



Escalation Matrix

For

Contact Centre (Helpdesk)

Version 1.2

S.No	Description	Data Values
1	Title	Escalation Matrix for Contact Centre (Helpdesk)
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5	Publisher	GeM
6	Target Audience	GeM Users
7	Brief Description	This document covers the escalation matrix with an aim to improve the functioning of Helpdesk and ensure timely resolution of issues raised by users
8	Document Number	GEM/2023/SOPs/ EM_CRM /v1.2
9	Total Number of pages	5 (Five)
10	Last Updated	15 th May'23
11	Periodicity of Update	As Applicable

GEM/2023/SOPs/ EM_CRM /v1.2

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1. Introduction

In our endeavour to continuously augment the services in GeM, with an aim to improve the functioning of Helpdesk and ensure timely resolution of issues raised by users, GeM Contact Centre has put in place an Escalation Matrix as mentioned below:


Escalation Matrix for Contact Centre:


Levels	Concern Raised To	Details
Level-1	Various Touchpoints	Voice Inbound/Walk-In/Chat/Ticket via Web /Email
Level-2	Escalate the Ticket	Escalate your ticket via Web Portal


2.1 First level of Contact - Various Touchpoints:

The first level of interface for the user to address their issues would be the Helpdesk who would register the complaint and provide a ticket to the user to help in tracking the issue. The contact details of first point of Helpdesk are as under:

Toll Free Numbers	Walk-In-Helpdesk	Raise a Ticket via Web/Email	Gemmy Chat
<ul style="list-style-type: none"> •1800-419-3436 / 1800-102-3436 •9:00 am - 10:00 pm Mon to Sat 	<ul style="list-style-type: none"> •2nd Floor, Jeevan Tara Building, 5-Sansad Marg, Near Patel Chowk, New Delhi-110001 •9:00 am - 6:00 pm Mon to Fri 	<ul style="list-style-type: none"> •https://gem.gov.in/gemtickets/user_type •helpdesk-gem@gov.in 	<ul style="list-style-type: none"> •Available at our homepage, left hand side at the bottom - https://gem.gov.in/

 **Call Centre/Customer Support:** You can contact our Voice toll Free numbers 1800-419-3436 / 1800-102-3436 (9:00 am - 10:00 pm, Mon to Sat), customer service team will provide online resolution to your queries / complaints.

 **Walk-In Helpdesk Address:** You may also visit our walk-in helpdesk team and can connect our executive to resolve your queries/concern face to face on below mentioned address.
2nd Floor, Jeevan Tara Building, 5-Sansad Marg, Near Patel Chowk, New Delhi-110001 (9:00 am - 6:00 pm Mon to Fri)

 **Gemmy Chat** - User can also chat with our contact centre executive, which is available at our homepage, left hand side at the bottom <https://gem.gov.in/>.

- + **Website** - User can also raise a ticket - https://gem.gov.in/gemtickets/user_type and contact centre team will revert on the ticket as per the raised concern.
- + **Email:** User can also send an email on helpdesk-gem@gov.in to raise his/her concern.

2.2 Second Level of contact: Escalate your ticket - Option available on GEM portal: -

If your concern/query is not addressed within the promised timeline or user is dissatisfied with the response from touchpoints, then user may escalate his/her concern to second level of contact via escalate option on the portal. As per mandate and considering the severity of issue, the maximum permissible time for resolving the issues relating to GeM operations is 16 working hours. In case the issue has not been resolved by Helpdesk even after 16 working hours, the user may escalate the ticket through “escalate a ticket” option available on the web portal “raise a ticket”.

It may be noted that the user shall only be able to escalate if the issue is not resolved in 3 days of ticket creation date.

Screenshot of “Escalate you Ticket” below -

The screenshot displays the GeM Support Desk interface. At the top, there is a navigation bar with options for English, Dark Mode, Font Size, and Skip to Main Content. The main header includes the GeM logo and a search bar. Below the header, there are navigation links for CATEGORIES, GeM Advantages, GeM Exclusive, Rate a Seller, View Contracts, CPPP tenders, Seller Details, and New on GeM. The main content area shows a breadcrumb trail: Home / Raise a Ticket. Below this, there is a section titled "Welcome to GeM Support Desk" with three buttons: Check Ticket Status, Raise a Ticket, and Escalate Your Ticket. A "Need more help?" link with a speech bubble icon and a "FAQs" link are also present. At the bottom, there is a "Ticket Number" input field with a submit button. The footer contains a "Ask GeMmy" button and links for ABOUT GeM, NEWS & EVENTS, RESOURCES, TRAINING, and NEED HELP?. Social media icons for Facebook, Twitter, YouTube, LinkedIn, and a notification bell are visible on the right side.