

What action should I take if an order is Undelivered?

What is NDR?

NDR or Non-Delivery Report is raised when an order is marked as **undelivered** by the courier partners due to [various reasons](#). It acts as a **communication** between the seller, the courier partner, and the customer, notifying you of the **reason** for the unsuccessful delivery of your order and allowing you to take action accordingly.

When an order goes undelivered, you or your customer can request a **re-attempt** of delivery or **return** the order back to Printrove's facility in case your customer does not want the product.

Until now, the flow of taking an action on the NDRs was as follows:

- Order is Undelivered and an NDR is raised
- You reach out to the customer and forward the reattempt/return request to Printrove
- Printrove passes the request to the courier partners
- Reattempt or Return Action is taken for the order

With the addition of the NDR feature, we move out of the picture and improve communication efficiency by letting you submit re-attempt or return requests **directly** from your Merchant Panel to the courier partners.

With this feature in place, the flow of taking an action on the NDRs would be as follows:

- An Order is Undelivered and an NDR is raised
- You reach out to the customer and forward the reattempt or return request directly on the Panel to the courier partners
- Reattempt or Return Action is taken for the order

How to take action on NDR?

Read below to understand how you can put the NDR feature to use in **3 simple steps**

Step 1: Log in to your [Merchant Panel](#)

Step 2: Head over to Manage Orders> NDR Page.

The screenshot shows the Printrove Merchant Panel interface. On the left, a dark sidebar contains navigation options: Dashboard, Design Library, New Order, **Manage Orders** (highlighted with a red box), Product Library, Stock Availability, Mockup Generator, Store, Billing, and Settings. Below these is a 'Current plan' section showing 'BUSINESS'. The main content area is titled 'ORDERS' and features tabs for UNCONFIRMED, RETURNS, REVERSE, and **NDR** (highlighted with a red arrow and a red box). Above the table are filters for Tracking Number and Status (set to 'Action Pending'), along with a 'Reset' button. The table lists four undelivered orders with columns: ORDER ID, TRACKING, STATUS, and ACTION. The 'ACTION' column is highlighted with a red box and contains icons for re-attempt (two arrows) and mark as delivered (checkmark). The first three orders have a re-attempt icon, while the fourth has a warning icon (exclamation mark) and a checkmark. The bottom of the page shows 'Rows per page: 10' and '1-4 of 4'.

ORDER ID	TRACKING	STATUS	ACTION
174100	89516514684	Action Pending	» ✓
174098	89516804856	Action Pending	» ✓
174097	78739295331	Action Pending	! ✓
174094	76504394433	Action Pending	» ✓

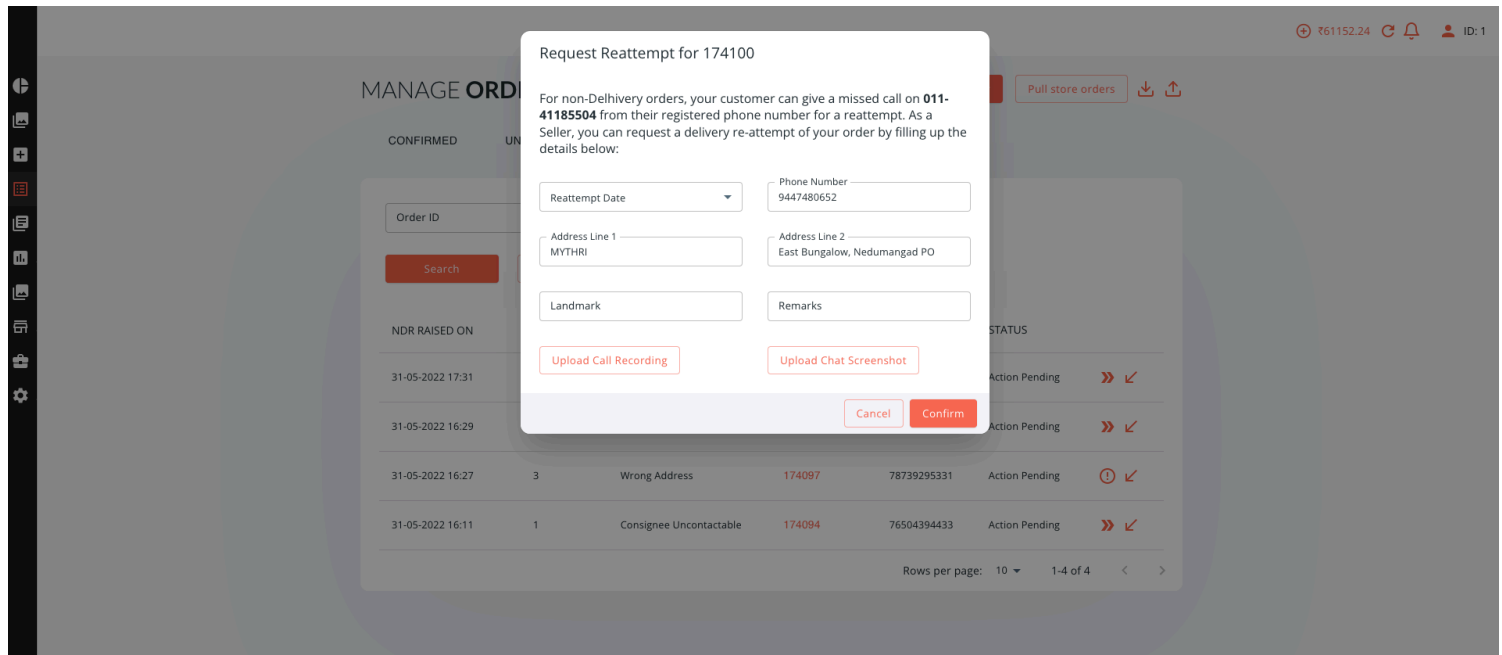
Here, you will be able to see all undelivered orders and the **action icons** beside them.

