

# 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
<b>P0 (Critical)</b>	L3 (Engineering)	<b>SRE PagerDuty Rotation</b>	PagerDuty Alert (Immediate) & Dedicated Slack Channel: #ops-p0-alert		Head of Support / CSM
<b>P1 (High)</b>	L3 (Engineering)	<b>R&amp;D Lead On-Call</b>	Slack DM + Internal Phone Call (Priority)		L2 Technical Specialist
<b>P2 (Medium)</b>	L2 (Specialist)	<b>L2 Specialist Queue</b>	Standard Ticket Assignment (CRM)	2 hours (Business Hours)	L1/L2 Agent
<b>P3 (Low)</b>	L1 (Agent)	<b>L1 Global Queue</b>	Standard Ticket Assignment (CRM)	4 hours (Business Hours)	L1 Agent
<b>Complaint/Risk</b>	Executive/CSM	<b>Head of Customer Success</b>	Email Alert + Phone Call (Mandatory)	1 hour	Head of Customer Success

			)		
--	--	--	---	--	--

## Incident Management Protocol for P0/P1

- 1. **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).
- 2. **Acknowledgement (L3):** The PagerDuty-alerted L3 engineer must acknowledge the incident within the SLA window and confirm the lead engineer on the issue.
- 3. **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]