

Customer Support Team — Operating Procedures

Document ID: ACME-SUPP-001 | Classification: Internal Use Only

1. Team Overview

The Customer Support Team provides 24/7 technical support for ACME devices installed at customer sites, handling troubleshooting, maintenance coordination, and complaint intake.

2. Team Leadership

Role	Name	Contact
VP Customer Success	Diana Ross	dross@acmemeddevices.com
Support Operations Manager	Brian Kelly	bkelly@acmemeddevices.com
Technical Support Lead	Chris Martinez	cmartinez@acmemeddevices.com
Training Coordinator	Amy Watson	awatson@acmemeddevices.com

3. Mandatory Rules

3.1 Complaint Classification — CRITICAL

- Tier 1 (Patient Harm/Death): IMMEDIATE escalation to QA Director + VP Customer Success. Do NOT end call until escalation confirmed. MDR clock starts NOW.
- Tier 2 (Device Malfunction, No Harm): Document in CRM, escalate to Technical Lead within 1 hour
- Tier 3 (User Error/Training): Document and resolve, schedule follow-up training if needed
- Tier 4 (General Inquiry): Standard response protocols

3.2 Complaint Documentation

- ALL complaints must be logged in Salesforce within 30 minutes of call end
- Required fields: Device serial number, lot number, description, reporter contact
- NEVER coach customer on what to say or not say
- NEVER speculate on cause — document facts only

3.3 Field Service Dispatch

- Critical device down: 4-hour response time commitment (metro areas)
- Non-critical service: 24-hour response time
- ALL field visits require pre-authorization in ServiceMax

4. Required Approvals

Action	Approver	Form
Device replacement (warranty)	Support Ops Manager	ACME-REPL-001
Device replacement (goodwill)	VP Customer Success	ACME-REPL-002

Action	Approver	Form
Refund/credit >\$5,000	VP Customer Success + Finance	ACME-REF-001
Escalation to FDA	QA Director + Legal	ACME-MDR-001

5. Legal Gray Areas & Escalation

5.1 Customer Threatens Lawsuit

If customer mentions lawsuit, attorney, or legal action: Remain calm and professional. Do NOT apologize or admit fault. Document verbatim. Escalate immediately to Legal (Angela Martinez). Do not contact customer again without Legal guidance.

5.2 Media or Social Media Complaints

If complaint appears on social media or customer mentions media contact: Escalate to VP Customer Success and Marketing immediately. Do NOT respond on social media without approval.

6. Regulatory Contacts

Situation	Contact	Timeline
Potential MDR event	QA Director (Linda Chang)	Within 1 hour
Product recall question	Regulatory (Dr. Kim)	Same day
Legal threat	Legal (Angela Martinez)	Immediate