

Service Level Agreement (SLA) Policy

1. Purpose and scope

This policy applies to every customer-reported issue on the AIDA platform. All support work is logged and measured in Zendesk, which is the single system of record for SLA performance.

In-scope intake channels. Each channel creates a Zendesk ticket tagged with its source:

Channel	Zendesk routing
AIDA help page	Auto-assigned to AIDA L1 Support (Group 1)
Cloud URL	Auto-assigned to AIDA L1 Support (Group 1)
AIDA server alerts (node count increased/reduced, disk space full, server offline)	Routed directly to AIDA Development Team (Group 3)

Tickets are also filed under a per-customer Zendesk View, so each customer's open tickets and SLA status can be reviewed individually.

Out of scope: feature requests and roadmap questions (logged as Low priority and passed to the product backlog), and issues caused by third-party systems outside AIDA control (handled as SLA exclusions).

2. Priority levels

Every ticket carries one of four priorities, set in the Zendesk Priority field. L1 Support confirms or corrects priority at first response; AIDA server alerts are created as Urgent or High automatically.

Priority (Zendesk value)	Definition	Examples on AIDA
P1 – Urgent	Service down or unusable for a customer; no workaround; data or security at risk	AIDA server offline; Cloud URL unreachable for all users
P2 – High	Major function degraded; many users affected; workaround is limited or temporary	Disk space full or near full; node count change affecting capacity; key feature failing
P3 – Normal	Single user or non-critical function affected; workaround exists	One user cannot run a report; intermittent error with workaround
P4 – Low	Question, how-to, cosmetic issue or feature request	Usage question; UI text issue; enhancement request

If a customer disagrees with the assigned priority, the ticket is re-reviewed by L2 Support and the decision is recorded as an internal note.

3. Response and resolution targets

Targets are configured as Zendesk SLA policies, one per priority, so every ticket shows a live countdown and a breach flag.

Priority	First response	Customer update frequency	Target resolution or workaround	Coverage hours
P1 – Urgent	30 minutes	Every 1 hour	4 hours (workaround); 24 hours (fix)	Business hours
P2 – High	2 hours	Every 4 hours	1 business day	Business hours
P3 – Normal	8 business hours	Daily	5 business days	Business hours
P4 – Low	2 business days	Weekly	10 business days	Business hours

Business hours: Monday to Friday, 09:00–17:00 US Eastern Time, excluding company holidays. Configured as the Zendesk business schedule.

Outside business hours. AIDA support operates in defined hours and has no after-hours on-call rota. Every ticket, including a P1, receives an automatic acknowledgement when it arrives, and AIDA server alerts create tickets automatically and route to the Development Team. Tickets and alerts received outside business hours are worked first at the next opening, and their clocks start then. All targets above are measured within business hours.

Attainment targets: at least 95% of tickets meet the first-response target, and at least 90% meet the resolution target, measured monthly per priority.

How each target maps to Zendesk SLA metrics:

Target	Zendesk SLA metric
First response	First reply time
Customer update frequency	Periodic update (and Next reply time)
Resolution	Requester wait time (clock pauses while Pending or On-hold)
Internal effort (reported, not contractual)	Agent work time

4. Escalation timelines

Tickets escalate along two paths: functional (to the team that can fix it) and hierarchical (to management when an SLA is at risk). Both are driven by Zendesk automations and SLA breach triggers.

Functional escalation. L1 Support (Group 1) handles the ticket first. L1 or L2 can assign to the Development Team (Group 3) at any time when the issue exceeds their scope. After the fix, Development reassigns the ticket back to L1/L2, who confirm with the customer.

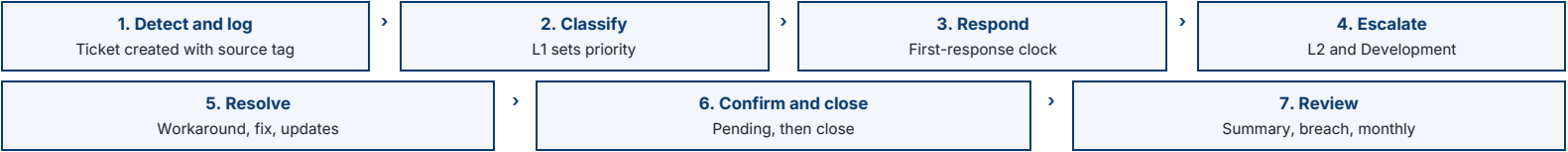
Priority	L1 → L2 (automatic if unresolved)	L1/L2 → Development	Head of Support notified
P1 – Urgent	Immediately on creation (L2 engaged in parallel)	Within 1 hour if no workaround	If first response or 4-hour target is at risk
P2 – High	4 hours	8 hours if no workaround	Breach older than 1 business day
P3 – Normal	24 business hours	On L2 judgement	Monthly review
P4 – Low	72 hours	On L2 judgement	Monthly review

