

Service Level Agreement: Priority and Response Targets

Priority	Description	Contact	Response	Resolution
P1	Business Critical: Complete outage of core services	Phone	15 min	Immediate to 2 hrs
P2	Critical: System inoperable, data loss, security breach	Phone	30 min	Immediate to 2 hrs
P3	Urgent: Performance issues, non-critical outages, urgent setup	Phone / Email / Portal	1 hour	2 to 3 hrs
P4	Important: Configuration, usability issues	Phone / Email / Portal	2 hours	4 to 24 hrs
P5	Minor: General advice, setup requests, housekeeping	Phone / Email / Portal	4 hours	24 to 48 hrs

Operational hours: 8:00am to 5:30pm, Monday to Friday (excl. Bank Holidays). Out-of-hours support available for critical issues.

Escalation Path

Stage	Trigger	Action	Owner
Stage 1	Ticket raised	Triage and assign to L1/L2 engineer based on priority	Helpdesk Engineer
Stage 2	Resolution target at 50%	Escalate to L2/L3 engineer, notify Account Manager	Senior Engineer
Stage 3	Resolution target exceeded	Escalate to Service Delivery Manager, client notified	Service Delivery Mgr
Stage 4	Continued breach or major incident	Escalate to senior leadership, root cause initiated	Director / Founder

Escalation is automatic. You should never have to chase your provider to move a ticket up the chain.

Key Performance Indicators (KPIs)

KPI	What It Measures	Benchmark
Avg. Response Time	Time from ticket creation to first engineer action, across all priority levels.	< 15 minutes
First-Contact Resolution	Percentage of tickets resolved on the first interaction without escalation.	> 65%
SLA Compliance Rate	Percentage of tickets resolved within the agreed response and resolution windows.	> 95%
Ticket Backlog	Number of open tickets at any point. A rising backlog signals capacity or process issues.	Stable or declining
Customer Satisfaction	Post-resolution satisfaction score (CSAT) based on client feedback after each closed ticket.	> 95%
CSAT Engagement Rate	Percentage of clients who submit feedback. Low engagement means data is unreliable.	> 30%
Escalation Rate	Percentage of tickets requiring escalation beyond L1. High rates may indicate training or tooling gaps.	< 25%
Mean Time to Resolve	Average time from ticket creation to confirmed resolution, measured per priority level.	Within SLA targets

These KPIs should be tracked in real time and reported to you quarterly at minimum. If your provider can't show you this data, they're not measuring it.

Compare this with your current IT contract. If your SLA doesn't include clear priority levels, defined escalation paths, and measurable KPIs, you're relying on goodwill rather than accountability. We're happy to walk you through what a proper SLA structure looks like.

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