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## What is a Non Delivery Report?

NDR or Non-Delivery Report is raised when an order is marked as **undelivered** by the courier partners due to the following reasons.

- Customer not contactable
- Incomplete address
- COD amount not ready
- Future delivery requested by the customer
- Self-pickup requested by the customer
- Customer refused delivery
- Door/premises/office closed

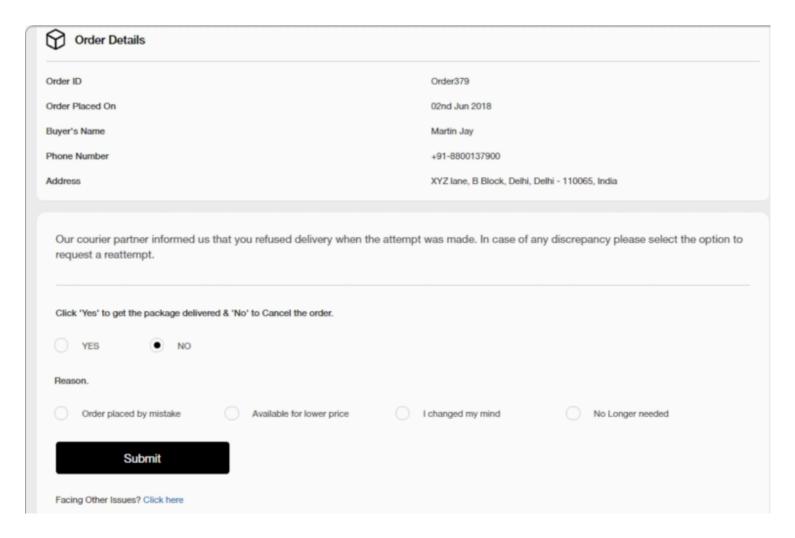
It acts as a **communication** between the seller, the courier partner, and the customer, notifying you of the **reason** for the unsuccessful delivery, allowing you and the customer to take an action accordingly.

Why should you take action on NDR?

Taking an action on NDR **increases the probability** of your order being delivered to the customer's doorstep.

## How can the customer take action on the NDR?

The customer can request a re-attempt by **submitting** the NDR form shared with them over **Email** or **SMS**.



An NDR is also shared over **WhatsApp** through which they can **update** an alternate number, address or reschedule delivery on a particular date.

① Our logistics partner also initiates an IVR call to validate the NDR remark and register a re-attempt or cancellation request.

The re-attempt request submitted by the customer is also referred to as <u>Buyer's Positive Response.</u>

To understand what action you can take on undelivered orders, as a seller, please refer to the suggested article.

Suggested Article: What action should I take if an order is Undelivered?