# Support RunBook

## Partiful.com

# Overview

This Twilio Run Book will provide you with the benefits, contact information, escalation guidelines, and methodologies around Twilio's Personalized Support.

## What is Personalized Support?

Personalized Support is Twilio's highest tier of Support, which includes a designated Technical Account Manager (TAM) who manages your day-to-day technical issues. TAMs act as your internal champion for your technical issues and features, helping ensure your company is successfully utilizing our Twilio platform. In addition to your TAM, the key components of Personalized Support include

- 24x7 SLA support on Console Tickets
- Phone Support (dedicated PIN to connect with your TAM)
- Dedicated chat channel (Slack or Teams)
- Regular cadence of meetings (customer preference)
- Quarterly Business Reviews (QBRs are performed in conjunction with your Twilio Account Team)
- Custom Reporting
- Proactive Assessments and limited monitoring of usage
- Insight (via the TAM) into Product (roadmaps, engagement with PMs/Engineering)
- Specialized Escalation Path (through Personalized Management and 24x7 Support Management)
- Root Cause Analysis post Incidents

## Troubleshooting Resources

We have a wide range of helpful articles in our [Twilio Help Center](#), and offer a variety of [key resources](#) to support you in troubleshooting your issues. We recommend taking advantage of these resources when you are trying to resolve any technical issues. Furthermore, we have [some useful guidelines](#) when submitting tickets to your TAM, as your diligence helps expedite your issue resolution.

## Customer Account Information

| Customer Name | Partiful |
|---|---|
| Twilio Console | Submit a Support Ticket |
| Personalized Support Line Unique PIN | 8903 |
| Chat Channel (if applicable) | tam-partiful |
| **Your Twilio Account Team** | |
| **Technical Account Manager (TAM)** The TAM is your primary contact for any technical questions, issues, feature requests, and design questions regarding the Twilio platform. | Primary Name: Cierra Simms Hours (Timezone): 9AM - 6PM EST Secondary Name:  Kirk McCalla Hours (Timezone):  9AM - 6PM EST |
| **TAM Manager** The TAM Manager is your contact for any issues regarding your Personalized Support Plan. They are also an escalation point of contact for you. | TAM Manager:  Ralph Esposito Email: esposito@twilio.com |
| **Account Executive (AE)** The AE is your contact for any business, financial, or relationship related questions towards Twilio. | Name: Jay Moore Email:  jamoore@twilio.com |

## How to Reach Personalized Support

You have Personalized Support 24x7, 365 days a year. Below are the methods to reach us for any questions or issues regarding Twilio.

## Twilio.com Account Setup

We recommend creating an account for each user in your company that will need to create tickets with Twilio Support and/or need access to your Twilio logs and configuration. It is important to consider who has access to your TAMs though, in order to ensure consistent communication and productivity.

If you are curious about the different roles, you can refer to this FAQ for further guidance.

## Console Ticket Submission - Twilio.com

- https://www.twilio.com/console/support/tickets/create
- The best way to connect with Twilio regarding any issue is to submit a ticket. We have multiple systems in place to ensure your ticket is assigned to your dedicated TAM, as well as 24x7 coverage worldwide.
- During your TAMs business hours, your tickets will automatically be assigned to them. If your primary TAM is unavailable, the ticket will be assigned to your secondary TAM.
- If a ticket comes in outside of your TAMs' working hours, the ticket will be handled by our Personalized Support Engineer (PSE) team.

## Priority and Response Times (SLA)

When submitting your ticket in the console, you have the option to select the Priority Level. Your selection will set our contractual SLA in motion, ensuring you receive a response within the times listed below:

**Response times for tickets**

| Ticket Priority | Issue Status | Response Time |
|:---:|:---:|:---:|
| 1 | Business Critical | Within 1 hour |
| 2 | Degraded Service | Within 2 business hours |
| 3 | General Issue | Within 3 business hours |

- Please refer to this FAQ for Priority Level definitions: https://support.twilio.com/hc/en-us/articles/223136527-Twilio-support-s-priority-and-guaranteed-response-times

## Ticket Process Flow

- When the TAM replies to your ticket and puts the status into Pending, it means we are awaiting a reply from you. If no reply is received after 5 business days, an automatic message will be sent to you. If you do reply, the ticket will revert back to an Open status.

