



Last Updated: November 10, 2025

Advisory Services Package Name:	Advisory Services: Expert Engagement
Advisory Services Package Start Date:	The Expert Engagement Package will commence on a date mutually agreed to between Customer and Twilio in writing.
Duration of Advisory Services Package:	Notwithstanding anything to the contrary in the applicable Order Form, the Expert Engagement Package will commence on the Advisory Services Package Start Date for a period of 4 consecutive weeks, unless otherwise extended for a time period agreed to between Customer and Twilio writing.
Available Channels:	The Expert Engagement Package will apply to only 1 of the available channels below, which Customer will select and inform Twilio in writing prior to the Advisory Services Package Start Date: • Programmable Messaging • Programmable Voice • Programmable Video • Twilio Flex • Twilio Segment Connections (including Twilio Segment Protocols) • Twilio Segment Engage • Twilio Segment Linked Audiences • Twilio Segment Unify Customer may not change the channel above which it has selected on or after the Advisory Services Package Start Date.
Sessions and Activities:	The Expert Engagement Package may include the sessions and activities below, as mutually agreed upon between Customer and Twilio in writing. The sessions and activities below will not exceed a total of 86 hours during the duration of the Expert Engagement Package. If Customer has not used up all 86 hours by the end of the duration of the Expert Engagement Package, Customer will not (a) be able to use or otherwise reserve the unused hours for any other Advisory Services package or (b) receive any refunds or credits attributable to the unused hours. • Kick off: Project Outline and Discovery Session (60 minutes) • Discovery, Customer Implementation Overview, and Technical Code Review (2 60 minute sessions) • Up to 7 Workshops (60 minutes each) covering a combination of the following based on the single Focus Area that Customer selects:



	○ Architecture Review ○ Feature Overview / Demo ○ Directed Implementation ○ Developer / Build ● Reporting workshop (60 minutes) ● Engagement Summary Overview (60 minutes) ● Closing call: Project Review and Next Steps (60 minutes)
Focus Areas:	Customer will pick 1 Focus Area below for the Expert Engagement Package: ● Source/Destination including Reverse ETL Guidance ○ Twilio Personnel will provide expert guidance on best practices for configuration and quality assurance of Twilio Segment Sources, Destinations, and Reverse ETL. ● Protocols Configuration Guidance ○ Twilio Personnel will provide expert guidance on best practices for configuration and leverage of Twilio Segment Protocols. This guidance may include building a tracking plan, understanding violations, enforcing data standards with controls, and resolving data issues with transformations. ● Engage Configuration Guidance ○ Twilio Personnel will provide expert guidance on configuration and leverage of Twilio Engage. This guidance may include an overview and building of Computed Traits, Audiences, and user traits, and activating Twilio Engage data through Journeys and other Twilio Engage destinations. ● Profile Unification and Profiles Sync Guidance ○ Twilio Personnel will provide expert guidance on strategies for Profile Unification and Profiles Sync setup and use. This guidance may include creating Identity Resolution rules to unify event data across devices and channels to merge into a complete user profile. ● Privacy & Workspace Access Configuration Guidance ○ Twilio Personnel will provide expert guidance, and advise on Privacy Portal and Access Controls configuration. ● Functions Guidance ○ Twilio Personnel will provide expert guidance on function requirements, validate requirements against upstream/downstream API capabilities, and run end-to-end tests for the function. ● Linked Audiences Enablement and Guidance ○ Twilio Personnel will provide expert guidance on relational warehouse data in Twilio Segment CDP, discovery of use cases which benefit



from Linked Audiences, how to use Linked Profile capabilities and profile sync, and configuration for the Data Graph UI in Twilio Segment CDP.

- Advanced Interactive Voice Response (IVR) Implementation
 - Twilio Personnel will provide expert guidance on implementing advanced self-service IVR capabilities by leveraging Twilio Functions, Studio, API calls, and AI-powered integrations. This approach will enable a seamless alignment of the Customer's IVR solution with industry best practices, enhancing automation, personalization, and overall user experience through cutting-edge AI technologies.
- Developers Workshop for AI
 - Twilio Personnel will provide expert guidance on implementing a range of Twilio services, including AI-powered solutions such as Twilio Voice Intelligence, Agent CoPilot, Personalized Virtual Agent, and Conversational Insights. This guidance ensures seamless integration of these services into Customer's communication workflows, aligning with industry best practices to optimize conversational experiences, drive innovation, and deliver actionable insights.
- Programmable Voice Diagnostics
 - Twilio Personnel will provide expert analysis in reviewing Customer's Programmable Voice implementation due to reported voice call quality issues by Customer, help diagnose the root cause of the reported voice call quality issues, and provide actionable recommendations and guidance.
- User Authentication & Identity
 - Twilio Personnel will provide expert guidance on implementing advanced User Authentication and Identity solutions, including Identity Match, SIM Swap, Line Type Intelligence, Silent Network Authentication, Push Authentication, and support for passkey-based passwordless authentication. This guidance may also incorporate complementary Twilio services, such as Verify for secure user verification and Lookup for enhanced phone number intelligence, ensuring a robust and modern approach to security while aligning with industry best practices.
- Developers Workshop for Programmable Messaging
 - Twilio Personnel will provide expert guidance regarding the implementation of Programmable Messaging capabilities and ensure alignment with industry best practices.
- Developers Workshop for Programmable Voice
 - Twilio Personnel will provide expert guidance regarding the implementation of Programmable Voice capabilities and ensure alignment with industry best practices.
- Developers Workshop for Conversations
 - Twilio Personnel will provide expert guidance regarding the implementation of Conversations capabilities and ensure alignment with industry best practices.



	• Developers Workshop for Twilio Flex ○ Twilio Personnel will provide expert guidance regarding the implementation of Twilio Flex capabilities and ensure alignment with industry best practices.
Completion Notice:	Twilio will provide written notice to Customer upon the completion of the foregoing Advisory Services (“ Completion Notice ”). The foregoing Advisory Services will be deemed completed upon Customer’s confirmation in writing of the same to Twilio via email. If Customer does not provide written confirmation of completion to Twilio via email within seven (7) days of the date of the Completion Notice, the foregoing Advisory Services will be deemed completed.