The existing Zendesk automation “If ticket is open more than 72 hours, assign to AIDA L2 Support” stays in place as a backstop for all priorities. Priority-based Zendesk automations enforce the P1–P3 timings above.

Every SLA breach is recorded in the SLA Breach and Exception Log with a root cause and corrective action.

5. Incident management workflow

Every customer issue and server alert is managed as an incident in Zendesk. The workflow below shows where each target and escalation timeline in Sections 3 and 4 applies, and what is recorded at each stage.



Stage	What happens	SLA objective applied	Record in Zendesk
Detect and log	A channel in Section 1 creates the ticket; server alerts route straight to Development	Clock starts at creation	Source tag, acknowledgement
Classify	L1 confirms or corrects the priority at first response	Sets every target	Priority field
Respond	Customer receives ticket ID, priority and next-update time	First response	First reply time
Escalate	Ticket moves to L2 and Development on the Section 4 timeline; management is notified when a target is at risk	Escalation timelines	Group-change event, escalation email
Resolve	Workaround or fix applied; Development returns the ticket to L1 or L2 after a fix	Update frequency, resolution	Public comments, status
Confirm and close	Customer confirms; reminder and automatic closure as in Section 6	Clock stops at Solved	Solved or Closed status
Review	P1 incident summary, breach review and monthly SLA review (Section 7)	Attainment targets	Incident summary, SLA Breach and Exception Log

Major (P1) incidents. L2 is engaged in parallel from creation and Development within 1 hour if there is no workaround. The customer is updated every hour until a workaround is in place, and the incident summary follows within 5 business days.

6. Communication procedures

Customers hear from AIDA at every stage of the ticket, through Zendesk email and public ticket comments.

Stage	Communication	Sent by
Ticket created	Acknowledgement with ticket ID, priority and next-update time	Zendesk trigger (automatic)
In progress	Updates at the frequency in Section 3	Assigned agent
Escalated to L2	Internal notice to L2: “your ticket has been escalated to our L2 group due to exceeding the 72-hour threshold...”	Zendesk automation
Escalated to Development	Internal escalation email from L1/L2 to the Developer Group	L1/L2 agent (macro)
Fixed by Development	Internal notice to L1/L2 that the ticket is resolved; ticket reassigned	Development Team (macro)
Solution provided	Status set to Pending; customer asked to confirm the problem is resolved	L1/L2 agent
No customer reply for 72 hours	Reminder that the ticket closes in 2 days without a reply	Zendesk automation
No reply 2 days after reminder	Ticket set to Solved/Closed; customer can reopen by replying	Zendesk automation
P1 resolved	Incident summary (cause, fix, prevention) within 5 business days	AIDA L2 Support

7. Measurement, exclusions and roles

SLA clock. The clock starts when the ticket is created in Zendesk. It pauses while the ticket is Pending (waiting on the customer) or On-hold (waiting on a third party), and stops when the ticket is Solved.

Exclusions. Time is excluded from SLA measurement for: customer-caused delays; scheduled maintenance announced at least 5 business days ahead; failures of third-party services outside AIDA control; and force majeure. Each exclusion is noted on the ticket.

Measurement and reporting. SLA attainment is reported monthly from Zendesk Explore. Breaches are logged with corrective actions tracked to closure. This policy is reviewed against the results each quarter.

Exceptions. Where a target cannot be met, the gap is recorded with compensating measures and a dated remediation plan.

Breach handling. A ticket that misses a target is tagged as an SLA breach and reviewed within 2 business days. Each breach is given a root cause and a corrective action, and the action is tracked to closure in the SLA Breach and Exception Log.

Role	Responsibility
AIDA L1 Support (Group 1)	Triage, set priority, first response, resolve within scope
AIDA L2 Support (Group 2)	Take escalations, resolve complex issues, own customer updates on escalated tickets
AIDA Development Team (Group 3)	Fix product defects and server alerts; hand back to L1/L2