

What is Buyers Positive Response?

In the world of e-commerce, ensuring that orders are successfully delivered to customers is crucial. However, there can be various reasons why an order might not get delivered. Understanding and managing these reasons can significantly improve your delivery success rate. One key factor in this process is obtaining a **Buyer's Positive Response (BPR)**. This article explains what a BPR is, its importance, and how to manage undelivered orders effectively.

What are the reasons for Unsuccessful Delivery?

There could be multiple reasons why your order might not get delivered, including:

- Customer is not contactable.
- Delivery address is not reachable or closed.
- Customer refused delivery.
- COD amount was not ready at the time of delivery.
- Customer requested future delivery.
- Customer was not available.

When an order is undelivered due to any of the above reasons, a **Non-Delivery Report (NDR)** is shared with the customer mentioning the reason for unsuccessful delivery.

❗ You can refer to the following article to learn more about NDR. [What is a Non-Delivery Report?](#)

Understanding Buyer's Positive Response

The NDR is an automated message sent to the customer through **WhatsApp**, **SMS**, or **Email**, as well as an **IVR** call. It includes a form, that helps the customer **verify** the remarks and **capture** any additional details in **real time** that they might want to update to make the delivery successful.

The form looks something like this:

Order Details

Order ID	Order379
Order Placed On	02nd Jun 2018
Buyer's Name	Martin Jay
Phone Number	+91-8800137900
Address	XYZ lane, B Block, Delhi, Delhi - 110065, India

Our courier partner informed us that you refused delivery when the attempt was made. In case of any discrepancy please select the option to request a reattempt.

Click 'Yes' to get the package delivered & 'No' to Cancel the order.

☐ YES ☒ NO

Reason.

☐ Order placed by mistake ☐ Available for lower price ☐ I changed my mind ☐ No Longer needed

Submit

Facing Other Issues? [Click here](#)

When the customer shares a positive response or registers their reattempt request in response to the NDR, it is termed as a **Buyer's Positive Response (BPR)**.

💡 For example, when an NDR is raised with the remarks, *Consignee Uncontactable*, the customer can be guided to update an **alternate contact number** directly through the NDR and register their reattempt request. This will be directly forwarded to the courier companies with the updated details, increasing the chances of connectivity between the delivery agent and the customer.

Why is Buyer's Positive Response Important?

A BPR is important for the following reasons:


- 1. Proof of Genuine Interest:** A BPR confirms that the customer genuinely wants the order. This specifically helps with COD orders.
- 2. Higher Delivery Chances:** Courier partners prioritize orders with a BPR for re-attempts, increasing the likelihood of successful delivery.
- 3. Courier Accountability:** If an order with a BPR is returned to origin (RTO) with a reason like 'Consignee refused to accept the order,' you may be eligible for a refund of the shipping credits since the courier is held responsible.

4. **Efficient Communication:** It leads to efficient communication as the customer takes action themselves, eliminating the need for you to act as a middleman between the customer and the Printrove Support team.
5. **Improved Delivery Rate:** Increased BPR leads to a higher delivery percentage.

How to encourage Buyer's Positive Response?

To increase BPR you can look into the following suggestions:

- Include BPR instructions in your **email communications**.
- Add BPR guidelines to your **shipping policies** and **website**.
- Make BPR part of the **SOP** for any shipping escalation your support team handles.
- **Send reminders** and follow-ups to customers about the importance of responding to the IVR call and SMS.

 Please note that if the customer is unable to take action through the NDR, you can register a reattempt on their behalf as a *seller* by sharing *proof of communication*. You can refer to the following article to know more. [What action should I take if an order is Undelivered?](#)

Other Best Practices

- **Prompt Response:** Encourage customers to provide a positive response after the first undelivered attempt. A BPR after the third attempt may not be honoured by the courier company since an order will be attempted thrice, at the max.
- **Complete Address:** Ensure you provide a correct and complete address with a landmark. Recommended format: Flat/ Plot no, Building, Road/Street, Landmark, Area, Pin code.
- **Avoiding Fake Orders:** Identify fake orders by checking contact details. Stay alert to frauds and verify COD orders before confirmation.
- **OTP Sharing:** Advise customers not to share the OTP before receiving the order with any delivery executive. In cases of OTP-Verified cancellations, request your customers to only share cancellation OTPs when they genuinely want to cancel the order.

A Buyer's Positive Response is essential for ensuring successful deliveries and holding courier partners accountable. By encouraging and facilitating BPR, you can improve your delivery rates and **enhance customer satisfaction**.

Suggested Article: [What action should I take if an order is Undelivered?](#)