Ticket Escalation Policy and Triage Procedure

Department: Customer Support & SRE
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1. Ticket Severity Definitions

The severity of a ticket is defined by the **impact** on the client's core business operation, not the complexity of the underlying issue.

Severity	Definition of Business Impact	Target Client	Example Scenario
P0 (Critical)	Core service is unusable. Affects all users/workflows. Complete system downtime.	All Enterprise Clients	Entire API Gateway is down; no workflows can execute.
P1 (High)	Major functionality impaired. Affects critical workflows and multiple users. No viable workaround.	Enterprise Clients	A core AI model is consistently failing, causing a financial workflow to halt.
P2 (Medium)	Minor functionality impaired or frequent intermittent issues. Workaround exists but is inefficient.	All Clients	Reporting dashboard fails to load historical data for a specific period.
P3 (Low)	Minor configuration issue, general question, or low-priority bug report. No impact on core workflows.	All Clients	UI display error, request for documentation clarification.

P4 (Feature Request)	Request for new functionality or product enhancement.	All Clients	Suggesting a new data source integration.

2. Escalation Workflow (L1 to L3)

P0 and P1 Escalation (Critical/High)

1. **L1 Action:** Agent must confirm the P0/P1 status and create an internal **Incident Report Form** within **5 minutes** of receiving the ticket.
2. **L1 Escalation:** Immediately notify the L2 Technical Specialist via phone/dedicated PagerDuty channel. Do **NOT** rely on standard ticket assignment.
3. **L2 Action:** L2 confirms the severity and immediately escalates the ticket to the relevant **R&D/SRE On-Call Engineer (L3)** via the official incident management system.
4. **L3 Action:** The L3 Engineer takes ownership, starts Root Cause Analysis (RCA), and begins working on a hotfix.

P2 and P3 Escalation (Medium/Low)

1. **L1 Action:** Agent attempts to resolve the issue for 30 minutes. If no progress is made, the L1 Specialist documents all troubleshooting steps taken.
2. **L1 Escalation:** The ticket is internally tagged as Escalate-L2 and assigned to the L2 queue.
3. **L2 Action:** L2 takes ownership and has 2 working days to resolve or hand off to L3 (R&D) if a code fix or database modification is required.
4. **Ownership Rule:** Once escalated to L3 (R&D), the **L2 Specialist remains the primary client communicator** to ensure consistent messaging.

3. Communication Protocol

For P0/P1 incidents, the Head of Customer Support or Customer Success Manager (CSM) must send a **2-hour update** to the client until the issue is resolved, providing status and estimated time of resolution (ETR).