the design and the corrective actions shall be implemented as part of the continual improvement.

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | Support Team Readiness<br>Policy Management<br>Technical Case Resolution Stages<br>Customer Escalation<br>Internal Escalation                          |
| <b>Related Documents:</b> | Process Handbook<br>Customer Support Policy  |
| <b>Related Records:</b>   | Ticket System Records<br>List of Incomplete Case Data<br>Intranet Statistics<br>Escalation Statistics<br>Escalation Reports<br>Customer Support Policy |

### 7.4. Purchasing

We partly require certain resources in order to provide support services to end customers. Examples of resources purchased from external vendors are:

- Training
- Documentation
- Software
- Hardware

The quality of the products purchased from external vendors is ensured to meet the standards of the Quality Management System.

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | Global Authorization Policy  |
| <b>Related Documents:</b> | Global Authorization Policy - Finance Intranet<br>Purchase Order Approval Form |
| <b>Related Records:</b>   | All Purchase Order documents<br>Requirement Lists                              |

### 7.5. Product and Services Provision

#### 7.5.1. Control of Production and Service Provision

To ensure that the provided services meet the high-quality standards, we established mechanisms to be able to control our efforts.

We shall:

- Make available the description of our services in the form of a Service Policy
- Make available work instructions, as necessary
- Use suitable equipment
- Use monitoring and measuring devices

Data about each customer contact and interactions is tracked in the CRM database. This includes the time, content and the name of the Intershop employee who worked on the interaction.

7.5.2 Validation of Processes for Production and Services Provision

For processes and services in which the output cannot be monitored, Intershop Customer Support & Technical Training shall validate the processes to achieve the planned result.

The Process Owner or team lead shall:

- Define criteria for review and approval processes
- Approve equipment and the qualification of personnel
- Use specific methods and procedures
- Keep records
- Review the processes and revalidate them as necessary

Process descriptions, revision changes, etc. are included in the Process Handbook.

7.5.3 Traceability

Intershop Customer Support & Technical Training activities are traceable. The services we provide and communication with the customer are recorded in the department's CRM. These forms of record are kept for a period of at least 1 year and then are being archived in an electronic database.

7.5.4 Customer Property

We protect and safeguard any customer property, including data information. Any potential damage to the property or information shall immediately be reported to the customer.

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|---------------------------|--------------------------|
| <b>Related Documents:</b> | Non-Disclosure Agreement |
|---------------------------|--------------------------|

**8. MEASUREMENT, ANALYSIS AND IMPROVEMENT**

**8.1. General**

By collecting key metrics, we measure and monitor the efficiency and progress of our processes.

**8.2. Monitoring and Measurement**

Metrics are collected weekly and monthly in the areas of particular importance:

- Employee Headcount
- Costs, expenses, and revenue
- Customer interactions
- Customer feedback
- Case response times

- Escalation statistics
- Contract statistics

The information from the standard metrics is monitored by the CTO Management.



Figure 7: Illustration of the CTO Management team as controlling our customer orientation

### 8.2.1 Customer Satisfaction

Intershop Customer Support has a strong customer focus.

Customer feedback is one of the primary information inputs affecting the way we plan for future products, alter existing products and processes, deliver our products, and plan for our resources.

Customer feedback is collected proactively in the different forms of Customer Survey, can be submitted by customers 24 x 7 via the online feedback form and as is collected on a daily basis via interactions with customers and documented in our CRM system. One part of Customer Support's strategy of delivering Top Quality Support is measuring the service quality with an external rating.

As part of the ISO 9001:2015 certification, Intershop Customer Support ensures that its existing Quality System meets all requirements.

The department maintains a detailed documentation of all relevant processes, conducts internal training sessions, and has each team take internal "quality" tests. Because the Quality System on the ISO 9001:2015 standard is well established, customers can expect a constant and high level of reliability and transparency.

|                           |                          |
|---------------------------|--------------------------|
| <b>Related Processes:</b> | Customer Feedback        |
| <b>Related Documents:</b> | Process Handbook         |
| <b>Related Records:</b>   | Customer Feedback Record |

### 8.2.2 Monitoring and Measurement of Process and Service Quality

The overall quality of critical processes and of our services is being controlled.

