Standard Operating Procedure (SOP)

Internal and External Communication Routing and Escalation Procedures

This SOP defines the **internal and external communication routing and escalation procedures** to ensure timely and efficient information flow within the organization and with external stakeholders. It covers communication channels, roles and responsibilities, escalation triggers, response timelines, and documentation requirements to facilitate effective issue resolution and decision-making across all levels.

1. Purpose

To outline the processes for routing and escalating communications both within the organization and with external stakeholders, ensuring issues and decisions are addressed efficiently and appropriately.

2. Scope

This SOP applies to all employees, contractors, and departments involved in internal operations and external stakeholder interactions.

3. Definitions

- **Internal Communication:** Information exchange within the organization.
- **External Communication:** Interactions with clients, vendors, partners, and other external stakeholders.
- **Escalation:** The process of directing an issue to higher authority or expertise when it cannot be resolved at the current level.
- **Stakeholder:** Any person, group, or organization impacted by the organization's activities.

4. Roles and Responsibilities

Role	Responsibility
Employee/Staff	Initiate communication; follow SOP; escalate issues as required.
Department Manager	Review escalated issues; determine resolution or escalate further as needed; ensure documentation.
Communication Officer/Coordinator	Route communications, monitor response deadlines, ensure clarity and completeness.
Senior Management	Address critical escalations; make final decisions; set communication policy.
External Stakeholders	Provide required information; follow agreed communication protocols.

5. Communication Channels

- Email (internal/external)
- Internal messaging platforms (e.g., Slack, Teams)
- Phone/VoIP calls
- Official letters or memos
- Incident management or ticketing systems
- Meetings (in-person or virtual)

6. Communication Routing Procedure

1. Identify the nature and urgency of the communication.
2. Determine the appropriate channel and recipient based on organizational structure and sensitivity.
3. Submit communication via the approved channel ensuring clarity and required documentation attached.
4. Document the communication in the applicable tracking system or log.
5. Monitor for acknowledgment or response within the stipulated timeline.
6. If no response, proceed to escalation as per section 7.

7. Escalation Procedures

Trigger	Escalation Level	Response Timeline	Action
No response within defined timeframe	Immediate supervisor/manager	Within 24 hours	Resend communication; notify supervisor.
Issue exceeds authority/expertise	Department head	Within 12 hours	Forward to department head with summary.
Legal/compliance risk detected	Senior management/Legal	Immediate	Escalate directly; involve relevant departments.
External party demands escalation	Appropriate internal lead	Within 8 hours	Engage relevant lead; document request and actions taken.

8. Documentation and Record-Keeping

- All communications and escalation actions must be documented in an approved system or log.
- Maintain records as per the organization's retention policy.
- Ensure confidential and sensitive information is protected as per data privacy regulations.

9. Review and Continuous Improvement

- This SOP shall be reviewed annually or following significant incidents.
- Feedback is encouraged and should be routed to the process owner for consideration.

10. References

- Organizational communication policy
- Data protection and privacy guidelines
- Related SOPs (incident management, risk escalation, etc.)