TAM Escalation Runbook

Executive-Ready Example

Severity Levels

Level	Description	Response Time
P1	Critical outage, broad impact	15 min
P2	Major functionality loss	1 hr
P3	Limited feature issue	4 hrs
P4	Minor issue / request	1 business day

Communication Protocols

• Customer notified within SLA timeframe
• Internal TAM, Support, and Product teams engaged
• Executive sponsor looped in for P1 and P2 issues
• Update cadence: hourly for P1, twice daily for P2, daily for P3/P4

RACI

Role	Responsible	Accountable	Consulted	Informed
TAM	X		X	X
Support	X			X
Product		X	X	
Exec Sponsor			X	X

Escalation Timeline

• Acknowledge within SLA (see severity table)
• Provide root cause analysis within 48 hrs (P1/P2)
• Resolution target: 5 business days (P1), 10 days (P2), backlog prioritization for P3/P4

Sample Escalation Template

Subject: Escalation – [Customer] – [Issue] – Severity [P#]

Summary: [Brief description]
Impact: [Who/what is affected]
Actions Taken: [Steps so far]

Next Update: [Time/Date]