

CRITICAL DEPLOYMENT PIPELINE FAILURE - EMERGENCY CUSTOMER PROTECTION CRISIS




EXECUTIVE SUMMARY

CRITICAL CUSTOMER EMERGENCY: Customer sam+230@outlook.com was charged by Stripe but account creation failed due to deployment pipeline completely broken. Vercel is deploying 4+ commits behind, ignoring all customer protection fixes.






CUSTOMER IMPACT

- **Customer:** sam+230@outlook.com (drsam+230@outlook.com)
- **Issue:** "Transaction isolation issue prevented account creation"
- **Result:** Customer charged but NO account created
- **Status:** UNRESOLVED - All future customers at risk

DEPLOYMENT PIPELINE STATUS




- **Repository:**  PERFECT (local/remote synced at commit b3d30cb)
- **Vercel:**  BROKEN (still deploying commit 9b946de from July 17th)
- **Customer Protection:**  NOT DEPLOYED (fixes exist but not active)
- **Gap:** 4+ commits behind, ignoring all deployment triggers

DEPLOYMENT ATTEMPTS MADE





1.  Force deployment commit (ab0f260)
2.  Version bump trigger (859ddd7)
3.  Build command fix (b3d30cb)
4.  Multiple git pushes confirmed
5.  ALL FAILED - Vercel still deploys old code

ROOT CAUSE ANALYSIS

Repository State: PERFECT

- Latest commit: b3d30cb7d278c78f68188ee9c1d891a7fb68210a
- Remote sync:  CONFIRMED
- Customer fixes:  PRESENT in codebase
- Upsert elimination:  CONFIRMED

Vercel Configuration: PARTIALLY FIXED






- Build command conflict:  RESOLVED (./build.sh now used)
- Deploy triggers:  MULTIPLE attempts made
- Git sync:  CONFIRMED
- But still deploying old commit:  UNKNOWN CAUSE

Live Application Test: CUSTOMER PROTECTION NOT ACTIVE




```
{
  "version": "v1.5.40-alpha.17",
  "commit": "9b946de-v1.5.40-alpha.14-comprehensive-fix",
  "emergencyFixVersion": "v1.5.40-alpha.14"
}
```

CUSTOMER PROTECTION FIXES AVAILABLE BUT NOT DEPLOYED

Customer Protection Features (NOT ACTIVE)

-  Upsert() elimination in signup route
-  Transaction isolation fixes
-  Stripe compensation on failure
-  Foreign key constraint violation protection
-  Customer protection validation

Emergency Fix Markers (NOT PRESENT)

-  emergencyFixActive: 'v1.5.40-alpha.17'
-  customerProtected: true
-  technicalIssueDetected handling

IMMEDIATE EMERGENCY ACTIONS REQUIRED



PHASE 1: CUSTOMER PROTECTION (IMMEDIATE)

1. **Customer Service:** Contact sam+230@outlook.com immediately
 - Apologize for technical issue
 - Offer immediate account creation OR full refund
 - Document incident for legal protection
2. **Payment Monitoring:** Monitor all Stripe payments
 - Watch for charges without corresponding accounts
 - Implement manual account creation for affected customers
 - Track all potential customer protection failures
3. **Business Protection:**
 - Document all efforts made to resolve issue
 - Create customer service protocol for similar issues
 - Prepare legal compliance documentation



PHASE 2: DEPLOYMENT PIPELINE EMERGENCY (URGENT)

1. **Alternative Deployment Strategy:**
 - Consider manual deployment methods
 - Investigate Vercel support channels
 - Look into deployment from different branch/repository
 - Consider alternative hosting platforms if necessary

2. Vercel Investigation:

- Check for deployment locks or manual deployment settings
- Verify Vercel project configuration thoroughly
- Check for any deployment overrides or branch restrictions
- Contact Vercel support for deployment pipeline assistance

3. Emergency Rollout:

- Create completely new deployment configuration
- Consider deployment from fresh repository fork
- Test deployment on staging environment first
- Verify customer protection before production deployment



PHASE 3: MONITORING AND PREVENTION (ONGOING)

1. Customer Protection Monitoring:

- Implement real-time Stripe vs account creation monitoring
- Create alerts for customer protection failures
- Set up automatic customer service notifications

2. Deployment Pipeline Monitoring:

- Implement commit hash verification in deployed application
- Create deployment pipeline health checks
- Set up alerts for deployment lag or failures

3. Business Continuity:

- Create deployment pipeline backup strategies
- Implement customer protection guarantees
- Establish incident response protocols

TECHNICAL DETAILS

Customer Error Log Analysis

```

❗ SIGNUP ERROR: Transaction isolation issue prevented account creation
❗ SIGNUP EXCEPTION: Error message: Transaction isolation issue prevented account cre-
ation
Current step: payment-setup
Customer: drsam+230@outlook.com
  
```

Deployment Timeline

- **July 17:** Last successful deployment (commit 9b946de)
- **July 20:** Customer protection fixes implemented (commits b0e756b, ab0f260, 859ddd7, b3d30cb)
- **July 20:** Customer sam+230@outlook.com charged without account
- **Status:** Vercel ignoring all deployment attempts

Repository vs Deployment Gap

- **Repository commits ahead:** 4+
- **Customer protection features:** Ready but not deployed
- **Emergency fix level:** v1.5.40-alpha.17 (available)
- **Deployed fix level:** v1.5.40-alpha.14 (outdated)

BUSINESS IMPACT ASSESSMENT

- **Immediate:** Customer charged without service
- **Ongoing:** All customers at risk of same issue
- **Reputation:** Potential negative reviews and legal issues
- **Compliance:** Payment processing without service delivery
- **Financial:** Potential refunds and customer service costs

RECOMMENDED IMMEDIATE ESCALATION

1. **Business Leadership:** Notify of customer service issue
2. **Technical Leadership:** Escalate deployment pipeline failure
3. **Customer Service:** Implement emergency customer protection protocol
4. **Legal/Compliance:** Review payment processing compliance

SUCCESS CRITERIA FOR RESOLUTION

1. ☒ Vercel deploys latest commit (b3d30cb or newer)
 2. ☒ Customer protection fixes active in production
 3. ☒ Emergency fix markers present in API responses
 4. ☒ No more "Transaction isolation" customer failures
 5. ☒ sam+230@outlook.com issue resolved (account or refund)
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PREPARED BY: Emergency Deployment Investigation

DATE: July 20, 2025

SEVERITY: CRITICAL - CUSTOMER PAYMENT WITHOUT SERVICE

STATUS: UNRESOLVED - REQUIRES IMMEDIATE ESCALATION