

Customer support escalation matrix

Team: [team name] Owner of this matrix: [name] Last reviewed: [DD-MM-YYYY]

Level	Who	Trigger (time since ticket opened or last update)	Action	Contact channel	Notes
L1	Ticket owner: the support agent who has the ticket	On creation	Reply within the first-response target, then work the ticket toward resolution	[Phone / chat / email: fill in]	The owner records every update on the ticket
L2	Team lead	No first reply within the first-response target, or no update for [X] business hours, or 75% of the resolution target used and still open	Reassign the ticket or support the owner, and tell the customer who now has it	[Phone / chat / email: fill in]	Name a backup for when the team lead is on leave
L3	Admin or head of support	Resolution target reached and the ticket is still open	Decide the fix, speak to the customer, and record the cause	[Phone / chat / email: fill in]	Review every L3 in the weekly breach meeting

SLA timers behind the triggers

Example times only. Work out your own from your agreement or promise to customers. The first-response and resolution targets are inputs; the L2 and L3 columns follow from them.

Priority	First response target (business hours)	Resolution target (business hours)	L2 when no first reply by (business hours)	L2 at 75% of resolution (business hours)	L3 at resolution target (business hours)
High	1	8	1	6	8
Normal	4	24	4	18	24
Low	8	40	8	30	40

How to use this matrix

1. Replace the bracketed text with your own names, numbers and channels. Add a row for every extra level you need.
2. Set the first-response and resolution targets for each priority from your own agreement. The times here are examples, not benchmarks.
3. Give every level a named person and a named backup. A level that points at a role nobody holds is not a level.
4. Tell the customer when a ticket moves up a level and who has it now.
5. Review every ticket that reached L3, and change the matrix if the same cause keeps appearing.