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Private and Confidential

Date: 28th June 2023
Our Reference: TW23047

Dear valued customer,

Subject: Changes to Aerotrak Support

I hope this message finds you well.

We are writing to share some important updates regarding our Aerotrak software support.

In our pursuit of optimising our internal resources, we have carefully evaluated various aspects of our operations, and our support log system emerged as a key area for improvement. Upon reviewing our support logs, between April 1, 2022, to April 1, 2023, we received a total of 1388 support logs through our online support portal. Out of these support logs, 1094 were submissions related to 'How do I' inquiries, while 294 tickets pertained to bug/data issues or feature suggestions.

Following our commitment to look for ways to continually improve our services, we will be introducing a cutting-edge Artificial Intelligence (AI) knowledge base known as the Tracware 'Infobot'; You can access the infobot via the Client Support link on the Tracware website at <https://login.tracware.co.uk/support> and directly through Aerotrak via the On line Help at <https://login.tracware.co.uk/help> This cutting-edge AI technology is specifically designed to assist you with support requests, and day-to-day use of Aerotrak, elevating your customer support experience and make life easier for your team.

The Infobot is trained to understand your queries and respond as though you are conversing with a human representative. It specialises in Aerotrak-related topics and provides direct links to help guides. This AI-powered knowledge base is available to all Aerotrak users (not just Primary Points of Contact) and aims to provide accurate information at your fingertips, empowering you to find solutions quickly and effortlessly.

We expect that the implementation of our AI chatbot will result in a substantial decrease in the number of 'How do I' submissions, thereby allowing our Support Team to allocate more time to proactive efforts. The Infobot will be primarily focused on answering generic queries, allowing our Support team to focus on the more idiosyncratic questions that relate to process as much as functionality. Additionally, by analysing data entered to the Infobot, we will have better understanding of our customer's requirements, which we can address by building the knowledge base.

At Tracware, we remain dedicated to delivering exceptional support and ensuring your satisfaction. These changes to our support structure, combined with the introduction of our AI knowledge base, will enable us to serve you better and provide timely assistance whenever you need it.



Note - Effective from 1st July 2023, we will no longer respond to initial support requests that are sent directly to the support@tracware.com email. We kindly request that all support logs be centralised through the client support portal, which is available on the Tracware website. Additionally, we advise you to circulate this message to your teams and begin utilising the Tracware Infobot alongside your daily use of AeroTrac. Your support in sharing this message with your teams to ensure their awareness of this change would be greatly appreciated.

If you have any questions or require further information, please don't hesitate to contact us, and rest assured, the Support team are here to assist you every step of the way.

Thank you for your continued trust in Tracware.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Patrick Waker", with a stylized flourish at the end.

Patrick Waker
Support Services Director
Tracware Limited

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