

Incident — 2026-04-21 alai.no Contact Form Failure

2026-04-21 — alai.no Contact Form Silent Failure

Incident Classification

Severity: HIGH — Silent data loss (potential lead loss)

Duration: 2026-04-19 19:00 → 2026-04-21 11:30 (40.5 hours)

Detection: Manual inspection via Himalaya IMAP client

Status: RESOLVED (form handler redeployed to CF Pages Functions)

Timeline

- **2026-04-19 19:00** — alai.no migrated from Vercel to Cloudflare Pages (MC #8576)
- **2026-04-19 19:00 → 2026-04-21 11:30** — Contact form submissions received HTTP 200 OK but no emails delivered
- **2026-04-21 11:30** — CEO (Alem) noticed no inquiry emails received in days, requested investigation
- **2026-04-21 11:35** — John inspected `info@alai.no` IMAP (via `himalaya search --folder INBOX from:noreply`) — zero messages from contact form
- **2026-04-21 11:45** — Root cause identified: CF Tunnel routing hijack + documenso-webhook false-positive response
- **2026-04-21 12:15** — CodeCraft dispatched to deploy dedicated contact handler as CF Pages Function (MC #8587)
- **2026-04-21 14:00** — Fix deployed and verified (E2E browser test + inbox check)

Impact Assessment

- **Lost inquiries:** Unknown (no form submission logging). Estimated 0-5 potential leads during 40-hour window.
- **User experience:** Users received "success" feedback but no confirmation email. No error notification.
- **Business risk:** Medium — alai.no is not yet primary sales channel; minimal active marketing campaigns during incident window.

Root Cause Analysis

Technical Chain of Failure

1. alai.no contact form POSTs to `https://api.basicconsulting.no/contact` (hardcoded Vercel pattern from pre-migration code)
2. Cloudflare Tunnel ingress rule matches `api.basicconsulting.no/*` → routes ALL POST requests to `localhost:3001`
3. `documenso-webhook.js` listens on port 3001, designed for Documenso signature events
4. Webhook handler has catch-all route: `app.post('*', (req, res) => res.json({ok: true}))`
5. Contact form receives HTTP 200 + `{ok: true}` → assumes success, displays "Message sent"
6. No email handler ever invoked → no SMTP call → no delivery

Root Cause Categories

- **Architectural:** Assumed serverless runtime (Vercel Functions) but deployed to static hosting (CF Pages) without serverless equivalent
- **Migration process:** No pre-deployment checklist for "dynamic endpoints" (forms, APIs, webhooks)
- **Testing gap:** No E2E validation of email delivery — only HTTP response validated (curl 200 != email delivered)
- **Monitoring gap:** No alerting on zero-message rate for `info@alai.no` INBOX (expected rate: ~1-3/week)

Detection Method

Manual IMAP inspection using Himalaya CLI:

```
himalaya search --account info@alai.no --folder INBOX "from:noreply" "since:2026-04-19"  
# Result: No messages found
```

Lesson: HTTP 200 is NOT proof of delivery. Always verify end-to-end (inbox check, log inspection, user confirmation email).

Fix Summary

1. CodeCraft deployed `/functions/contact.js` as CF Pages Function
2. Handler uses Resend API (`RESEND_API_KEY` in Bitwarden → CF Pages env vars)
3. Form target updated to `https://alai.no/api/contact` (CF Pages Functions route: `/functions/` → `/api/`)
4. Proveo validated: submit test form → received at `info@alai.no` within 5 seconds

MC Task: [#8587](#)

Lessons Learned

What Went Well

- CEO noticed absence of expected emails (operational intuition)
- Himalaya CLI provided rapid IMAP audit without browser login
- Root cause identified within 15 minutes of investigation start

What Went Wrong

- Migration checklist did NOT include "verify all POST endpoints have backend handlers"
- No E2E test protocol for forms (HTTP 200 assumed sufficient)
- No monitoring/alerting on email delivery rates (silent failure undetected for 40 hours)
- Cloudflare Tunnel routing too broad (`/*` catch-all dangerous for multi-service proxy)

Prevention Actions

Action	Owner	MC Task	Status
Update site migration checklist: "Verify form handlers migrated"	Skillforge	#8587	DONE (this doc)
Create Forms E2E Testing Protocol (HTTP + inbox check required)	Skillforge	#8587	DONE (BookStack QA section)

Action	Owner	MC Task	Status
Add Grafana alert: <code>info@alai.no</code> message rate < 1/week → notify #ops	FlowForge	#8588	OPEN
Audit all CF Tunnel ingress rules for overly-broad <code>/*</code> patterns	Securion	#8589	OPEN
Migrate snowit.ba contact form (same silent failure risk)	CodeCraft	#8591	OPEN
Add form submission logging to all contact handlers (track volume even if email fails)	CodeCraft	#8592	OPEN

Related Incidents

- **snowit.ba contact form:** Same root cause (Vercel pattern, no CF Pages handler). Bouncing to `info@snowit.ba` (LumisCare side, not ALAI). MC #8591 tracks.
- **getdrop.no waitlist:** Already migrated correctly (CF Pages Function + D1 storage). No issue.

References

- [Email Pipeline Runbook](#)
- [Forms E2E Testing Protocol](#) (new)
- [Static Hosting Migration — Progress Log](#)
- Himalaya setup: `~/config/himalaya/config.toml` (`info@alai.no` IMAP credentials in Bitwarden)

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