

PURCHASE REVIEW DOCUMENT

Buyer evidence pack

A concise record of what the reviewed Saleringo product source supports, what one limited early pilot observed, and what must still be confirmed in a written order.

Use this document in a buyer, operations, security, or procurement discussion. It is not a certification, service-level agreement, customer endorsement, or performance guarantee.

What the reviewed product source supports

1 Customer request	Phone, website chat, or messaging starts one trace.
2 Approved answer	The response uses business information the team reviewed.
3 Customer record	The request, source, details, stage, and next action stay together.
4 Business work	A booking, quote, case, task, or follow-up can be prepared.
5 Staff control	Ownership, due date, approval, exception, and activity history remain visible.

What is verified

The public source contains channel intake, approved knowledge, customer records, booking and quote review, task ownership, follow-up, analytics, roles, and operator settings.

What is not implied

No provider, live integration, country, language, data region, certification, uptime, or customer result is promised unless it appears in the written scope.

Source and review boundary

This pack summarizes the reviewed Saleringo solution repository and the evidence already published on the global site. Names, logos, certifications, contractual service levels, and country-specific claims remain excluded until the applicable owner supplies written approval and evidence.

Review online: global.saleringo.com/en/product | global.saleringo.com/en/trust

LIMITED EARLY OPERATING OBSERVATION

What one venue pilot observed

Observation window: 1 July to 13 August 2026. Scope: one early wedding-sector venue pilot. Test estimates were excluded. These observations describe the reviewed source record; they do not establish causality or a result for another business.

14 of 23

Outside business hours

Observed sessions classified outside the venue's business-hour window.

13 of 14

Valid web-chat sessions

Web-chat sessions classified as valid customer conversations.

9 of 14

Contact captured

Web-chat sessions in which a customer contact was captured.

4 of 5

High intent after hours

Identifiable high-intent sessions classified outside business hours.

Question	What this record answers	What it does not answer
When did demand arrive?	The source classification places 14 of 23 observed sessions outside business hours.	It does not prove that Saleringo caused additional demand.
Did web chat capture usable requests?	The source classified 13 of 14 web-chat sessions as valid and recorded contact capture in 9 of 14.	It is not a general conversion rate and has no control group.
Did high-intent demand occur after hours?	Four of five identifiable high-intent sessions were classified outside business hours.	The denominator is small and should be read as a raw fraction, not a stable percentage.

Interpretation rules

1. Keep the raw numerator and denominator visible. 2. Name the period and site. 3. Exclude tests. 4. Record how a session, contact, and high-intent request were classified. 5. Do not turn this early observation into a universal benchmark.

A named customer story should be published only after the customer approves its identity, words, baseline, method, result, exclusions, and publication rights.

PROCUREMENT REVIEW

Confirm the deployment before signature

The public site explains the product baseline. The written order and supporting documents must identify the exact deployment. Use this table to prevent an attractive demo from becoming an unstated commitment.

Area	Public baseline	Confirm in writing
Business journey	Customer request, approved answer, customer record, next action, staff ownership, and follow-up.	The first journey, exceptions, approval boundary, owners, and success measure.
Channels and countries	Phone, website chat, and messaging are supported product paths.	Eligible countries, numbers, messaging providers, languages, disclosures, and pass-through fees.
Connected systems	Explicit permissions, scoped data, retries, errors, and delivery evidence are part of the integration model.	Named calendar, CRM, booking, payment, or provider; access method; limits; owner; and fallback.
Customer data	Access, export, retention, deletion, provider, and human-review decisions are documented before launch.	Roles, data categories, region, transfers, providers, retention, deletion, incident contact, and signed DPA.
Security evidence	The trust center separates product baseline from order-specific commitments.	Applicable control response, architecture/data-flow evidence, audit status, and any customer-specific controls.
Support and service level	No percentage availability or support response is implied by this pack.	Support hours, severity definitions, response targets, availability scope, exclusions, reporting, and remedies.
Commercial terms	The global site publishes starting price, setup, included usage, and an illustrative first-year estimate.	Currency, tax, payment timing, term, renewal, cancellation, overage, provider fees, and start date.

Documents to request

Written launch plan and order schedule | DPA | provider/subprocessor register | data-flow summary | control response | support and service-level schedule | integration compatibility record

Request these materials through global.saleringo.com/en/contact-sales. The returned reference should remain attached to the review.

60-DAY DECISION SCORECARD

Measure completed business work

Agree the baseline and measurement rules before activation. Review one customer journey, not a collection of impressive-looking AI activity metrics.

Measure	Baseline before launch	Evidence during pilot	Decision question
Eligible customer requests	Count by channel, time window, and journey.	Same denominator, with tests and ineligible requests excluded.	Did the agreed scope receive the requests it was designed for?
Approved answers	Current answer source and staff effort.	Answer source, version, confidence/exception, and review history.	Were answers grounded in approved information?
Customer record quality	Required fields, duplicates, and missing context.	Fields written with source, validation, and correction evidence.	Did staff receive a usable record without re-entering the story?
Business work started	Bookings, quotes, tasks, or cases created manually.	Prepared/created work, owner, due date, status, and failure reason.	Did the conversation produce the intended next action?
Human review	Current approvals, exceptions, and escalation effort.	Approval decisions, takeovers, corrections, and unresolved work.	Were sensitive or uncertain actions held for the right person?
Customer follow-up	Current response time and completion confirmation.	Follow-up sent, delivery status, reply, completion, and opt-out.	Did the customer receive a clear next step?
Reliability and operations	Known failure types and recovery process.	Errors, retries, provider failures, recovery, and owner response.	Can the team operate the scope safely and predictably?

Decision at day 60

Stop if the scope cannot be operated safely or measured honestly. Adjust if the journey, knowledge, integration, or ownership boundary is wrong. Expand only when the observed evidence and written commercial terms justify it.

Next action: prepare one launch brief at global.saleringo.com/en/pilot, then request the written plan with the generated summary.