

Support Policy & Escalation Procedures

This document defines how 24.online handles support requests, incident response, error recovery, and escalation to engineering. It applies to all active plans unless otherwise noted.

01 · SCOPE & DEFINITIONS

Scope of Support Coverage

24.online Support covers all platform-initiated operations including image processing jobs, batch uploads, marketplace exports, API integrations, and account-level configuration. Support does not cover third-party marketplace policies, seller account suspensions, or issues caused by non-compliant source files.

Term	Definition
Incident	Any unplanned interruption or degradation of platform service
Processing Job	A single image or batch submitted for AI-powered enhancement
SLA Window	Committed timeframe for processing delivery per plan tier
Transient Error	A temporary failure auto-resolved without user action
Persistent Error	A failure requiring manual review or engineering action
Escalation	Routing a ticket to a senior support or engineering team

02 · ERROR HANDLING & AUTO-RECOVERY

What Happens When Something Fails

Every image processing job is tracked end-to-end. If a transient error occurs—network timeout, temporary service disruption, or an unexpected file issue—24.online automatically retries the affected images without requiring manual intervention.

Automatic Retry Logic

- Retry attempts begin within **30 seconds** of detected failure
- Up to **3 automatic retries** are attempted before escalating to a persistent error state
- You receive an email notification explaining what happened and confirming successful reprocessing
- Retry status is visible in real time on your Processing Dashboard

Persistent Failure Handling

If all retries fail, the job is flagged as a persistent error. Detailed error logs identify the root cause:

- **Corrupt source file** — file cannot be decoded or is malformed
- **Unsupported format** — file type or resolution is outside platform limits
- **Platform-side issue** — internal service failure requiring engineering review
- **Policy flag** — image content triggers a compliance hold for manual review

All actions—retries, failures, resolutions—are recorded in a transparent **Processing Log** accessible from your dashboard. Logs are retained for 90 days.

03 · SUPPORT TIERS & RESPONSE TIMES

Response SLA by Plan

Plan	Channel	First Response	Resolution Target	Escalation
Free	Help Center / Email	72 hours	Best effort	Not included
Starter	Email	24 hours	3 business days	Tier 2 on request
Business	Email + Live Chat	4 hours	1 business day	Auto on persistent error
Enterprise	Slack / Phone / CSM	1 hour	4 hours	Proactive + Engineering

Response times measured in calendar hours. Times apply to requests submitted via official channels only.

04 · ESCALATION PROCEDURES

How Escalation Works

Escalation routes an unresolved or complex issue to a higher-level support team or directly to platform engineering. It is triggered automatically in certain conditions or can be requested manually.

Escalation Triggers

Trigger	Condition	Action
Auto — Persistent Error	3 retries failed, job in Error Queue	Ticket created, Tier 2 notified
Auto — SLA Breach	Response SLA exceeded (Business/Ent.)	Escalated to senior support
Auto — Platform Outage	Service degradation detected by monitors	Engineering incident opened
Manual — Customer Request	Customer requests escalation in ticket	Tier 1 routes to Tier 2 within 1h
Manual — Enterprise Alert	Enterprise customer reports critical issue	Dedicated engineer assigned

Escalation Path

Level	Team	Handles
Tier 1	Support Agents	General questions, how-to, account issues, minor errors
Tier 2	Senior Support	Persistent errors, SLA disputes, complex integrations
Tier 3	Platform Engineering	Service outages, data integrity issues, API failures
Exec	Customer Success Director	Enterprise contract issues, prolonged outages > 24h

05 · ENTERPRISE-SPECIFIC PROVISIONS

Enterprise Support Features

- **Proactive Incident Alerts** — Notified before issues affect jobs, not after
- **Direct Engineering Escalation** — Critical failures bypass standard tiers and go to on-call engineering
- **Named Customer Success Manager** — Dedicated CSM monitors account health and coordinates responses
- **Custom Throughput SLAs** — Committed daily image volumes negotiated per contract (10,000+ images/day)
- **Priority Error Queue** — Enterprise error jobs are prioritized over lower-tier plans
- **Monthly SLA Reporting** — Automated report: uptime %, job success rate, avg. processing time
- **Quarterly Business Reviews** — Structured review of usage, incidents, and roadmap alignment

06 · SLA COMMITMENTS & EXCLUSIONS

SLA Scope & Caveats

Published SLA turnaround times apply to **standard enhancement operations** — background removal, upscaling, format conversion, and marketplace-specific exports — under normal platform conditions.

Operations with Extended Processing Time

- AI-generated lifestyle scenes or composite images
- Multi-variant outputs (multiple angles, colorways, or sizes per SKU)
- Ghost mannequin effects with complex garment geometry
- A+ Content infographic slides requiring layout generation

SLA Exclusions

- Source files failing compliance checks (wrong resolution, unsupported color profile, DRM)
- Images flagged for manual policy review pending human decision
- Force majeure events (infrastructure provider outages, acts of nature)
- Customer-caused delays (late source file uploads, missing metadata)
- Scheduled maintenance windows announced ≥ 48 hours in advance

Current SLA metrics and real-time platform status are always available at **status.24.online**.

07 · CONTACTING SUPPORT

How to Reach Us

Channel	Address / URL	Availability
Email Support	support@24.online	24/7 (responses per SLA)
Live Chat	app.24.online → Help	Business & Enterprise

When opening a support ticket, include: your account email, affected Job ID(s), marketplace target, and a screenshot of any error message. This significantly reduces resolution time.

This policy is effective as of April 2026 and supersedes all previous versions. 24.online reserves the right to update this policy with 14 days' notice to active customers. The latest version is always available at docs.24.online/support-policy.