**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