However, if there are no further replies on the ticket for another 5 business days (10 business days total with no replies), the ticket will automatically Solve.

Here are some additional guidelines for submitting tickets, based on your Twilio Product. Your team's diligence and efforts here ultimately helps us work together more efficiently!

## Telephone

Global Personalized Support Phone Numbers

| Country | Number(s) | |
|---|---|---|
| Australia | +611800952932 (Toll Free) | |
| Brazil | +5508005912911 (Toll Free) | |
| Hong Kong | +85230083508 (Local) | |
| India | 0008000402555 (Toll Free) | |
| Israel | +97223763590 (Local) | |
| Japan | +818007006233 (Toll Free) | |
| Malaysia | +601800818758 (Toll Free) | |
| Mexico | +528002832799 (Toll Free) | |
| Netherlands | +31852083300 (VoIP) | |
| Philippines | +6318015500011 (Toll Free) | |
| Singapore | +6531292991 (Local) | |
| Sweden | +46200753487 (Toll Free) | |
| United Kingdom | +448008021272 (Toll Free) | +441908410778 (Local) |
| United States | +18555811581 (Toll Free) | +16504594357 (Local) |

### Calling the Personalized Support Line

- You will be prompted to input your unique PIN as listed above in Customer Account Information.
- During your TAM's business hours, your call will connect with your primary TAM.
- If your primary TAM is unable to answer, your call will forward to your secondary TAM.

- If a call comes in outside of both TAMs' working hours, the call will be answered by our Personalized Support Engineer (PSE) team.

## Chat Channel

With Personalized Support, you have the option to have a dedicated Slack channel setup between your team and your Twilio TAMs. We utilize Slack Connect for this feature, through our Twilio Contact Center workspace.
If you use Microsoft Teams, we can join your Teams instance/channel, pending an invite and approval.

The purpose of a chat channel is to allow for quick communication on issues, comments, or questions. Due to the nature of this medium, our Personalized chat channels are not monitored 24x7, nor do we have any SLA guarantees. If a response is desired in adherence with our Support Response SLA Policy, please submit a console ticket or call the phone support line.

# Incidents and Escalations

## Twilio Status Page

https://status.twilio.com/ contains the status of our Twilio platform products, as well as any current or past incidents. **It is recommended to subscribe to updates in order to be alerted on any active incidents.**

Post-incident, we will have an RFO (Reason for Outage) prepared, and your TAM will relay that to you via a support ticket.

## Escalations

Your TAM is your Twilio champion, and should always be considered your first escalation point. They are the most knowledgeable about your use case and the Twilio teams, and can also pull in their manager to further escalate. Even when your TAMs are unavailable (e.g., off-hour or holidays), our global Personalized Team works 24x7 to ensure your tickets and SLAs are met.

However, we fully understand emergency and critical situations arise, and so active Twilio Personalized Support Customers have the ability to escalate a support ticket within the console, via the "Escalate" button, which is visible near the bottom of all unsolved Personalized support tickets:
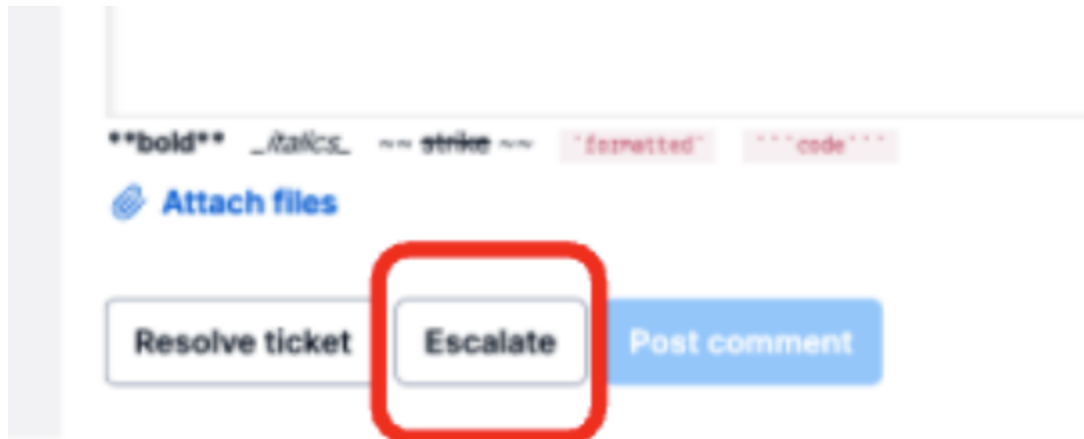
Upon clicking the "Escalate" button, Personalized customers are provided two options. Please select the most applicable reason for your escalation:

