

**Local Escalation Process**

# Summary

The process below outlines steps to follow if a customer has expressed dissatisfaction with our service and has made a request to escalate to further.

# Red Flags

Calls that may result in an “up” escalation can be detected by paying close attention to the customer’s word choice, tone and previous poor experiences with the company. Some examples are:

 Customer has to call repeatedly for resolution of an ongoing issue  Customer has threatened to file a formal complaint with:

* Corporate Office/CEO
* Regulatory Agency (FCC, PSC, BBB, Attorney General, etc.) o Media o Social Media
* Legal, customer will file a law suit

# Call Handling

All calls (both internal and external) should be handled in the utmost professional and courteous manner. Employees must express empathy, remain attentive, offer expertise and reassure the customer their issue will be addressed. Details of call **MUST** be documented in account notes.

* Offer expertise and reinforce your ability to address the customer’s concern. If the customer declines your assistance, ask the customer’s permission to be placed on a brief hold to notify a Lead, Supervisor or Manager. Call must be taken **LIVE**.
* If the customer makes a requests for a callback from a *“supervisor/manager”,* obtain a valid contact number and time a return call can be made. A Lead, Supervisor or Manager **MUST** follow-up with the customer within **30** minutes.
* If a call is disconnected in error or during a transfer, an attempt to callback the customer **MUST** be made immediately.
* Callback requests must follow the escalation path – Lead, Supervisor, Manager, Director.
* If the customer declines a callback and/or all Management escalation levels have been exhausted and the customer demands to speak to the Corporate Office, it is required that the issue:
  + Escalate to Director/VP of call center for resolution
  + Details of escalation, including efforts made to resolve and customer contact information, must be sent via email to Supervisor, Manager, Director and VP.
* Document every detail of the call in PERMANENT notes – include anything that may assist others who deal with the customer in the future.
  + Note steps you performed
  + Name of the person you escalated the call to
  + Type of complaint the customer stated they would purse (i.e. agency, media, corporate office, etc.)