

SUPPORT · FRAMEWORK

Support Tier & SLA Framework + Knowledge Base Article Template

A severity/response framework for small support teams, plus a reusable article template to keep documentation consistent as the team grows.

How to use this: Fill in the tier table with targets your current team can actually hit, then duplicate the article template section for every new knowledge base entry.

Support Severity Tiers

Define each tier by concrete, observable criteria, not by customer-stated urgency.

Tier	Definition / Criteria	Example	First Response Target	Resolution Target
Critical (Sev 1)				
High (Sev 2)				
Normal (Sev 3)				
Low (Sev 4)				

What's Included at Each Support Level

If you offer differentiated support by plan (e.g. Standard vs Priority), define what actually differs.

Plan / Level	Channels Included	Response Target	Hours Covered	Escalation Path
Standard				
Priority				
Enterprise / White-glove				

SLA Ground Rules

What counts as 'first response': an automated acknowledgment, or a human reply with substance?

What are your support hours, and how are requests outside those hours handled?

Who is notified automatically when a Critical/Sev 1 ticket is opened?

What happens internally when an SLA target is missed? Is it logged, reviewed, escalated?

Escalation Checklist

- ☐ Ticket severity confirmed against criteria table within first response window
- ☐ Sev 1/2 tickets automatically flagged to a named on-call or lead
- ☐ Customer given an honest ETA, not a placeholder 'we're looking into it'
- ☐ Any ticket open longer than 2x its resolution target is escalated automatically
- ☐ Root cause noted on resolution for any Sev 1 or Sev 2 ticket

Knowledge Base Article Template: Header

Duplicate this section for every new article. Keep the structure identical across all articles.

Article title (phrased as the question a customer would search, e.g. 'How do I reset my password?')

Category/section this belongs under

Last reviewed date

Related articles (link 1-3 related entries)

Knowledge Base Article Template: Body

Use this same structure for every article so readers know where to find the answer.

One-sentence summary of what this article helps the reader do

Prerequisites (what the reader needs before starting, if anything)

Numbered steps to resolve or complete the task

Common error or edge case, and what to do about it

Who to contact and how, if this article doesn't resolve the issue

Knowledge Base Maintenance Habits

- ☐ Any question answered twice via ticket becomes a draft article within one week
- ☐ New articles reviewed by a second person before publishing
- ☐ Articles linked in the relevant macro/canned response used by support
- ☐ All articles reviewed for accuracy at least once per quarter
- ☐ Outdated articles archived or flagged rather than left live and wrong