



FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Support Escalation Routing

Route urgent support tickets to the right team with AI triage, SLA rules and Slack alerts.

CUSTOMER SUPPORT

INTERMEDIATE

ABOUT 2 HOURS SETUP

OVERVIEW

Support Escalation Routing

Route urgent support tickets to the right team with AI triage, SLA rules and Slack alerts.

CATEGORY	DIFFICULTY	DURATION
Customer Support	Intermediate	About 2 hours setup

What you use it for

Faster escalation for high-value or angry customers.

Tools in this workflow

Zendesk Alternatives · OpenAI API · Slack · Supabase

How to implement it

1

Connect the helpdesk source

Pull new tickets from your helpdesk so every escalation starts from the same data.

WHAT YOU NEED TO DO

1. Create a read-only API token in Zendesk.
2. Fetch new tickets every five minutes.
3. Store ticket id, subject and priority in Supabase.
4. Log failed requests for later review.

CHECK AT THE END

- ☐ API token stored securely
- ☐ New tickets arrive in Supabase

RESULT

New tickets are available in Supabase.

LINKS

Zendesk Tickets API: <https://developer.zendesk.com/api-reference/ticketing/tickets/tickets/>

2

Classify urgency with AI

Use a language model to classify sentiment and urgency before a human reads the ticket.

WHAT YOU NEED TO DO

1. Send subject and first message to the OpenAI API.
2. Ask for a JSON result with urgency and sentiment.
3. Reject responses without valid JSON.
4. Save the classification next to the ticket.

CHECK AT THE END

- ☐ Prompt returns valid JSON
- ☐ Urgency is low, medium or high

RESULT

Every new ticket has an urgency and sentiment label.

LINKS

OpenAI Text Generation: <https://platform.openai.com/docs/guides/text-generation>

3

Apply SLA and customer rules

Combine AI labels with customer value and contract rules to decide the escalation path.

WHAT YOU NEED TO DO

1. Load the customer tier from Supabase.
2. Escalate high urgency for enterprise customers.
3. Ignore resolved or spam tickets.
4. Write the final route to the ticket record.

CHECK AT THE END

- ☐ Enterprise rules are tested

[] Resolved tickets are skipped

RESULT

Each ticket has a clear escalation route.

LINKS

Supabase Database Guide: <https://supabase.com/docs/guides/database>

4

Send a Slack alert

Notify the responsible team in Slack with a short summary and a link to the ticket.

WHAT YOU NEED TO DO

1. Create a Slack incoming webhook.
2. Format the alert with ticket id and urgency.
3. Mention the team channel for high urgency.
4. Include a direct link to the ticket.

CHECK AT THE END

- ☐ Webhook works in a test channel
- ☐ High urgency alerts mention the team

RESULT

The right team receives a Slack alert.

LINKS

Slack chat.postMessage: <https://api.slack.com/methods/chat.postMessage>

5

Review escalations weekly

Review false positives and missed escalations to improve the routing rules.

WHAT YOU NEED TO DO

1. List all high urgency tickets from the last week.
2. Compare AI labels with the final outcome.
3. Adjust the prompt or rules for clear misses.
4. Document the changes in Supabase.

CHECK AT THE END

- ☐ Weekly review is scheduled
- ☐ Rules are updated after each review

RESULT

Routing accuracy improves week over week.

LINKS

Supabase Documentation: <https://supabase.com/docs>

Recommended Tools & Resources

All tools in this workflow with their official website.

Zendesk Alternatives

<https://www.zendesk.com/>

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

Slack

<https://slack.com/>

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

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