- "I'm not getting a meaningful response or I'm not getting the guaranteed response time I'm entitled for."
- "I am facing a critical blocker impacting my business and am available to actively engage Support now to address the issue."

We greatly appreciate you wielding your Escalation power responsibly, as it does fire off alarm bells within our teams. All escalations are investigated immediately and thoroughly.

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**Guidelines for Submitting Tickets**

The rule of thumb is tell us more! Chances are the more information you provide, the faster you can get the answers/solutions you are looking for. The following lists are useful information that may help your TAM resolve your issue.

**Voice Tickets**

Voice Trace
Voice trace is a functionality in our platform to capture RTP traffic.  RTP traffic includes all audio during a call, including the ringback tone, the conversation and DTMF (digits that are either entered from the user or sent via the Twilio platform).  Enabling Voice Trace is critical to identifying audio quality issues so that we can confirm the issue at hand, and relay the capture to the provider if necessary.

Some examples of audio issues include the following: in-call audio latency, choppiness, echo, distortion, DTMF issues, and so forth.  Please note that Voice Trace does not mean you'll have access to more audio files.  It means that Twilio now has access to audio during your calls in case needed for troubleshooting issues.  Unfortunately these packet captures cannot be sent to you due to proprietary information embedded in the captures.  However, an export of the audio can be provided on certain instances.

Voice Trace is enabled on a per account basis and you have the ability to self-service by going here. Once Voice Trace is enabled and you have examples to share, please follow either Process - Abridged or Process - Detailed below.


Process - Detailed

1. Outline a clear description of the symptom the callers experienced.
   a. **NB:** An escalation should contain examples for the same symptom.  For example, choppy audio quality should be separate from a dropped call.
2. Provide 2-3 example SIDs within the past 24 hours.
   a. If this is affecting multiple countries, please create separate tickets.
   b. Not sure what a call SID is? Check out this FAQ.
   c. Why this requirement of 2-3 examples in 24 hours?  This request is primarily driven by our providers who only retain data for a short period of time.  Generally, anything beyond 24 hours is removed from our providers' systems.  Also, 2-3 examples are requested because multiple examples show a trend, while one example is considered an isolated event.
3. Is the issue reproducible?  If so, please explain how. Is it possible to make test calls to the affected number?
4. When did the issue begin? Are you aware of any change in your application that occurred around the same time?
5. What is the scope of the issue?
   a. Is it affecting certain phone numbers, or certain prefixes?
   b. Is it affecting certain agents or location?
6. What is the current impact to business?  What percentage of calls are affected?


Example Voice Ticket

   **Subject**:  Choppy audio quality when calling Twilio Conference Bridge: +1-415-555-1212

   **Body**:

Twilio Support,

We are currently experiencing choppy audio quality when users call +1-415-555-1212. Any participant calling +1-415-555-1212 experiences choppy audio quality. This can be heard after the caller enters their pin and joins the conference bridge. This began earlier today around 8AM PST and there have been no known modifications in our environment. This is reproducible 100% of the time as all calls placed to +1-415-555-1212 experience the choppiness. Below you can find 3 examples of the issue:

CAa91002aee7a8bafed519af3bb8f9dc85
CA1f28b6c011f2be4c1f12349857786b45
CAc0e4cbf8ff6e2c9fba7cc5387471be54

Process - Abridged
Since it may be hard to collect a lot of detail from the end user, the following 2 items are at least helpful to Twilio support in order to investigate an issue. By having one call SID, we can find the other call SIDs that were in the same conference or within a parent/child relationship. By knowing when the issue occurred, it will help save time in assessing as some calls can run at a long duration.

