

COMPANY CUSTOMER SUPPORT STANDARD OPERATING PROCEDURE (SOP)

Version: 2.0

Department: Customer Experience

SECTION 1: Ticket Classification

1.1 Ticket Severity Levels

- Severity 1: Platform outage, payment system failure.
- Severity 2: Major feature not working for multiple users.
- Severity 3: Single-user issue that blocks workflow.
- Severity 4: General inquiries, product questions.

1.2 Ticket Categories

- Billing & Payments
- Technical Issues
- Product Questions
- Refund Requests
- Feature Requests

SECTION 2: Ticket Resolution Workflow

2.1 Steps for Handling a Customer Ticket

1. Acknowledge the ticket within 2 hours.
2. Identify the category and severity.
3. Provide initial response with expected resolution time.
4. Engage with engineering if the issue is technical.
5. Close the ticket once the customer confirms resolution.

2.2 Escalation Policy

- Severity 1 → escalate to Engineering Lead immediately.
- Severity 2 → escalate within 1 hour.
- Severity 3 → resolve within 24 hours.
- Severity 4 → resolve within 72 hours.

SECTION 3: Communication Guidelines

3.1 Tone and Language Requirements

- Always be polite, empathetic, and concise.
- Avoid blaming the user.
- Provide clear steps for troubleshooting.

3.2 Template for Customer Response

"Thank you for contacting us! We are currently reviewing your request and will provide an update shortly."

SECTION 4: Documentation Requirements

- Every ticket must include reproduction steps.
- Screenshots must be attached when applicable.
- All resolved tickets must be documented in the CRM.

Last Updated: 17 November 2024