



Customer Service Policy

NxGen Product Line
Effective February 1, 2016

Cow Sense Customer Services

At Midwest MicroSystems, Customer Service is our top priority! Each of our customers is an extension of our company and your ability to receive maximum benefit from our products is the true measure of our success. We strive to make the Cow Sense family of products easy to use, yet capable of providing advanced analysis and superior information management. Although technical/product support is a key service component to our customer, our focus is broader. We want to support advanced use and maximize our customers' satisfaction and benefits. As a result, we have organized our Customer Service Center to provide the optimum benefit to you including, Technical/Product Support, Program Updates and Upgrades, and Herd Builds as well as customized professional services that are catered to individual customers needs.

Technical/Product Support

Included Documentation

Documentation with Cow Sense products explains basic program functions and capabilities. The **Quick Start Guide** available from the Cow Sense Help Menu can be reviewed as an electronic PDF or printed so you can make notes or highlight specific areas of interest. With Cow Sense NxGen we have evolved to an all Video Tutorial approach to user instruction versus a hard copy User's Guide. This method allows you the ability to watch short video clips detailing how to perform basic as well as detailed functions within Cow Sense NxGen. These Video Tutorials are available from the Cow Sense Help Menu and allow you to pick and choose among the videos that are pertinent to what you want to accomplish today. Each video contains audio and visual instructions providing interactive learning experiences to help you get the very most from your Cow Sense investment. A copy of the **Script Notes** for each video is also available in PDF for those customers that would like to print them off to follow along while viewing the video. ***You watch as the instructor shows you how to use the software... and WHY.***

Included Technical Support

Cow Sense Core Products (Cow Sense EZ, EZ-100, PRO and PRO-100)

With a **NEW** purchase of a Cow Sense Core Product, you receive our 30/30 Customer Service Plan. The 30/30 Customer Service Plan will help ensure that you get started comfortably with your Cow Sense Core Product. You receive 30 days or 30 minutes of technical/product support, whichever is of greater benefit to you. Your included support period begins with the **first contact FOLLOWING** activation (obtaining the Activation Key) of your program, within 1 year from purchase. This includes use of our toll free telephone number as well as e-mail support. ***Please note that requesting your activation key does not begin your included support period.*** Once initialized, you have unlimited technical/product support assistance for your Cow Sense Core Product for the remainder of the 30-day period. If, at the end of your 30 days, you have not used 30 minutes of technical/product support, the unused balance will be credited to you and remains available for your use when you need assistance with your Cow Sense Core Product. If you have not activated your 30 day included support program within 1 year of program purchase, the 30 minutes of technical/product support is credited to your account.

Cow Sense Sale Manager

With your purchase of Cow Sense Sale Manager, you receive 60 minutes of telephone or email support. The 60 minutes will be credited to your account following the purchase of your Cow Sense Sale Manager program, and will be available for assistance with any other licensed Cow Sense products. Additional customer service and technical support is available by purchasing a Customer Service Plan.

Cow Sense Chute-side and Pocket Cow Sense

With a **NEW** purchase of either Cow Sense Chuteside (formerly Cow COMM) or Pocket Cow Sense, you receive 30 minutes of telephone or email support. The 30 minutes will be credited to your account following the purchase of your program, and will be available for assistance with any other licensed Cow Sense products. Additional customer service and technical support is available by purchasing a Customer Service Plan.

Customer Service Plan

Technical/Product Support is available on a reasonably priced fee-for-service basis to meet your individual needs following use or expiration of the included support for Cow Sense, Sale Manager, Chuteside or Pocket Cow Sense. Pre-paid Value Based Service (VBS) Plans make providing services more convenient for you.

Cost - \$75 USD for 60 Customer Service Credits. Customer Service Credits are pre-purchased much like a telephone credit card. The time we spend assisting you is billed against the Customer Service Credits you have purchased. A Customer Service Credit equates to 1 minute of time. Unused Customer Service Credits do not expire and can be exchanged on a dollar for dollar basis for product upgrades or applied toward purchase of any other Cow Sense software product(s). Customers with a positive balance in Customer Service Credits receive access to:

Toll Free Technical Support Phone Number– 800.584.0040

E-mail Technical Support Questions to: support@cowsense.com

24/7 Access to the Cow Sense Knowledge Base at <http://www.cowsensecorral.com>

We document and maintain a database of all support service provided and make it available to you online through our Customer Portal at the **Cow Sense Corral**. Login to your secure account at www.cowsensecorral.com to view all past support issues by selecting the “**View My Account**” button.

Your support “history” includes a detailed record of each contact, the question(s) or support issue(s), the response and the resolution. This provides you with a great reference that can be accessed time and again from your Corral Account or printed and filed should you encounter the same situation. This saves you time and money!

The **Cow Sense Knowledgebase** is a searchable collection of all these categorized answers, and is available 24-7 to customers that maintain a positive balance in their customer service account.

Customer Referral Program

Customer Service Credits can also be earned by customer referrals. A large percentage of our software sales are a result of a satisfied customer's recommendation. As a result we have developed the Cow Sense Customer Referral Program to provide our customers credit for recommending our products. These Customer Service Credits can be exchanged for Cow Sense Products and Services, including VBS Plans for product/technical support. See the Cow Sense Customer Referral Policy for more information. Also note the electronic Customer Referral function at the Cow Sense Corral.

Updates and Upgrades

Updates

Licensed customers of our software are notified of program updates as they become available. Updates are portrayed by a change in the right portion of the version number, i.e. 5.1, 5.2, 5.3. These updates are primarily maintenance releases, and are freely available for download from our Internet site. A fee will be charged for shipping and handling to customers who wish to have the update CD mailed to them.

Version Upgrades

Licensed customers of our software are notified of version upgrades to their activated programs as they become available. Version upgrades include major enhancements to the program, which add value to the previous version(s). Version upgrades are depicted by a change in the left portion of the version number, i.e. 2.0, 3.0, 4.0, 5.0. These enhancements require substantial development resources and costs will depend upon the features included. Version upgrades (within program mode) released within 12 months of purchase will be provided at no cost to the user, excluding a nominal fee for shipping and handling. Shipping and handling fees will be waived if upgrades are downloaded from the Internet.

Additional Technical Services (*Time recorded for these services is NOT included in the 30/30 Plan)

Herd Builds/Data Conversions

We realize that new customers may have historical records in another format or from another program that they wish to convert to a Cow Sense herd rather than manually re-enter the data. We may be able to assist you by automating transfer of certain data from your existing format to a Cow Sense herd. Please contact the Customer Service Center for a cost and time estimate.

For Cow Sense PRO customers who have registered cattle with their respective breed associations, we can build a Cow Sense herd from a total herd extract provided by many of the respective associations. For our Sale Manager Customers who have existing customer mailing lists in electronic form, we can assist you in conversion into Sale Manager. Please contact the Customer Service Center for a cost and time estimate.

Custom Development and Hardware Assistance

Some customers may request hardware assistance or customized software development that exceeds the scope of the standard Technical/Product Support. Please contact the Customer Service Center for availability of custom requests as well as a cost and time estimate for such services.

Thank You for Choosing