1. Call Sid of the user who experienced the issue within the past 24 hours.
2. Clear explanation of the issue experienced.
   a. Type of issue
   b. Time of issue during the call

Example: CAa91002aee7a8bafed519af3bb8f9dc85. User experienced echo 5 mins into the call.

*NOTE*: If it is hard to get the Call SID, please provide the From Number, To Number and Date/Time of call instead as we can find the Call SID based on that data.

Immediate route changes during the carrier's investigation
We will always escalate an issue when we have identified a problem on their route. However, we will have to wait until they investigate and in certain cases, escalate to their underlying carriers. In other words, it can take time in varying situations. If you want to get a fix or change in place immediately while our carrier investigates, please let us know, as we can put in a temporary route change. Please note that when these changes occur on Voice routes, we would need to identify/confirm what is being impacted as we don't want to make changes to an entire country. We prefer to change in the following order:

1.  The exact destination number(s) being impacted.  If not this, then,
2.  The area code and exchange of the destination number(s) being impacted.  If not this, then,
3.  The area code of the destination number(s) being impacted.  This is the last stop as we generally don't prefer to make changes to an entire country, like +1, as that would modify routing for every call to +1 on your account.

**As a reminder,** the route changes are not to a Twilio number, but the number Twilio would be calling.  (Either your customer or an agent/user.)

Why the 24-48 hour window for call examples?
●   Anything up to 24 hours is the desired window as the vast majority of providers have examples in that timeframe.
●   Anything between 24-48 hours we will make best effort with our providers, but we cannot guarantee that provider will be able to investigate those examples.
●   Unfortunately, anything beyond 48 hours will be too difficult to analyze since many providers will not have access to this data.

Why this short timeframe?
The reason these timeframes were chosen is that there are many carriers in the pool and not all carry records for longer timeframes, but rather, the least common denominator is always 24 hours. Beyond the fact that most carriers don't hold records for a long period of time, recent calls are desired because routes change so frequently.  A route that one call makes today is likely not the same route it took yesterday, a few days earlier or last week.  This is due to the complexity of a call going over many different ULCs (underlying carriers) where each carrier has the potential to change their route.  The reason carriers change their routes so frequently is due to continual quality control and the ever-fluctuating route rates.  In order for them to provide the most optimal route, they need to adapt, and therefore change their routes.  That being said, taking older examples do not aid a current escalation because those older examples were most likely on different routes.

**Messaging Tickets**

1.  Outline a clear description of the issue experienced.
    a.  If the issue has to do with non-delivery, please indicate clearly whether the issue is inbound or outbound from Twilio.
    b.  **NB:** An escalation should contain examples for the same symptom.
2.  Provide 2-3 example SIDs within the past 72 hours.

a. If this is affecting multiple countries, please create separate tickets.
b. Not sure what a message SID is? Check out this [FAQ](#).
c. Why this requirement of 2-3 examples in 72 hours?  This request is primarily driven by our providers who only retain data for a short period of time. Generally, anything beyond 72 hours is removed from our providers' systems. Also, 2-3 examples are requested because multiple examples show a trend, while one example is considered an isolated event.

3. Is the issue reproducible?  If so, please explain how. Is it possible to send test messages to the affected number?
4. When did the issue begin? Are you aware of any change in your application that occurred around the same time?
5. What is the scope of the issue?
    a. Is it affecting certain phone numbers, or certain prefixes?
    b. Is it affecting certain agents or location?
6. What is the current impact to business?  What percentage of messages are affected?

Example Messaging Ticket

**Subject**:  Several customers not receiving messages from my Twilio number

***Body***:
Twilio Support,

We have reports for the past 5 days that certain customers are not receiving our messages.  There are no known recent changes to our environment.  This is impacting a large portion of our business and would like some expedited assistance towards resolving this matter.  The issue is still ongoing although it appears to happen on 50% of messages sent to these specific numbers:  +1-415-555-1212, +1-415-555-1213, +1-415-555-1214. .  You may send test messages to the affected numbers at any time. Below you can find 3 examples of the issue:

SMc0e4cbf8ff6e2c9f08fdc0f874710ad1
SMc0e4cbf8ff6e2c9fb1fdc5387471be54
SMc0e4cbf8ff6e2c9f99fdcc287471bf90

Process - Abridged
Since it may be hard to collect a lot of detail from the end user, the following 2 items are at least helpful to Twilio support in order to investigate an issue.

