Customer-service escalation — what is sent

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6 complaints · fictional document

> **Fictional document — demonstration example**
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> **Fictional document**, produced for demonstration. **The holding reply ships without approval** — it commits nothing and **prevents the second comment, the one saying nobody ever answers.**

The file sent for each complaint

Element	Content
Full thread	Comment, replies, reactions
Order number	When given publicly
Public history with the brand	**Second complaint in three weeks for one of them**
Holding reply posted	“We've seen your message, customer service will reply within 24 hours”

The two priority cases

Case	What changes its nature	Reach
Product received damaged, public photo	**No longer a complaint, a reputation matter**	**340 views in 2 days**
Threat to report the brand	Outside customer service's remit	—

The delay

Indicator	Today
Average gap between comment and customer-service pick-up	**2.6 days**
On a complaint with a public photo	**Every day counts double**

For the studio to settle

Escalation deadline per type of message: _____

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