**Issue Quick Start Guide**

**Think the 5 Ws + H (Who, What, When, Where, Why and How)**

1. What is the issue?
2. When did this issue start?
3. When did it stop (if applicable)?
4. Who does it affect?
5. Do we have any idea of scale/scope of impact (1 customer, 100 customers, 10,000 customers)?
6. Is it an internal issue or an outside vendor issue?
7. Is there a fix for this issue or is it ongoing?
   1. What are the specific steps to implement?
   2. If there isn’t a fix yet, what should we recommend to our customers?
8. Any other key or relevant details?
9. Can we direct our customers somewhere for additional information or help? If so, where?
10. What is the holding statement we can use right now, if needed?

**Draft Holding Statement Examples**

**Pre-approved holding statements when we don’t know what is going on:**

* Thank you for sharing this info. We are looking into the situation and will provide an update [WHERE] as more information becomes available.
* Thank you for reaching out. We are looking into the situation and will provide an update [WHERE] as more information becomes available.
* Our team is looking into [XYZ]. We will provide updates as they become available.
* Thank you for reaching out. Our team is looking into [XYZ]. We’ll be sharing info shortly.

**Pre-approved holding statements when we know what is going on:**

* We are aware of the situation. Our team is looking into it. We will provide updates [WHERE] as more information becomes available.
* Our [PRODUCT/WEBSITE/PHONE LINE/ETC.] is experiencing a service disruption affecting some of our customers in [LOCATION/VERTICAL]. Our engineers are working to restore service. We are dedicated to minimizing the impact to our customers and to providing you with updates on our progress as we work to resolve this issue.

**Interim Messages for Prolonged Outages:**

* We know how important these services are to our customers. We are working to restore.
* We know service disruptions are frustrating; we have heard you and are working to restore services.
* Appreciate your patience as our techs work to resolve the [type of] issue affecting [location].

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