



## Bell and Howell, LLC Service Escalation Plan

Bell and Howell has an internal escalation plan for services support which is as follows:

### Purpose

The purpose of an Escalation is to provide a timely response to Bell and Howell customers in the event they require service assistance to resolve a critical problem.

### Escalation Definition

A formal request for assistance with resolving a technical or non-technical issue at a customer site and has rules established for notification of technical resources and management.

- “Urgent” Priority – Reserved for most critical Escalations. Requires notification of the Sales Executive (SE) and Executive Directors of Service (EDS) and may include up to Vice President (VP) level.
- “High” Priority – Service Orders with a machine down and assigned Escalation status, requires notification to the District Service Manager (DSM) level.
- “Medium” Priority – Reserved for Escalation sites under observation following problem resolution.

### Procedure

If a malfunction occurs which renders the machine inoperable, the Customer Service Engineer (CSE) will utilize his/her best efforts to correct the problem. A Service Order is entered into the Service Information System as a priority “High” or “Urgent”. A Resident CSE may work on a machine for up to one hour before opening a Service Order.

The CSE should call the Technical Assistance Center (TAC) for assistance if no progress has been made after two (2) hours. This is not considered an Escalation, unless the CSE wishes to create the Escalation at this time. A DSM can escalate a Service Order at any time for technical or non-technical reasons.

If significant progress is not made within four (4) hours, the CSE must notify TAC. The TAC will communicate with the CSE to determine if the service order should be placed on Escalated status. If so, TAC will update the Service Order to Escalated status and notify the District Service Manager (DSM) and/or Service Team Supervisor (STS) that an Escalation has occurred. The TAC will continue to monitor the site and review the Service Order status with the CSE at minimum every four (4) hours.

Once a Service Order is Escalated, TAC assumes technical responsibility for the site and works with the CSE to develop and implement an action plan. The DSM or STS should then contact the customer to make assurances that he is engaged and monitoring the situation. It is the responsibility of the DSM or STS to keep the customer informed of ongoing status and ultimate resolution of the problem.

After no more than two (2) hours, TAC must review the action plan and determine if other technical resources should be included. If so, the TAC will notify the Technical Support Engineer (TSE) for that site. A notification will also be sent from the TAC to the Executive Director of Service (ED). TAC remains responsible for monitoring the Escalation, for adherence and will call escalation policies. The action plan for the Service Order Escalation must be reviewed by the TAC, DSM, TSE, CSE and any affected technical resources at minimum every four (4) hours.

Once an Escalation has been defined as an “Urgent” Priority, the DSM must notify the Sales Account Manager

of the current situation and provide them ongoing communication every four(4) hours as to the status of the problem. Based on the severity of the problem, the SE will contact the Executive Director of Sales (EDS).

If the Escalation is upgraded to "Urgent" Priority, the TSE remains onsite and follows trouble-shooting instructions given by the Level II Technical Support Engineer (TSE). The TSE is the resource identified as the technical expert assigned to assist with problem resolution. If reasonable progress is not being made, the Manager of Technical Support will assess the need for an onsite visit by the TSE. The DSM must communicate any special customer circumstances to the Technical Support Manager.

If the problem is determined to be a design issue, the TSE can escalate the problem to Engineering. Once this escalation occurs, a Customer Support Team is formed, consisting of the TSM, TSE and the assigned Engineer. The Customer Support Team is empowered to take whatever action is necessary to correct the problem. Problem status will be communicated daily, to all team members, by an Escalation Report until a resolution is found. If a resolution cannot be found, the Executive Director of Customer Support Services will inform the VP of Service and/or National Service/Sales Director(s) for a decision on future actions and the escalation is ended.

An Escalation Summary Report is distributed weekly via email to all DSMs, EDs and Technical Support Management. The Escalation Summary Report is distributed each Friday via email to all Executive Management.