



Issue Escalation

Customer Experience / Stores

2-18-2025



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Revision History

Effective Date of SOP: 2/18/2025	SOP Number: I.02
Functional Area Name: Customer Experience / Stores	Division Name: Stores
Last Review Date: 2/10/2025	Last Reviewer: Jaclyn McDuffey, Chief Product & Experience Officer
Next Review Date: 2/10/2026	Next Reviewer: Director of Customer Experience
Executive Approval Date: 2/18/2025	Approved By: Matthew Hunt, Director of Customer Experience

Overview

These standard operating procedures (SOPs) outline the process for escalating issues that arise in SOK stores, including suspected fraud, policy conflicts, and system errors.

Purpose

The purpose of this document is to standardize the escalation pathway for various types of issues Examiners may encounter and ensure all parties know where to look and who to contact for answers to their questions.

Policy Statement

These SOPs are most relevant for customer-facing Examiners in SOK stores. However, Store Leads, Regional Managers, and internal SOK employees should also be aware of the procedures in case they are contacted about an issue.

Compliance

Customers may bring questions and complaints involving a wide variety of regulations and statutes, so examiners and leadership should be prepared to search federal and state laws for specific guidance as needed. One key statute to understand is [47 O.S. § 2-112](#), which dictates SOK's authority to grant and refuse applications.

Systems

These procedures do not involve any digital systems or software.

Roles

List the roles and functions of anyone involved in the operations described within this document.

Role	Responsibilities
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Examiner	Notifies Customer Experience team of special cases, processes fraudulent transactions until payment to get proof of intent, notifies Store Lead and Regional Manager of attempted fraud, checks reference guide for policy details, asks Store Lead and Regional Manager policy questions as needed, restarts system then contacts SOK Help Desk for technical assistance, submits SOK OMES IT ticket if SOK Help Desk can't resolve
Store Lead	Notifies other SOK Store Leads of attempted fraud, stays informed about all issues
Regional Manager	Resolves or escalates complex policy questions and issues, stays informed about all issues
Customer Experience team	Addresses special cases and notifies SOK leadership, stays informed about all issues
SOK Help Desk	Notifies Customer Experience about repeated system error complaints and manages outage communications, resolves technical issues whenever possible
SOK OMES IT team	Processes IT tickets for system errors the SOK Help Desk couldn't resolve

Procedures

1. When a customer-facing SOK Examiner encounters an issue in a store, their first step is to determine whether it is a special case that requires escalation. If so, the Examiner immediately notifies the Customer Experience team (Chief Product and Experience Officer, Director of Customer Experience), and then the Customer Experience team notifies SOK leadership (CEO, COO) as appropriate.
 - a. Special cases that require escalation include:
 - i. VIPs: Legislators, Governor's Office staff, OKC Thunder players, University presidents, and others holding similar positions
 - ii. Media: Representatives from major news outlets, and anyone filming with the stated intention of posting on a public platform
 - iii. Threats: All situations in which the Examiner or someone else in the store is physically or verbally threatened
 - iv. Hot topics: All situations involving politically contentious topics, including but not limited to gender laws, tribal tags, and licenses for undocumented immigrants
2. The Examiner must determine which category their issue falls into: Potential fraud, policy conflict, or system error. The links below redirect to the appropriate sub-processes.
 - a. [Suspected fraud](#): This describes a situation where an Examiner believes a customer's documents are invalid.
 - b. [Policy conflict](#): This describes a situation where a policy question arises that an Examiner can't answer, or a customer asks for something that may not be legal or compliant with SOK policy.
 - c. [System error](#): This describes a situation where an Examiner encounters a technical issue that affects their ability to do their job.

Suspected Fraud

- I. If an Examiner believes the document(s) being presented to them are fraudulent, the Examiner calmly continues processing the transaction up until the point of payment. After obtaining the customer's information, fingerprints, and signature, the Examiner marks the transaction as attempted fraud, tells the customer that they will have to visit the Identity Verification Unit (IVU) to complete the transaction, and hands the customer a completed Confiscated Document Form.
 - a. The Examiner should NOT confiscate the fraudulent documents. Unlike DPS, Service Oklahoma does not have the authority to confiscate documents, so the Examiner should allow the customer to leave with their documents after processing the transaction, which is sufficient to prove intent in a court of law.
 - b. If the Examiner is unsure whether the documents are fraudulent, they should consult their Store Lead or supervisor if available by either sending a Teams message or stepping away momentarily.
- II. The Examiner notifies the Store Lead and Regional Manager of the attempted fraud via Teams.
- III. If the Store Lead and Regional Manager agree that the document(s) are fraudulent, the Store Lead sends a message in the Teams chat with all SOK Store Leads to notify the other locations in case the customer attempts to complete the transaction at another



store. The Store Lead should also notify the Partnerships Director to reach the Licensed Operators. If the Store Lead and Regional Manager believe the documents are valid, the Examiner continues with the transaction and apologizes to the customer as necessary.

Policy Conflict

- I. If an Examiner encounters a question or complaint related to federal regulations, Oklahoma state statutes, or SOK policies, the Examiner should first check the for the appropriate statutes or regulations to address the issue.
- II. If the question still stands, the Examiner asks the Store Lead. If the Store Lead can't resolve the issue, the Examiner asks the Regional Manager.
- III. The Regional Manager is typically able to resolve policy conflicts, but if they can't, it is their responsibility to escalate the issue to the relevant department leader. This could be the Help Desk, Regulatory, Legal, Product and Experience, or another department within SOK.

System Error

1. If an Examiner encounters a technical issue, the Examiner should first restart their entire computer (not just the program they're using).
2. If that does not fix the problem, the Examiner contacts the SOK Help Desk via phone, email, or Teams.
3. The SOK Help Desk's approach to resolving the issue depends on whether the issue is widespread or individual.
 - a. If the SOK Help Desk has been contacted about the same issue three or more times, the SOK Help Desk notifies the Customer Experience team. With approval from the Customer Experience team, the SOK Help Desk sends out a mass email notifying employees about the bug or outage. From there, the SOK Help Desk works with the SOK OMES IT team to fix the issue and manages communications, sending updates every half hour.
 - i. In addition to working with the Customer Experience team, the SOK Help Desk is responsible for communicating the issue with the Chief Executive Officer, Chief Strategy & Operations Officer, General Counsel, Partnerships Director, Director of Communications, Director of Administrative Services, Chief Technology Officer, Chief Finance Officer, Director of HR, Director of Internal Audit, and Director of Business Technology & Vendor Relations.
 - b. If the issue only affects the individual reaching out about it, the SOK Help Desk attempts to resolve the issue directly. If for any reason that is not possible, the SOK Help Desk asks the Examiner to file an IT ticket with the SOK OMES IT team. For a step-by-step guide to that process, see "M.02 - Filing an IT Ticket" SOP.



References

Compliance

1. [Oklahoma Statutes §47-2-112 \(2023\)](#)

SOK Documentation

1. 602 - Confiscated Document Form_Issuance

Appendix A: Process Map

