

# Customer Support SLA

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## Section 1: Core Support Policy

### 1.1 Scope

This document applies to customers using Route Mobile Limited services and covers platform availability, support services across SMS, Email, Voice, WhatsApp, Viber, RCS, and Onboarding activities.

### 1.2 Purpose

The purpose of this Service Level Agreement (SLA) is to establish Route Mobile Limited and its group companies' (collectively RML) commitment to providing 99.9% uptime on our Communication Platform as a Service (CPaaS). This SLA is incorporated into and made a part of Service Agreements entered into between customers and RML. The remedies provided herein are the sole remedies available for any failure of RML services to meet their uptime commitment.

This SLA covers the RML platform only. Customer systems, carrier/OTT platforms (e.g., WhatsApp, Google, Viber), public internet, or cloud/IaaS, or any other telecommunication systems outside RML's control are outside scope.

### 1.3 Support Framework - How to get help

#### 1.3.1 Customer First Approach

Route Mobile is ISO 27001:2013 certified and GDPR compliant. We follow a strong, process-driven, customer-first support model with 24x7 coverage.

#### 1.3.2 Support Organization Structure

RML provides Technical Support to Customers through their authorized account contacts for activities such as set up and account configuration, access to the services, and other issues related to services.

Only authorized account contacts may request information or changes pursuant to the Agreement.

RML uses reasonable efforts to maintain standard response times for technical support issues. All support requests are initially triaged by the Technical Support Department to assess severity, impact, and complexity. Response times may vary based on the results of this triage, the complexity of the inquiry, and overall support request volume. Customer inquiries related to service unavailability are assigned the highest priority. Estimated response times do not apply to inquiries that require extensive research, testing, or third-party dependency.

The Support Desk is always staffed with L1 and L2 agents round the clock to ensure quick turnaround times. The various levels are described below:

- **L1** – To resolve day-to-day issues and fix at the 1st level.
- **L2** – To provide rapid resolution as per the SLA, fix bugs and enhancements as per requirements.
- **L3** – To provide resolution for all pending items not already fixed; escalation of complaints.

### 1.3.3 Product and Engineering Teams

Route Mobile has strong Research and Development, Product, and Technical Teams based out of Mumbai and Bangalore, India. These teams partner with Support for incident resolution and post-incident improvements.

## 1.4 SLA Parameters

### 1.4.1 Scope of Services

- RML offers global messaging and communication services across SMS, Voice, WhatsApp, RCS, Email, and Viber channels, including connectivity and integration support via APIs, SMPP, and Web interfaces.
- Support does not extend to the end users of our customers (“End Customers”). Any requests from End Customers will be redirected to the associated Customer’s team.
- Services are delivered in line with the scope outlined in the signed Purchase Order (PO) and accompanying handover documents.
- RML ensures timely assistance in case of any disruption across its supported services and guarantees 99.9% uptime annually, excluding planned or customer-induced downtime.

#### 1.4.1.1 Time Zone and Working Hours Definitions

- **Business Days:** Monday through Friday, excluding public holidays in India
- **Working Days:** Same as Business Days
- **Standard Time Zone:** India Standard Time (IST, UTC+5:30)
- **24x7 Support:** Round-the-clock coverage for P1 and P2 issues. P3-P4: business days.

#### 1.4.1.2 Definitions & Measurements:

- **Uptime:** Period when the service is operational and accessible to the customer
- **Downtime:** Period when the service is non-operational, excluding scheduled maintenance
- **Planned Downtime:** Pre-announced and scheduled service outages for maintenance or upgrades

Planned maintenance will be communicated at least 15 business days in advance and scheduled during off-peak hours wherever possible. Emergency maintenance may be conducted with immediate notice to minimise business impact.

#### 1.4.2 Fault & Severity Definitions

For purposes of this SLA, a “Fault” shall mean a nonconformity of the Service with availability targets or other operational issues that result in a failure or degradation of service.

- **P1 (Critical):** A critical fault that renders the entire service or a key functionality non-operational. This includes a total outage of the RML platform or rejection of more than 10% of customers’ incoming messages or transactions.
- **P2 (High):** A significant issue that impacts major service operations or functionality with a business impact. This includes rejection of 5–10% of traffic or noticeable degradation in service delivery.
- **P3 (Medium):** A non-critical fault resulting in limited impact, such as minor delays in message delivery or sporadic feature inconsistency.
- **P4 (Low):** Informational queries, delivery issues, UI glitches, cosmetic issues, or any low-priority observations that do not affect core service delivery.

#### 1.4.3 SLA Timelines

RML shall inform the Customer regarding any reproducible Fault reported, prepare an action plan, and work towards resolution within the estimated timelines listed below. In the event of a Force Majeure event, all listed timeframes may be extended by a factor of 2.5.

**Initial Response Time** refers to the time it takes to notify the Customer of a reported Fault once it becomes known to RML or upon receipt of the Customer's report.

**Target Restoration Time** refers to the duration within which a temporary workaround is expected to be provided. This workaround substantially restores service functionality, although some non-material issues may persist.

