Food Delivery App

Customer Support Escalation Workflows – Detailed Knowledge Base

Content

1. Introduction to Escalation Workflows

1.1 Purpose of Escalation Workflows

Escalation workflows define **how customer issues are reviewed, prioritized, escalated, resolved, and closed** when first-level support is unable to provide a complete or satisfactory resolution. These workflows ensure:

- Faster resolution of complex issues
- Consistent decision-making
- Reduced customer dissatisfaction
- Accountability across teams

1.2 Scope of Escalation Workflows

This document applies to:

- Customer Support Agents (L1, L2, L3)
- Escalation and Quality Teams
- Operations, Logistics, and Restaurant Support Teams
- Trust, Safety, and Compliance Teams

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2. Escalation Principles and Core Rules

2.1 Fundamental Escalation Principles

All escalations must follow these principles:

- **Customer-first approach**, balanced with policy compliance
- **Fact-based decision-making**
- **No duplicate or unnecessary escalations**
- **Clear ownership at every level**

2.2 Mandatory Escalation Rules

- An issue must be **properly documented** before escalation.
- Escalations must follow the **defined hierarchy**.
- Escalation should only occur when:
  a. The issue exceeds agent authority
  b. SLA breach risk exists
  c. Policy ambiguity is involved
  d. Safety, legal, or fraud concerns arise

3. Escalation Levels Explained

3.1 Level 1 (L1) – Frontline Support

Handled by: Chat/email/phone support agents

Issue Types:

- Order status queries
- Minor delays
- Missing items (basic cases)
- Promo code issues
- Basic refund requests

Authority:

- Issue standard refunds or credits within predefined limits
- Apply scripted resolutions
- Close cases without escalation if policy applies

3.2 Level 2 (L2) – Advanced Escalation Support

Handled by: Senior agents or escalation specialists

Issue Types:

- Repeated complaints
- Partial delivery disputes
- Refund rejections challenged by customers
- Delivery partner misconduct (non-safety)
- Restaurant disputes

Authority:

- Override L1 decisions within limits
- Apply goodwill compensation
- Request evidence from partners
- Escalate to L3 when required

3.3 Level 3 (L3) – Operations, Trust & Legal

Handled by: Operations managers, Trust & Safety, Legal

Issue Types:

- Safety incidents
- Allegations of harassment or threats

- Fraud or misuse
- Legal notices or regulatory complaints
- High-value disputes

Authority:

- Final decision-making
- Account suspension or termination
- Legal coordination
- Policy exceptions (rare)

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4. Escalation Triggers Explained

4.1 Automatic Escalation Triggers

Issues must be escalated automatically when:

- Customer contacts support more than **3 times for the same issue**
- Refund value exceeds predefined thresholds
- Order involves medical, safety, or hygiene risks
- Delivery partner or restaurant is reported multiple times

4.2 Manual Escalation Triggers

Agents may escalate when:

- Customer disputes policy interpretation
- Evidence conflicts (customer vs partner)
- Emotional or distressed customer behavior
- Agent lacks decision authority

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5. Step-by-Step Escalation Workflow

5.1 Step 1: Issue Identification

- Agent identifies issue category
- Verifies order details, logs, timestamps, and GPS data
- Confirms customer concern clearly

5.2 Step 2: Policy Validation

- Agent checks applicable policies
- Confirms eligibility for refund, compensation, or resolution
- Applies standard resolution if possible

5.3 Step 3: Escalation Request Creation

Escalation ticket must include:

- Order ID
- Issue summary
- Actions taken
- Customer expectation
- Supporting evidence (photos, chats, logs)

Incomplete tickets must not be escalated.

5.4 Step 4: Ownership Assignment

- Ticket is assigned to the appropriate escalation queue
- SLA timer starts at assignment
- Ownership remains until resolution or further escalation

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6. Escalation SLAs and Timelines

6.1 Standard SLA Guidelines

- L1 Resolution: Within **15–30 minutes**
- L2 Review: Within **24 hours**
- L3 Investigation: Within **48–72 hours**

6.2 SLA Breach Handling

- SLA breaches must be flagged automatically
- Breaches trigger priority handling
- Repeated SLA failures are reviewed by management

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7. Category-Specific Escalation Workflows

7.1 Refund and Compensation Escalations

Escalation Conditions:

- Customer rejects refund decision
- High-value orders
- Conflicting evidence

Workflow:

1. L1 documents refund reason
2. L2 reviews order data and history
3. Decision applied or escalated to L3 if disputed further

7.2 Delivery Partner Behavior Escalations

Escalation Conditions:

- Rudeness or unprofessional behavior
- Refusal to deliver
- Suspicious actions

Workflow:

1. L1 logs complaint
2. L2 reviews delivery logs and ratings
3. L3 involved for repeated or serious issues

7.3 Safety and Trust Escalations

Escalation Conditions:

- Threats or harassment
- Physical safety concerns
- Food contamination allegations

Workflow:

1. Immediate escalation to L3
2. Temporary account or partner suspension
3. Investigation and final action

7.4 Restaurant Dispute Escalations

Escalation Conditions:

- Repeated wrong orders
- Quality complaints

- Packaging failures

Workflow:

1. L1 verifies complaint
2. L2 contacts restaurant support
3. L3 applies penalties or delisting if needed

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8. Customer Communication During Escalation

8.1 Communication Standards

- Use empathetic and professional tone
- Avoid policy jargon
- Do not promise outcomes before resolution

8.2 Status Updates

Customers must be informed when:

- Case is escalated
- Additional time is required
- Final decision is made

8.3 Handling Difficult Interactions

- De-escalation techniques must be used
- Abuse or threats should be documented
- Support may be discontinued if abuse continues

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9. Escalation Documentation and Audit Trail

9.1 Mandatory Documentation

Every escalation must include:

- Issue summary
- Timeline of actions
- Evidence reviewed
- Decision rationale

9.2 Audit and Quality Review

- Random escalations are audited monthly
- Incorrect escalations are flagged for retraining
- Policy deviations require justification

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10. Escalation Outcomes and Closure Rules

10.1 Possible Outcomes

- Refund or compensation granted
- Refund denied with explanation
- Account warning or restriction
- Partner action taken
- Legal or compliance resolution

10.2 Case Closure Guidelines

- Customer must be informed of the outcome
- Closure notes must be clear and factual
- Closed cases cannot be reopened without new evidence

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11. Abuse Prevention and Escalation Misuse

11.1 Customer Abuse of Escalations

Indicators include:

- Frequent escalations without merit
- Repeated high-value refund requests
- Aggressive escalation demands

Actions may include:

- Reduced compensation eligibility
- Account flagging
- Support access limitations

11.2 Internal Escalation Misuse

- Unnecessary escalations impact efficiency
- Repeated misuse may result in coaching or corrective action

12. Continuous Improvement and Workflow Updates

12.1 Monitoring Escalation Trends

- Common escalation reasons are tracked
- Root causes are analyzed
- Policies and workflows are updated accordingly

12.2 Training and Enablement

- Regular training on escalation handling
- Scenario-based simulations
- Policy refreshers for all support levels

13. Governance and Final Authority

13.1 Final Decision Authority

- L3 decisions are final unless legal review is required
- Policy exceptions require documented approval

13.2 Governing Framework

- All escalations are handled in compliance with company policy, consumer protection laws, and safety regulations