

**FIRST NATIONAL BANK Customer Service Escalation Policies** *Customer Service Department - Policy Manual*

**Section 1: Escalation Overview and Principles**

Customer service escalation ensures complex issues receive appropriate attention and resolution. Our escalation framework provides clear guidelines for when and how to elevate customer concerns through management levels.

**Core Escalation Principles:**

- Customer satisfaction is the primary goal
- Issues should be resolved at the lowest possible level
- Escalation should occur when expertise or authority limits are reached
- All escalations must be documented and tracked
- Follow-up is mandatory for all escalated issues

**Section 2: Level 1 - Customer Service Representative**

**Authority and Responsibilities:**

- Account inquiries and basic transactions
- Password resets and online banking assistance
- Check orders and card replacements
- Balance inquiries and transaction history
- Basic product information and rate quotes

**Resolution Limits:**

- Fee reversals: Up to \$50 per occurrence, \$200 per year
- Provisional credit: Up to \$500 pending investigation
- Account holds: Place holds, cannot remove without verification
- Rate adjustments: Cannot modify standard rates
- Credit decisions: Cannot override credit denials

**Escalation Triggers:**

- Customer requests to speak with manager
- Issues requiring fee reversals above authority
- Complex technical problems beyond basic troubleshooting

- Fraud claims above provisional credit limits
- Complaints involving discrimination or regulatory issues

### **Section 3: Level 2 - Team Lead/Supervisor**

#### **Authority and Responsibilities:**

- Complex account research and resolution
- Fee reversals up to \$500 per occurrence
- Limited rate adjustments for retention
- Account closure assistance
- Staff coaching and quality assurance

#### **Resolution Limits:**

- Fee reversals: Up to \$500 per occurrence, \$2,000 per year
- Provisional credit: Up to \$2,500 pending investigation
- Rate matching: Up to 0.25% for deposit products
- Credit limit increases: Up to \$2,000 for qualified customers
- Account maintenance: Can waive monthly fees for 6 months

#### **Escalation Triggers:**

- Issues requiring higher fee reversals
- Customer threats or abusive behavior
- Legal or regulatory compliance concerns
- Media inquiries or social media complaints
- Systemic issues affecting multiple customers

### **Section 4: Level 3 - Customer Service Manager**

#### **Authority and Responsibilities:**

- Significant account adjustments and resolutions
- Complex fraud investigations
- Customer retention decisions
- Staff disciplinary actions
- Vendor and system issue coordination

**Resolution Limits:**

- Fee reversals: Up to \$2,500 per occurrence
- Account adjustments: Significant balance corrections
- Interest rate adjustments: Up to 0.50% for retention
- Credit decisions: Limited override authority
- Service recovery: Comprehensive compensation packages

**Escalation Triggers:**

- Issues requiring fee reversals above \$2,500
- Potential legal action by customers
- Regulatory examination issues
- Executive customer complaints
- Major system failures affecting operations

**Section 5: Level 4 - Regional Manager/Director****Authority and Responsibilities:**

- Major customer relationship issues
- Significant financial adjustments
- Policy exceptions and interpretations
- Legal and regulatory compliance
- Cross-departmental issue resolution

**Resolution Limits:**

- Fee reversals: Up to \$10,000 per case
- Rate adjustments: Competitive matching authority
- Credit decisions: Significant override capability
- Policy exceptions: Can approve temporary exceptions
- Legal settlements: Authority for minor settlements

**Section 6: Level 5 - Executive Team****Authority and Responsibilities:**

- Executive customer complaints

- Major legal and regulatory issues
- Significant policy changes
- Large financial settlements
- Media and public relations issues

**Resolution Authority:**

- Unlimited fee reversal authority
- Major rate and term adjustments
- Significant policy exceptions
- Legal settlement authorization
- Public relations and media responses

**Section 7: Escalation Procedures**

**Step 1: Issue Assessment**

- Document customer concern completely
- Review account history and previous contacts
- Determine if issue can be resolved at current level
- Identify appropriate escalation path if needed

**Step 2: Customer Communication**

- Explain escalation process to customer
- Set expectations for response timeframe
- Provide escalation tracking number
- Offer alternative contact methods if needed

**Step 3: Internal Escalation**

- Complete escalation form with all relevant details
- Attach supporting documentation
- Provide recommended resolution approach
- Transfer case ownership to escalated level

**Step 4: Follow-up Requirements**

- Initial acknowledgment within 2 hours

- Status updates every 24 hours
- Final resolution documentation
- Customer satisfaction confirmation

## **Section 8: Special Escalation Categories**

### **Regulatory Complaints:**

- Immediate escalation to Compliance Department
- Legal review required for all responses
- Strict timeline requirements (usually 15-30 days)
- Senior management notification mandatory

### **Discrimination Allegations:**

- Immediate escalation to HR and Legal
- Suspend normal collection activities if applicable
- Document all interactions carefully
- External investigation may be required

### **Fraud Claims:**

- Follow fraud investigation procedures
- Escalate to Fraud Department immediately
- Provisional credit decisions based on bank policy
- Law enforcement notification if required

### **Media/Social Media Issues:**

- Immediate escalation to Public Relations
- Do not respond directly to media inquiries
- Document all social media complaints
- Coordinate response with Marketing Department

## **Section 9: Documentation Requirements**

### **Required Documentation:**

- Complete customer contact information
- Detailed issue description and timeline

- Account numbers and transaction details
- Previous resolution attempts
- Customer's requested resolution
- Representative's recommended action

**Tracking and Reporting:**

- All escalations logged in CRM system
- Weekly escalation reports generated
- Root cause analysis for recurring issues
- Customer satisfaction surveys post-resolution
- Management dashboard with escalation metrics

**Section 10: Training and Quality Assurance**

**Escalation Training:**

- Initial customer service training includes escalation procedures
- Quarterly refresher training on policy updates
- Role-playing exercises for difficult situations
- Management coaching on escalation decisions

**Quality Monitoring:**

- Random review of escalation decisions
- Customer satisfaction surveys
- Mystery shopper evaluations
- Compliance audits of escalation procedures
- Continuous improvement based on feedback