Ashford Business Services Ltd

Customer Issue Escalation Form

Use this form when an issue cannot be resolved at the first point of contact. Complete it fully before passing the case on, so the receiving team does not have to ask the customer to repeat themselves.

Severity guide

Choose the severity before escalating. If in doubt, choose the higher severity and explain why in the reason for escalation.

Severity	Meaning	First response target
Critical	The customer cannot use the product or service at all, or there is a safety, legal, or serious financial risk.	First response target for critical issues as agreed at the meeting.
High	A major part of the product or service is unusable, or many customers are affected.	First response target for high severity issues as agreed at the meeting.
Medium	The product or service works, but with a significant limitation or workaround.	First response target for medium severity issues as agreed at the meeting.
Low	A minor problem, a general question, or a suggestion, with no immediate effect on use.	First response target for low severity issues as agreed at the meeting.

Case details

Case reference	JOB-1042
Date escalated	9 November 2026
Customer name	Sarah Mitchell
Customer contact details	Customer contact details as agreed at the meeting.
Order or account reference	JOB-1042
Escalated by	James Patel
Escalated to	James Patel
Severity	Severity level for this case
Priority	Priority level for this case

Issue description

Describe the issue in the customer's own words first, then add the facts the receiving team needs.

What the customer reported:

_____

_____

_____

What was expected to happen:

Ashford Business Services Ltd

What actually happened:

Impact

Who is affected	Description of who is affected by this issue as agreed at the meeting.
Since when	9 November 2026
Other customers affected	Whether other customers are affected, and how many
Financial or service effect	Financial or service effect of this issue as agreed at the meeting.

Steps already taken

List every step tried so far, including steps that did not work. Add rows for further steps.

Step tried	Date and time	Result

Reason for escalation and response needed

Reason for escalation	Reason this case is being escalated as agreed at the meeting.
Response needed by	9 November 2026
What the customer has been told	What the customer has been told about the next steps
Attachments included	List of attachments included with this form

For the receiving team

Received by	James Patel
Date and time received	9 November 2026
Action planned	Action planned by the receiving team as agreed at the meeting.
Resolution	Resolution of this case
Customer informed on	9 November 2026
Closed by	James Patel
Date closed	9 November 2026