Minimal operations playbook for shipping products without chaos.

Order flow

- Order received -> payment confirmed -> fulfillment request -> ship -> customer notified -> support window.
- Keep a single tracker for exceptions (returns, exchanges, damaged items).

Returns policy principles

- Be explicit: window, condition requirements, and what is non-returnable.
- Make it easy to understand; avoid hidden rules.

Support SLA

- Set a response target (e.g., within 1-2 business days) and measure it.
- Use macros, but personalize the first line.

Quality loop

- Every return/damage is a datapoint: log reason, root cause, and fix.
- Review the top 3 causes monthly; adjust product pages or suppliers.