

## Why AppSense has a customer escalations procedure

AppSense has an escalation process to ensure that any customer interactions which do not meet agreed or documented standards are managed in an appropriate fashion to deliver a successful outcome for customers and partners.

This process relates to 'escalation to management' for exceptions, not the routine escalation of Hotline Support incidents through the various technical levels of the support team based on the complexity of the issue.



## Escalation process overview

### Escalation levels

AppSense uses a tri-state Red / Amber / Green escalation status indicator for each customer.

Green is considered to be the default state for all customers when everything is functioning within normal and agreed parameters.

Amber is the first level of escalation and has a number of trigger conditions (outlined in the table below). Customers in Amber escalation status will experience the involvement of a member of the escalations team to coordinate the escalation, and visibility of the incident will be provided to the Head of Support.

Red is the highest level of escalation and has a number of trigger conditions (outlined in the table below). Customers in Red escalation status will experience the involvement of the Head of Support to coordinate the escalation, and visibility of the incident will be provided to AppSense's executive management team.

### Escalation triggers

The following table highlights the various trigger conditions associated with Red, Amber and Green escalation status.

	Call timeline	Progress obstacles	Service delivery error (breach of policy or agreed operating practice)	Open incident volume <sup>1</sup>	Customer escalation
<b>R</b>	Amber Escalation action plan fails to address exceeded timeline as agreed	Amber Escalation Improvement plan fails to address progress obstacle within agreed timeframe	AppSense service delivery error occurs and results in downtime or customer impact	Number of open incidents for the customer exceeds the red <sup>2</sup> threshold	Customer has escalated issue to senior management level within their own organization
<b>A</b>	Incident has significantly exceeded agreed timelines <sup>3</sup> based on severity and impact	Open incident is deadlocked to an identified obstacle to progress	AppSense service delivery error occurs	Number of open incidents for the customer exceeds the amber <sup>4</sup> threshold	Customer has escalated issue to management level within their own organization
<b>G</b>	Normal operating parameters				

The table above is intended to provide a summary of common trigger conditions. From time to time, it may be necessary for a customer to be allocated amber or red status at the discretion of AppSense's management team.



### Note

Where possible, AppSense automates Escalation triggers to ensure proactive engagement in open issues. Automatic triggers depend on incidents being logged within AppSense's Incident Management System.

### Escalation response

In response to an Amber level escalation, AppSense will allocate a member of the escalations management team to work with the customer (and/or partner if appropriate) to agree an action plan. The escalation manager will remain responsible for the action plan until the issue is either resolved, or a further escalation to Red status occurs.

In response to a Red level escalation, an AppSense Support Leader will be allocated to review any existing action plan.

<sup>1</sup> Open incident volume excludes feature requests and an issues awaiting an agreed fix to be added to a mainstream release as agreed with the client.

<sup>2</sup> The red threshold can vary based on the number of seats and which products the customer uses.

<sup>3</sup> Agreed timelines most commonly relate to response times agreed as part of a Hotline Support agreement as defined by the severity matrix, or Project timescales as agreed as part of Professional Services engagement.

<sup>4</sup> The amber threshold can vary based on the number of seats and which products the customer uses.

**AppSense.com**  
**support@AppSense.com**

## Technical Hotline Support

Where the origin of the fault relates to an incident raised to AppSense Technical Hotline Support, the incident will already be logged in the incident management tool. This enables automated escalation, and provides full case history.

## Professional services

When the origin of the fault relates to an open Professional Services Engagement, it is possible the incident will not be logged in the incident management tool. In this case, escalation is likely to be initiated via a request from the AppSense Professional Services team, the customer, or a partner. Where this occurs, the incident will be logged in the IMT as part of the process of establishing the action plan.

## Contact information

In the event a customer wishes to discuss a potential need for escalation, they should contact AppSense via Telephone or email via the following routes –

Email: [support@AppSense.com](mailto:support@AppSense.com)

Country	Telephone number
UK	0845 839 9075
USA, South America and Canada	866 APPSENSE
Germany, Austria and Switzerland	0800 0007 290
Australasia	1800 631 386
Worldwide	+44 (0) 845 839 9075

## About AppSense

We are the leading provider of user virtualization technology to enterprise organizations. User virtualization is a way of managing user-specific information independent of the desktop, and applying this information into any desktop (local install, virtualized, published, streamed etc) on-demand. This enables IT to standardize the desktop build, automate desktop and application delivery, and migrate users to new desktops – all while ensuring the user experience is seamless, personal, predictable and easily manageable.