# Google Cloud

Best practices for working with Premium Support

When to set the highest priority

If you have an issue that is affecting business critical services and needs immediate attention from Google, make sure you have chosen "**P1**" as the priority. Included in the case, there should be a detailed explanation of the business impact of the issue and why P1 was selected.

When a case is set as **P1**, an **expert** will be immediately alerted to **exclusively** work on the issue. You will receive a quick initial response to join a live troubleshooting call via Google Meet. **If your organization cannot use Google Meet, please include a link to your video conferencing software of choice for the expert to join**. After that, you will receive regular updates via the case.

To learn more about what P1 is go to "Setting the priority and escalating"

Click on the image to play the video
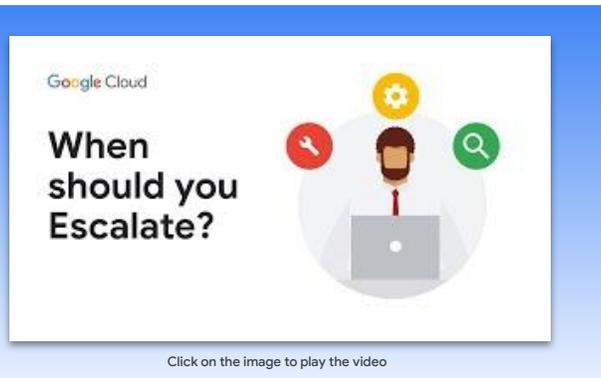
Escalating

When circumstances change, there might be a need to escalate an issue. Good reasons for escalation are:
- Increase in business impact.
- Breakdown of the resolution process. For example, if you haven't received an update in the agreed upon amount of time or the issue is "stuck" without progress after exchanging several messages.

What to expect from Support on P1 cases:

New P1

- A Support expert will engage with you via **Google Meet or any other link you have provided**. It is expected that you will be available to **join this call within 15-30 minutes**. Tell the Support expert if you will not join this call for any reason.

- The case will **"follow the sun"** by default. Meaning – Support experts will engage **24 hours a day until the case is mitigated** or deprioritized. If case resolution is best pursued in a specific region, that case can be locked to a certain time zone. Let us know your preference to this effect.

P1 Priority Increase

- You may increase an **existing P2 – P4 case** to a **P1** if the issue has started impacting your production environment, or is about to.

- When you increase an existing case to a **P1**, the support case may be reassigned to allow an available **Support expert** to provide immediate attention.

Non-production impact

- To ensure that appropriate resources are allocated where needed, Support may engage with you to reevaluate cases marked as P1 that are not impacting production or causing high business impact.

While we troubleshoot your case, we expect that you will remain engaged to answer questions until resolution to facilitate efficient communication. **If you become unresponsive for more than 3 hours**, we may reduce the priority of the case to a P2 until you re-engage.