1. Message Sid of the user who experienced the issue within the past 48 hours.
2. Clear explanation of the issue experienced.
    a. Examples:  Non-delivery, delayed delivery, duplicate message, REST error

Example: SM91002aee7a8bafed519af3bb8f9dc85.  The user received the message 1 hour later than expected.

*NOTE*:  If it is hard to get the Message SID, please provide the From Number, To Number and Date/Time of message instead as we can find the Message SID based on that data.

**Flex Tickets**

1. Outline a clear description of the issue experienced.
    a. A written description of what the user saw/heard and any related circumstances
    b. If you can capture a screenshot or video of the issue please include that as well
2. Send us console logs including recent example SIDs
    a. Task SIDs if available, chat channel/service SIDs, call/conferences SIDs
        i. We ask for recent examples because we will retain more logs related to the examples if the example is recent
    b. SIDs can be found in the logging sent to the browser console.
        i. It may be necessary to [increase the logLevel to "debug"](#) to get more detailed logging
3. Is the issue reproducible?  If so, please explain how.
4. When did the issue begin? Are you aware of any change in your application that occurred around the same time?
5. What is the scope of the issue?
    a. Is it affecting certain phone numbers?
    b. Is it affecting certain agents or location?
6. What is the current impact to business?  Is there a revenue or SLA impact?

**Video Tickets**

1. Outline a clear description of the symptom the participants experienced (if possible).
    a. For example, no audio, unable to connect to room, etc.
2. Please provide any SIDs that are relevant:
    a. Account/Subaccount SID (ACXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX)
    b. Room SID (RMXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX)

      c.    Recording SID (RTXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX)

      d.    Composition SID (CJXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX)

      e.    Participant SID (PAXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX)

      f.    Media Track SID (MTXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX)

3. Are you using a Twilio Programmable Video SDK? (JavaScript, Android, iOS?)

      a.    If so, which SDK, and which version?

4. If mobile device, what is the device version?

5. If using a browser, what is the browser and browser version?

6. Any specific media region or GLL?

7. Is the issue reproducible?  If so, please explain how.

8. If it is only reproducible for a participant of a room, please enable debug client-side logging to capture the end user's experience. LogLevel can be set on each of the SDKs via:

      a.    Android https://twilio.github.io/twilio-video-android/docs/latest/

      b.    iOS
https://twilio.github.io/twilio-video-ios/docs/latest/Constants/TVILogLevel.html

      c.    JS
https://media.twiliocdn.com/sdk/js/video/releases/2.0.0-beta15/docs/global.html#LogLevel

9. When did the issue begin? Are you aware of any change in your application or networking that occurred around the same time?

10. What is the current impact to business?  What percentage of Rooms are affected?

<u>Example Video Ticket</u>

**Subject:**  Participant couldn't hear audio in room: RMXXXXXXXXXXXXXXXXXXXXXXXXXX

**Body:**
Twilio Support,

We have experienced a Video Room where the first Participant was unable to hear any audio from the other Participant. The first Participant connected to the room using web browser xyz, and the second Participant was using the Android app, version abc.
Here is the Room SID: RMXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
Can you please investigate and let me know how to prevent this going forward?

**Email Tickets**

- It is recommended to [add a Teammate account](#) for each user in your company that will need to create tickets with Twilio Support for SendGrid/Email products (if the user is not already registered as the account owner), even if they are already registered on the Twilio account. If you are curious about the different access permissions, you can refer to [this document](#) for further guidance.
- If the user is registered into the SendGrid account as a Teammate, Email API tickets created using their user account in the Twilio Console, or when emailing in a ticket from an email address that is registered as a Teammate in the SendGrid account, the ticket will be routed to your dedicated TAM.

1. Outline a clear description of the issue experienced.
2. What part of SendGrid's product suite are you using?
   a. SMTP / API?
   b. Marketing Campaigns?
   c. User Interface?
3. Please send the username of the account being impacted, whether is the parent account or a subuser.
4. If you are experiencing errors at the API / SMTP level, please send the relevant logs.
   a. Please provide MTR / traceroute details if relevant.
5. If you are seeing issues related to email deliverability, please include as much of the following information as possible:
   a. Is this impacting certain mailbox providers / domains? (e.g. Gmail, Hotmail, etc.)?
   b. Are your IPs and sending domains properly warmed up?
   c. Please provide any specific recipient email addresses.
   d. Have you seen a spike in volume?
   e. Have you changed the type of recipient lists or email content?
   f. How are you monitoring performance of your email deliverability?

