

Customer Support Escalation Matrix

(Contact & Responsibility)

Objective: Clearly define the internal resources responsible for P0 and P1 incidents and the required communication method.

Date: 2025-11-01

Severity	Responsible Tier	On-Call Team/Role	Contact Method (Internal)	Target Response Time (SLA)	Primary Client Communicator
P0 (Critical)	L3 (Engineering)	SRE PagerDuty Rotation	PagerDuty Alert (Immediate) & Dedicated Slack Channel: #ops-p0-alert		Head of Support / CSM
P1 (High)	L3 (Engineering)	R&D Lead On-Call	Slack DM + Internal Phone Call (Priority)		L2 Technical Specialist
P2 (Medium)	L2 (Specialist)	L2 Specialist Queue	Standard Ticket Assignment (CRM)	2 hours (Business Hours)	L1/L2 Agent
P3 (Low)	L1 (Agent)	L1 Global Queue	Standard Ticket Assignment (CRM)	4 hours (Business Hours)	L1 Agent
Complaint/ Risk	Executive/CSM	Head of Customer Success	Email Alert + Phone Call (Mandatory)	1 hour	Head of Customer Success

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Incident Management Protocol for P0/P1

- Initial Alert (L1):** Within 5 minutes of confirmation, the L1 agent must post the issue and the client's Tenant ID into the relevant Slack channel (e.g., #ops-p0-alert).
- Acknowledgement (L3):** The PagerDuty-alerted L3 engineer must acknowledge the incident within the SLA window and confirm the lead engineer on the issue.
- Executive Notification:** The Head of Support must notify the VP of Operations and the Head of R&D for P0 incidents immediately via internal chat/phone, regardless of the time of day.

Key Internal Contact Details (Placeholder)

Role	Contact (Internal)	Backup Contact
Head of Customer Support	[Phone Number]	[Backup Manager Phone]
SRE On-Call Leader	PagerDuty: sre-rotation-main	[SRE Manager Phone]
R&D Code Fix Lead	PagerDuty: rd-feature-lead	[R&D Manager Phone]