

Support Model, Escalation Process and Roster

1. Purpose and scope

AIDA runs a tiered support model. Every customer issue has one owner at a time, a defined next step and a time limit for taking it. This document sets out the support tiers, who owns what, who staffs each tier and when, and how an issue is escalated between teams and to management: the decision points, timelines and communication at each step. It applies to all AIDA support staff and to every ticket on the AIDA platform, whether raised by a customer or created automatically by an AIDA server alert. It follows the priorities and targets in the Service Level Agreement (SLA) Policy.

All response, update and escalation times are measured within support hours: Monday to Friday, 9:00 to 17:00 US Eastern Time, excluding company holidays. The 72-hour thresholds run in calendar hours.

Support model at a glance	
Tiers	L1 Support, L2 Support, Development Team, with management escalation to the Head of Support
System of record	Zendesk (ticket groups, automations, Explore reporting)
Priorities	P1 Urgent, P2 High, P3 Normal, P4 Low
Support hours	Monday to Friday, 9:00 to 17:00 US Eastern Time
Escalation	Automatic and time-based, by priority

2. Support tiers

Tier	Mission	Handles	Escalates when
L1 Support (Group 1)	First contact and quick resolution. Owns every new ticket.	Triage, priority confirmation, first response, known fixes from the knowledge base, configuration and license questions, status updates	The issue is beyond L1 scope, or the priority timeline is reached
L2 Support (Group 2)	Deeper technical resolution. Owns customer updates on escalated tickets.	Reproducing issues, troubleshooting, deployment, hardware and server faults, priority disputes	A product defect is confirmed, or there is no workaround within the Development threshold
Development Team (Group 3)	Product fixes and AIDA server alerts.	Defects, root cause, fixes, node count, disk space and server offline alerts	Hands the ticket back to L1/L2 once fixed

Management escalation. The Head of Support is notified when an SLA target is at risk or missed, as set out in the Service Level Agreement Policy.

3. Roles and responsibilities

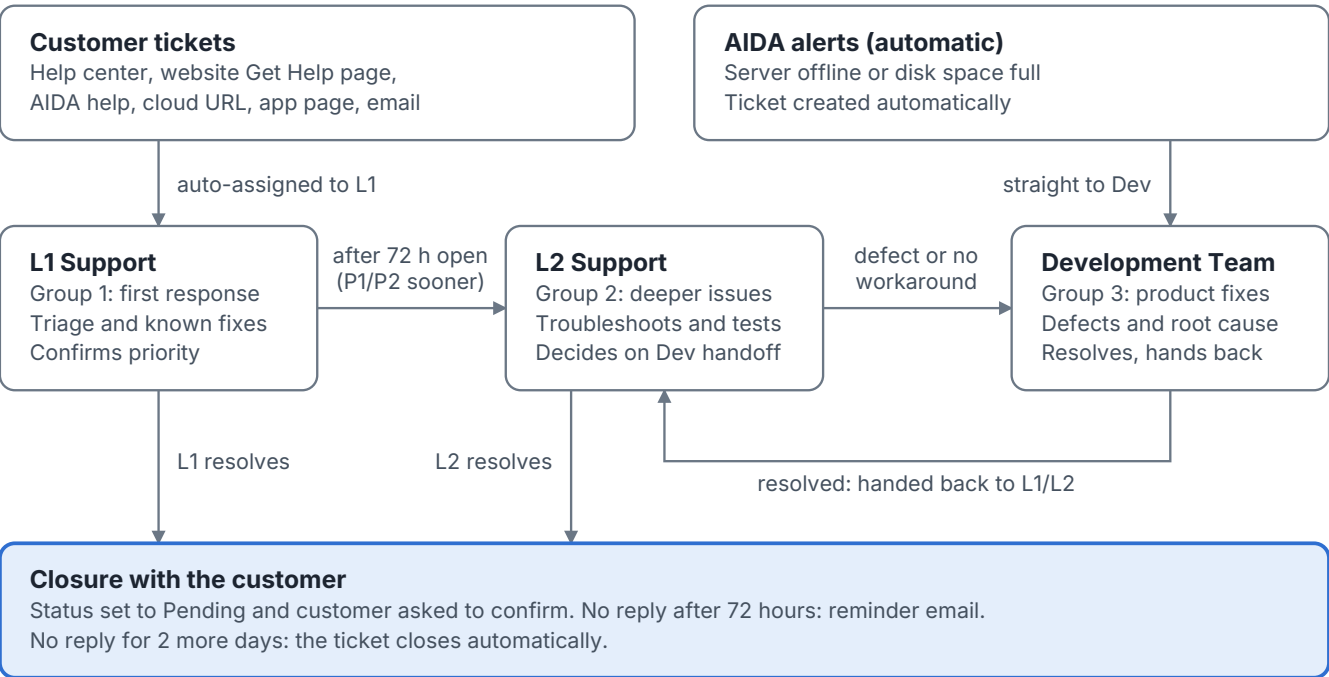
R = does the work, A = accountable for the outcome, C = consulted, I = informed.

Activity	L1	L2	Development	Head of Support
Ticket intake and acknowledgement (automatic)	R, A	I	I	-
Triage and priority	R, A	C (disputed priorities)	I	-
First response and customer updates	R, A	R, A on escalated tickets	C	-
Troubleshooting, configuration, hardware and server faults	R (in scope)	R, A	C	-
Product defect fix and server alerts	C	C	R, A	-
Customer confirmation and closure	R, A	R, A	I	-
P1 incident summary	C	R, A	C	I
SLA breach record and corrective action	R	R	C	A
Management escalation	I	I	I	A

4. Escalation flow

Tickets escalate along two paths: functionally, to the team that can fix the issue, and hierarchically, to management when an SLA target is at risk. Zendesk automations and SLA breach triggers drive both.

Tickets climb L1, L2, Development and close on customer confirmation



L1 and L2 can also assign a ticket straight to Development when the issue is beyond their scope.

5. Support roster and coverage

AIDA support operates in defined hours, and every priority, including critical (P1) tickets, is worked within those hours.

5.1 Roster

Role	Name	Hours (US Eastern)	Contact route
L1 Support	Madhur	Monday to Friday, 9:00 to 17:00	Zendesk Group 1; support email
L2 Support	Harshal	Monday to Friday, 9:00 to 17:00	Zendesk Group 2
Development	Brad	Monday to Friday, 9:00 to 17:00	Zendesk Group 3

5.2 Coverage by priority

Priority	Coverage	Handled by
P1 Urgent (critical)	Support hours, Monday to Friday, 9:00 to 17:00 Eastern	L1 and L2 in parallel, Development if no workaround
P2 High	Support hours	L1, then L2 and Development
P3 Normal	Support hours	L1, then L2
P4 Low	Support hours	L1, then L2

5.3 Critical incidents and requests outside support hours

- Every new ticket receives an automatic acknowledgement with its ticket ID and priority at any hour.
- AIDA server alerts (node count change, disk space full, server offline) create Zendesk tickets at any hour and route directly to the Development Team (Group 3).
- A P1 ticket or alert that arrives outside support hours is worked first at the next opening, and its clock starts then.