

Customer Support Ticket Prioritization & Escalation

Business Rules Specification

Document Type: Business Rules

Project: Customer Support Ticket Prioritization & Escalation

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Author: András Hunyor – Business Analyst

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1. Purpose of the Document

This document defines the **business rules** used to determine ticket priority and escalation behavior within a customer support environment.

The objective is to ensure:

- Consistent prioritization of incoming tickets
 - Objective escalation decisions
 - Reduced operational risk caused by subjective handling
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2. Priority Levels

The system supports the following ticket priority levels:

Priority	Description
Low	Minor issues with no service impact
Medium	Standard issues affecting limited functionality
High	Major issues affecting core services
Critical	Severe incidents with significant business impact

3. Input Criteria for Prioritization

Ticket priority is determined based on the following criteria:

- **Customer Type** (Standard / Premium / Enterprise)
- **Issue Category** (Request / Incident / Outage)
- **Service Impact** (Low / Medium / High)
- **SLA Risk** (No risk / At risk / Breached)

- **Channel** (Email / Phone / Chat)
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4. Business Rules – Ticket Prioritization

BR-01: Enterprise Customer Incident

Rule:

IF Customer Type is *Enterprise*
AND Issue Category is *Incident*
AND Service Impact is *High*
THEN Ticket Priority shall be set to *High*.

BR-02: SLA At-Risk Condition

Rule:

IF SLA Risk is *At Risk*
THEN Ticket Priority shall be increased by one level.

BR-03: SLA Breach Condition

Rule:

IF SLA Risk is *Breached*
THEN Ticket Priority shall be set to *Critical*.

BR-04: Outage Scenario

Rule:

IF Issue Category is *Outage*
AND Service Impact is *High*
THEN Ticket Priority shall be set to *Critical*.

BR-05: Manual Override

Rule:

Support Team Leads may manually override ticket priority
when justified by business impact or customer communication.

5. Escalation Rules (High-Level)

- Tickets with **High** priority shall be reviewed by a Team Lead
 - Tickets with **Critical** priority shall trigger immediate escalation
 - Escalated tickets shall be visible to management
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6. Assumptions and Constraints

Assumptions:

- Customer type is correctly identified at ticket creation
- SLA status is continuously monitored by the system

Constraints:

- Business rules are configurable but centrally managed
 - Manual overrides require justification
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7. Conclusion

The defined business rules provide a structured and transparent approach to ticket prioritization and escalation, supporting consistent operational decision-making and risk management.

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