To determine the status and effectiveness of our quality management system, an annual internal audit is being held. These audit results are documented and brought to the attention of the responsible manager of the audited area. We ensure that corrective action is taken on nonconformances found during an internal audit.



Processes are monitored by:

- Tracking work activities and processes
- Conducting quality audits and reviews
- Reviewing customer ideas and complains
- Analyzing results of measures

Adequate records of inspection, audit inspections, tests and examinations are maintained as:

- Part of Quality Records
- Evidence of compliance
- For use in corrective action activities

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | Internal Audit   |
| <b>Related Documents:</b> | Process Handbook<br>Internal Audit Evaluation Questions<br>Internal Audit Summary<br>Corrective Action Request |
| <b>Related Records:</b>   | Internal Audit Records   |

### 8.3 Risk Analyses

Risk Management at Intershop is important to identify risks and opportunities, analyze and evaluate them in order to facilitate the decision-making of risk-tailing processes and transactions.

In Intershop's corporate Risk Management Process Customer Support and Technical Training is embedded in terms of financial risks. There is a quarterly departmental risk evaluation review initiated by Intershop's corporate operations department.

Main risks to be controlled at Customer Support and Technical Training Department are resource and operational risks. Both risks are handled well with the help of People Development, Support Team readiness and Support Administration processes.

All risks are subject of an ongoing evaluation and a quarterly review with the CTO Management.

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | Risk Management                              |
| <b>Related Documents:</b> | Process Handbook                             |
| <b>Related Records:</b>   | Support KPI, Skill Matrix, Contract Calendar |

### 8.4. Control of a Deviant Product

Intershop Customer Support & Technical Training has established processes for customer interactions, which deviate from average interactions. We have escalation paths for cases that require additional customer care.

### 8.5. Improvement

We are committed to an effective Quality Management System (QMS) based on the ISO 9001:2015 standard.

All employees are responsible for adhering to the commitments and policies described within this manual. The QSMR is responsible for coordinating, monitoring, and auditing the system.

### 8.5.1 Continuous Improvement

To be able to flexibly react on customer expectations and feedback, a clear management and a customizable area of activity are necessary. We use the PDCA (Plan-Do-Check-Act) cycle as a tool for continuous improvement.

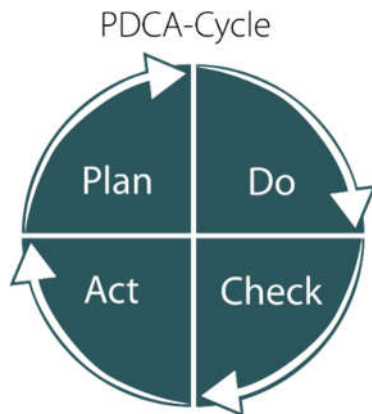


Figure 8: The PDCA cycle for continuous improvement.

The 4 parts are defined as follows:

- Plan: Defining goals and processes
- Do: Realizing of solutions and processes.
- Check: Monitor and measure goals to be achieved based on defined goals as well as documentation of the achievements (yes -> continue; no -> go back to planning)
- Act: Take action to continually improve of process performance by standardizing the solution.

Additionally, an internal e-mail address exists to directly address proposals for improvement.

### 8.5.2 Corrective and Preventive Action

To achieve a growing customer satisfaction it is not sufficient to implement new features and requirements but to determine the potential or actual cause of nonconformance (including customer complaints, nonconforming services, and nonconforming processes) and prevent their occurrence or reoccurrence.

Therefore, corrective and preventive action is an important process in our daily work.

|                           |  |
|---------------------------|--|
| <b>Related Processes:</b> | Corrective and Preventive Action                   |
| <b>Related Documents:</b> | Process Handbook<br>Corrective Action Request      |
| <b>Related Records:</b>   | Corrective Action Requests<br>Employee Review Form |