Priority	Initial Response	Target Restoration	Target Resolution
P1	30 minutes	2 hours	24 hours
P2	1 hour	5 hours	2 working days
P3	2 hours	1 working day	2 working days
P4	4 hours	2 working days	4 working days

#### 1.4.4 Case Categories

- **Service Request:** Info/configuration requests
- **Issue:** System not working as expected
- **Enhancement:** Improvements to existing functionality
- **New Feature:** Request for new capability

## 1.5. Responsibilities

### 1.5.1 Customer

- At the first level, all fault reporting must be done via Email to [support@routemobile.com](mailto:support@routemobile.com), unless stated otherwise.
- Prior to contacting RML support, customers must verify that the issue is not caused by their internal environment (e.g., misconfigured routes, internet connectivity, firewall restrictions etc.)
- Where applicable (e.g., SMS), customers must use Delivery Notifications (DLR) through the agreed interface (SMPP, HTTP, etc.) to verify delivery status
- All incidents must be logged using the prescribed fault report template, which includes essential details such as User-ID, MSISDN, timestamps, and error samples
- If essential details are missing, we may assign a provisional severity while we gather data.

- Critical faults must also be raised via telephone along with Email
- RML may provide guidance and recommendations through Email or, if required, by phone
- Faults reported initially over the phone must be confirmed promptly via Email referencing the call
- Customers must perform preliminary troubleshooting in their own environment before escalating
- For escalation beyond L1, customers must follow the prescribed escalation matrix timing: L2 after 2 hours (P1) or 5 hours (P2), L3 after 6 hours (P1) or 8 hours (P2)

### **1.5.2 Route Mobile**

- Inform the customer immediately of any service outage
- Provide troubleshooting and workaround support as required
- Maintain detailed incident logs and provide root cause analysis for P1 and P2 issues
- Provide 15 business days advance notice for planned maintenance
- Ensure proper handoff between support levels (L1 to L2 to L3) with complete context transfer
- Conduct post-incident reviews for P1 issues and implement corrective measures

## **1.6 Case Reporting & Closure**

- Faults can be reported via Email or phone
- Route Mobile assigns a ticket and shares it with the customer
- Cases are closed post confirmation from the customer or after 48 hours of resolution if no customer response is received
- All case communications will be maintained in the ticketing system for audit purposes



## Section 2: Product-Specific SLAs

### 2.1 SMS SLA

- Covers SMS service delivery via HTTP/SMPP APIs and Web Portal
- Issues are classified using a four-level severity model (P1 to P4), consistent across all RML products, as outlined in Section 4.3: *SLA Timelines*.
- Includes support for delivery failures, routing issues, latency, and DLR mismatches
- Message Flow Timelines:

#### 1. From Client to RML:

The message is accepted by the RML system and queued for operator submission within 5 to 10 seconds.

#### 2. From RML to End User (via Operator):

**Available Users:** Message typically delivered within 10 seconds.

**Unavailable Users:** Delivery may take up to 72 hours, depending on operator retry policies.

#### 2.1.1 SMS Service Distinction

- **Global SMS:** International SMS routing and delivery to destinations outside India
- **India SMS:** Domestic SMS delivery within India, including promotional and transactional categories

#### Escalation Matrix (Global SMS):

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:Support@routemobile.com">Support@routemobile.com</a>	+912240337626
Level 2	<a href="mailto:rushikesh.mahadik@routemobile.com">rushikesh.mahadik@routemobile.com</a>	+912240337606
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## Escalation Matrix (India SMS):

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:service.desk@routemobile.com">service.desk@routemobile.com</a>	+912240337632
Level 2	<a href="mailto:neelesh.parmar@routemobile.com">neelesh.parmar@routemobile.com</a>	+9177188 72615
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## 2.2 WhatsApp SLA

- Uses WhatsApp Business API and WABA platform
- Common issues include session loss, notification rejections, and template sync failures
- Issues are classified using a four-level severity model (P1 to P4), consistent across all RML products, as outlined in Section 4.3: *SLA Timelines*.

### Escalation Matrix:

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:Support@routemobile.com">Support@routemobile.com</a>	+912240337626
Level 2	<a href="mailto:punam.sandhya@routemobile.com">punam.sandhya@routemobile.com</a>	+918655642738
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## 2.3 Viber SLA

- Uses Viber Partner Messaging API for communication delivery
- Common issues include delivery failures, session timeouts, and message queue delays
- Issues are classified using a four-level severity model (P1 to P4), consistent across all RML products, as outlined in Section 4.3: *SLA Timelines*.

### Escalation Matrix:

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:Support@routemobile.com">Support@routemobile.com</a>	+912240337626
Level 2	<a href="mailto:punam.sandhya@routemobile.com">punam.sandhya@routemobile.com</a>	+918655642738
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## 2.4 Email SLA

- Covers transactional Email delivery via API/SMTP
- Issues include delays, bounces, API failures, or delivery problems
- Issues are classified using a four-level severity model (P1 to P4), consistent across all RML products, as outlined in Section 4.3: *SLA Timelines*.