**Authy Tickets**

1. Outline a clear description of the issue experienced.
   a. **NB:** An escalation should contain examples for the same symptom.
2. Provide supporting details and examples.
   a. Please include affected phone numbers, emails, and/or Authy's user IDs, as well as the Authy application Name and ID

b. Please specify if the issue is occurring in the Twilio Console, the Authy app, the Authy Dashboard or an API request
c. Please include corresponding code snippets, API response errors, and screenshots
d. For SMS and Voice OTP delivery issues, please make sure the end-user's phone number is reachable and include approximate timestamps
3. Is the issue reproducible? If so, please explain how or provide steps to reproduce the issue
4. When did the issue begin? Are you aware of any changes in your application that occurred around the same time?
a. For SMS related issues, our providers only retain data for a short period of time. Generally, anything beyond 48 hours is removed from our providers' systems.
5. What is the scope of the issue?
a. Is it affecting certain operating systems or browsers?
b. Is the issue continuous or intermittent?
c. Is it affecting certain geographical regions?
6. What is the current impact to business? What percentage of users are affected?

Example Authy Ticket

**Subject**: Unable to Receive SMS Tokens

***Body***:
Twilio Support,

We have reports that certain end-users are not receiving their SMS tokens. I am unable to replicate the issue but we have received 22 reports so far. There has been no recent changes within our environment to impact this behavior. Our Authy Application ID is 00001 and below are some of the affected end-users:
- +1-111-111-1111 (Authy ID: 111111111)
- +2-222-222-2222 (Authy ID: 222222222)
- +3-333-333-3333 (Authy ID: 333333333)

Process - Abridged
Since it may be hard to collect a lot of detail from the end user, the following 2 items are at least helpful to Twilio support in order to investigate an issue.

1. Phone number, email, and or Authy ID of affected users.
2. Clear explanation of the issue experienced.

a. Examples: Affected operating system (iOS, Android, Desktop) and/or browser, occurrence, REST API error

Example: +1-111-111-1111 (Authy ID: 111111111). Due to a phone change, the end-user isn't receiving the 2FA verification code.

**Tickets related to other products**

Other potential issues include but are not limited to:

| **Communications Cloud**<br>● Programmable SMS<br> ○ Discussed above<br>● Programmable Voice<br> ○ Discussed above<br>● Programmable Video<br>● Programmable Chat<br>● Programmable Fax<br>● Programmable Wireless | **Engagement Cloud**<br>● Flex<br> ○ Discussed above<br>● Studio<br>● Notify<br>● TaskRouter<br>● Authy<br> ○ Discussed above<br>● Verify<br>● Proxy<br>● Autopilot |
|---|---|
| **Super Network**<br>● Elastic SIP Trunking<br>● Phone Numbers<br>● Short Codes<br>● Interconnect<br>● Lookup | **Runtime**<br>● Functions<br>● Sync<br><br>**Marketplace**<br>● Add-ons<br>● Channels<br><br>**Interface and Development**<br>● Helper Libraries<br>● Console |

Refer to https://www.twilio.com/products for the latest and greatest.

1. Please provide a clear description of the issue.
2. When did the issue begin?

3. Is it reproducible?  If so, please explain how.
4. Are there any SIDs associated to the issue, if so, please include 2-3 example SIDs within 48 hours.
5. Code snippets, screenshots and error messages would also be helpful if available.


## Additional Key Resources

**Free Online Training Programs**

https://www.twiliotraining.com/store

- Free training resources with a variety of Twilio products.

**Twilio ChangeLog**

https://www.twilio.com/changelog

- Our ChangeLog is a great resource to stay up to date on all feature releases across our entire platform.


**Twilio Blog**

https://www.twilio.com/blog

- Another great resource to view example use cases and different methods on deploying Twilio.


**Twilio Quest**

https://www.twilio.com/quest

- Amazing software to help you learn programming with Twilio.