

Content Review Escalation Matrix

Keep content fresh and ensure SMEs have visibility of their review expectations with this pyramid of escalation. All stakeholders must be in agreement on the benchmarks that delineate each level.

ESCALATION LEVELS

- Records assigned to SMEs are incomplete after 45 days
- Issues unresolved at Level 3

**Level 4:
Critical**

- Records assigned for review are incomplete after 30 days
- Request is made to assign alternate SME
- 30-day timeline restarts
- Issues unresolved at Level 2

Level 3: High Risk

- No progress after 10 business days
- First reminder email sent to SME
- No progress after 15 business days
- Second reminder email sent to SME
- Issues unresolved at Level 1

Level 2: Medium Risk

- SME requests extension of <5 business days

Level 1: Low Risk

PARTICIPANTS

MODERATOR

Sr. Manager or Director

OWNER

Director or VP of SMEs

Moderator & Manager

Manager of SMEs

Moderator only

Manager of SMEs

Moderator only

SME/Owner