### Escalation Matrix:

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:Support@routemobile.com">Support@routemobile.com</a>	+912240337626
Level 2	<a href="mailto:punam.sandhya@routemobile.com">punam.sandhya@routemobile.com</a>	+918655642738
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## 2.5 Voice SLA

- Covers Voice platform services including SIP, call routing, initiation, and termination
- Issues include dropped calls, latency, and routing failures
- Issues are classified using a four-level severity model (P1 to P4), consistent across all RML products, as outlined in Section 4.3: *SLA Timelines*.

### Escalation Matrix:

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:Support@routemobile.com">Support@routemobile.com</a>	+912240337626
Level 2	<a href="mailto:rushikesh.mahadik@routemobile.com">rushikesh.mahadik@routemobile.com</a>	+912240337606
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## 2.6 RCS SLA

- Covers RCS Business Messaging via Google RBM and OEM-supported platforms
- Common incidents include bot provisioning delays, delivery failures, or session loss
- Issues are classified using a four-level severity model (P1 to P4), consistent across all RML products, as outlined in Section 4.3: *SLA Timelines*.

**Escalation Matrix:**

Escalation Level	Email Id	Contact Number
Level 1	<a href="mailto:Support@routemobile.com">Support@routemobile.com</a>	+912240337626
Level 2	<a href="mailto:punam.sandhya@routemobile.com">punam.sandhya@routemobile.com</a>	+918655642738
Level 3	<a href="mailto:shakir.ghate@routemobile.com">shakir.ghate@routemobile.com</a>	+912240337606

## Section 3: Onboarding SLA

### 3.1 Service Delivery (Onboarding)

The Service Delivery (Onboarding) team supports customers during the initial activation and implementation of Route Mobile services. During this phase, the team acts as the primary point of contact and coordinates with internal teams as required. The services of onboarding support include:

- Defining onboarding milestones and acceptance criteria, as applicable to the agreed scope
- Coordinating configuration, integration, and testing activities related to service activation
- Providing training sessions and relevant documentation
- Monitoring early account performance and addressing issues identified during the onboarding phase
- Onboarding activities are subject to customer readiness, technical dependencies, and agreed timelines.

### 3.2 Onboarding SLA Structure

#### 3.2.1 Standard vs Customized Onboarding Timelines:

Channel	Standard Onboarding	Customized Onboarding
WhatsApp	2 business days	~30 business days
Viber	2 business days	~30 business days
SMS	2 business days	~60 business days
RCS	7 business days	~45 business days
Email	2 business days	~30 business days
Voice	TBD	TBD

#### 3.2.2 Onboarding Categories

- **Standard Onboarding:** A guided setup that follows defined processes and uses standard integrations, without requiring any customisation or bespoke development.
- **Customised Onboarding:** Tailored solutions requiring specific configurations, custom integrations, International onboardings (RCS), or specialised requirements

### 3.2.3 Onboarding Success Criteria

- **Technical Integration:** Successful API testing with 100% functionality
- **Volume Testing:** Completion of load testing (where applicable) at 50% of expected peak volume
- **Documentation Handover:** Delivery of technical documentation and user guides
- **Training Completion:** Customer team trained on platform usage and troubleshooting
- **Go-Live Validation:** First production messages/calls successfully processed

### 3.2.4 Customer Responsibilities During Onboarding

- Provide complete technical requirements within 2 business days of project kickoff
- Assign a dedicated technical contact for the duration of onboarding
- Complete testing phases within agreed timelines
- Provide feedback on deliverables within 3 business days
- Attend scheduled training sessions and milestone reviews

### 3.2.5 Onboarding Escalation Matrix

Channel	L1	L2	L3
WhatsApp	whatsapp@routemobile.com	amrita.jadhav@routemobile.com	shakir.ghate@routemobile.com
RCS	rbm@routemobile.com	amrita.jadhav@routemobile.com	shakir.ghate@routemobile.com
Viber	viber@routemobile.com	amrita.jadhav@routemobile.com	shakir.ghate@routemobile.com
Email	email_onboarding@routemobile.com	amrita.jadhav@routemobile.com	shakir.ghate@routemobile.com
SMS	servicedelivery@routemobile.com	roshan.chandure@routemobile.com	shakir.ghate@routemobile.com
Voice	TBD	TBD	TBD

## Appendix A: Glossary

Term	Definition
API	Application Programming Interface - Software interface for system integration
CPaaS	Communication Platform as a Service - Cloud-based communication platform
DLR	Delivery Receipt - Confirmation of message delivery status
GDPR	General Data Protection Regulation - European data privacy regulation
IST	India Standard Time (UTC+5:30)
MSISDN	Mobile Station International Subscriber Directory Number - Mobile phone number
RBM	Rich Business Messaging - Google's RCS platform for businesses
RCS	Rich Communication Services - Enhanced messaging protocol
SIP	Session Initiation Protocol - VoIP communication protocol
SLA	Service Level Agreement - Formal commitment between service provider and customer
SMPP	Short Message Peer-to-Peer - Protocol for SMS message exchange
SMS	Short Message Service - Text messaging service
SMTP	Simple Mail Transfer Protocol - Email transmission protocol
WABA	WhatsApp Business API - Business messaging platform