

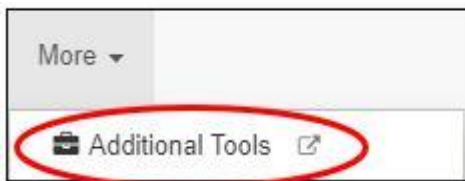
Overview

If a recipient does not respond to a message in a timely fashion, you may want the message to be sent to someone else. Escalation policies are used to bring in additional users or groups to a message if the original target does not address the message within a predetermined amount of time.

Escalation policies can be applied directly to a user, broadcast group, on-call schedule group, or event. Any message then sent to this person or group will be escalated consecutively to the users or groups listed in the policy, until everyone in the thread disarms the escalation.

Escalations can be set to disarm on a condition of delivered, read, replied or accepted.

Administrators can add and edit escalation policies in Additional Tools.



Creating an Escalation Policy

On the Escalation Policies page, above the search box, there is an [+Add Escalation Policy](#) link that brings you to the Add Escalation Policy dialogue.



Escalation Policies define how messages are escalated when a specific status is not reached by the recipient [Help](#)

Display

Name*

Configuration

Condition*

Read

Recipients' state required to disarm escalation policy.

Required Recipients*

Require at least one

This setting controls whether the condition requires all recipients to meet it or to require at least one recipient to meet it.

Default Timeout*

10 minutes

Default duration until the next step of the policy is invoked.

Escalation Targets

Target*

Select...

Wait time*

10 minutes

Delay before the next step of the policy is invoked.

+ Add row

Create Escalation Policy

*All fields are required

Creating an Escalation Policy *continued*

Name the policy and choose a condition to halt escalation.

- **Delivered** - The message was delivered to the recipient's inbox or got replied to with the prompted SMS code
- **Read** - The message has been displayed to the recipient, or the call notification voicemail was completely listened to.
- **Replied** - The recipient replied to the message, or called the embedded callback number in the message, or chose to return a call from the call notification.
- **Accepted** - The message has Accept/Reject options and the user has marked the message as "Accepted".

Set a timeout (in hours, minutes, or seconds). If the original recipient doesn't meet the policy condition before this timeout, then the escalation policy will trigger.

Add Escalation Targets by typing the name of the target for escalation. The system will find partial matches.

If you add more than one row, then the policy will wait for another timeout period and add the next target as another recipient of the original message (Each new recipient will be notified per their alerting policy). The escalation policy will continue waiting and adding the next target until either the escalation condition is finally met by any of the message recipients, or until there are no more targets.

Remember to save your work!

Note: Based on our recommended alerting policy of 1 push notification wait 300 seconds (5 minutes), 1 SMS text notification wait 300 seconds (5 minutes), a call to the user's mobile number, we recommend the following escalation policy:

Condition to stop escalating: Read

Timeout between escalations: 600 seconds (10 minutes)

With our recommended alerting policy, at the 10-minute mark a user has had a push notification, a SMS text notification, and a call to their mobile phone. At this point we have exhausted the alerting to be done to that user, so we should escalate the message to a back up provider.

A good rule of thumb is that the Escalation Timeout should be set to match how long it takes the alerting policy to run for a user.

Applying an Escalation Policy

You can apply escalation policies to any user, group, or event.

Messages sent to that user, group, or event are delivered with normal alerting policies.

If the message does not get Delivered, read, replied or Accepted (depending on the escalation condition) by everyone on the thread, then the policy will trigger, and the first escalation target will be added to the message.

All new recipients are notified per their individual alerting policies.

Note: Messages sent to groups will escalate per the group's escalation policies and not the users.

Policies on an event will be executed instead of the group or the user policy.