

VIP Customer Escalation Procedure

INTERNAL — Helix CS Operations (scanned doc)

WHO IS A VIP

Top 50 ARR customers. Strategic accounts (logos used in marketing). Customers with executive-level relationships at Helix. Customers in active expansion or renewal motions.

VIP STATUS IN TOOLING

Account record in admin panel shows a yellow star icon. Tickets from VIP accounts are routed to a dedicated queue and surfaced in #cs-vip Slack.

RESPONSE EXPECTATIONS

VIP tickets get response within 30 minutes regardless of plan SLA. CS rep should acknowledge receipt and confirm someone is working on it, even if resolution will take longer.

ESCALATION TRIGGERS

(1) VIP customer expresses frustration. (2) Issue has not been resolved within 4 hours. (3) Issue involves an executive contact. (4) Issue puts a renewal or expansion at risk.

ESCALATION PATH

(1) CS team lead. (2) CS director. (3) VP Customer Success. (4) Executive sponsor (CEO for top 10 accounts).

EXECUTIVE COMMUNICATION

Do not loop in executives without team lead approval. When you do, prepare a one-paragraph summary: what happened, customer impact, what we are doing, what we need from the executive.

POST-RESOLUTION

Personal follow-up from the account owner within 48 hours. Document the issue and resolution in the account record for QBR reference.