

Support Ticket Priorities & Service Levels

Customer Support Team

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Introduction

This document defines how support requests are categorised, prioritised, and serviced. It forms part of the Support Agreement between Blake Mark Productions and the Client and governs response times, resolution targets, and escalation.

All support tickets are handled in accordance with this framework.

Scope of support

Support requests are categorised to ensure they are routed to the appropriate team. Categories include, but are not limited to:

- Website Support
- Hosting & Domains
- Access or Login Issues
- Email Support
- Consultation and Advice
- General Queries

The assigned category does not affect priority or SLA but is used for internal routing and reporting.

Priority Classification

Each support ticket is assigned a priority level by Blake Mark Productions based on urgency and business impact. Priority determines applicable Service Level targets.

Priority	Description	Examples
P1 – Critical	A Critical priority is assigned where the issue results in immediate and severe business disruption.	<ul style="list-style-type: none">• Complete outage of a live website, hosting, or email services• DNS or domain issues preventing website or email delivery

		<ul style="list-style-type: none"> • Payment or transactional systems being unavailable • Confirmed or suspected security incidents • Issues affecting business-critical systems with no viable workaround
P2 – High	A High priority is assigned where the issue materially affects functionality or performance but does not result in total service loss	<ul style="list-style-type: none"> • Significant performance degradation or instability • Failure of key features, plugins, or integrations • Time-sensitive issues affecting planned launches or campaigns • Issues affecting multiple users where a workaround exists
P3 – Standard	A Standard priority is assigned where the issue is non-urgent and does not materially impact core business operations	<ul style="list-style-type: none"> • Content updates or cosmetic changes • Minor defects or isolated issues • Requests for advice or future improvements • General support queries

Service Level Targets

Service Level targets apply based on the assigned priority.

Priority	First Response	Update Frequency	Target Resolution
P1 – Critical	Within 1 business hour	Every 2 business hours	Within 4 business hours
P2 – High	Within 4 business hours	Within 8 business hours	Within 1 business day
P3 – Standard	Within 1 business day	Within 2 business days	Within 5 business days

Service Levels apply during business hours only. SLA timers pause where progress is dependent on Client input, approval, or access.