Step 3: Click on the icons and fill in the necessary details to take specific actions.

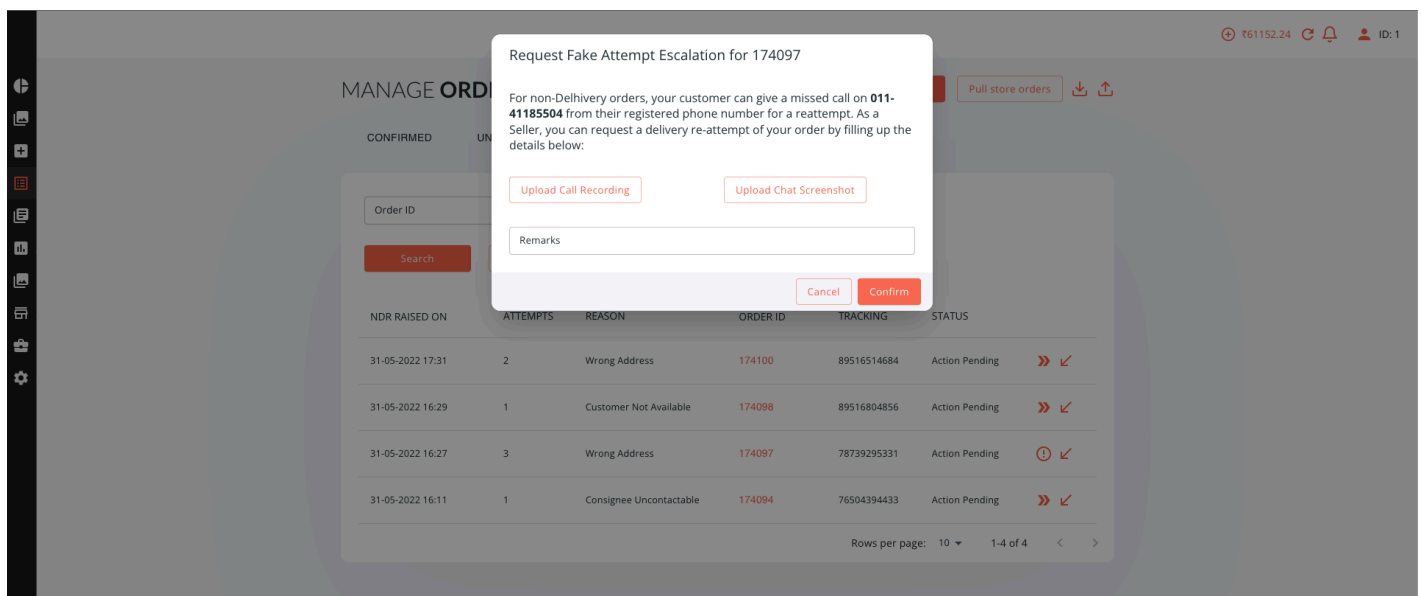
Types of NDR Actions and When to Use them:

You can take the following actions from your Merchant Panel for an undelivered order:

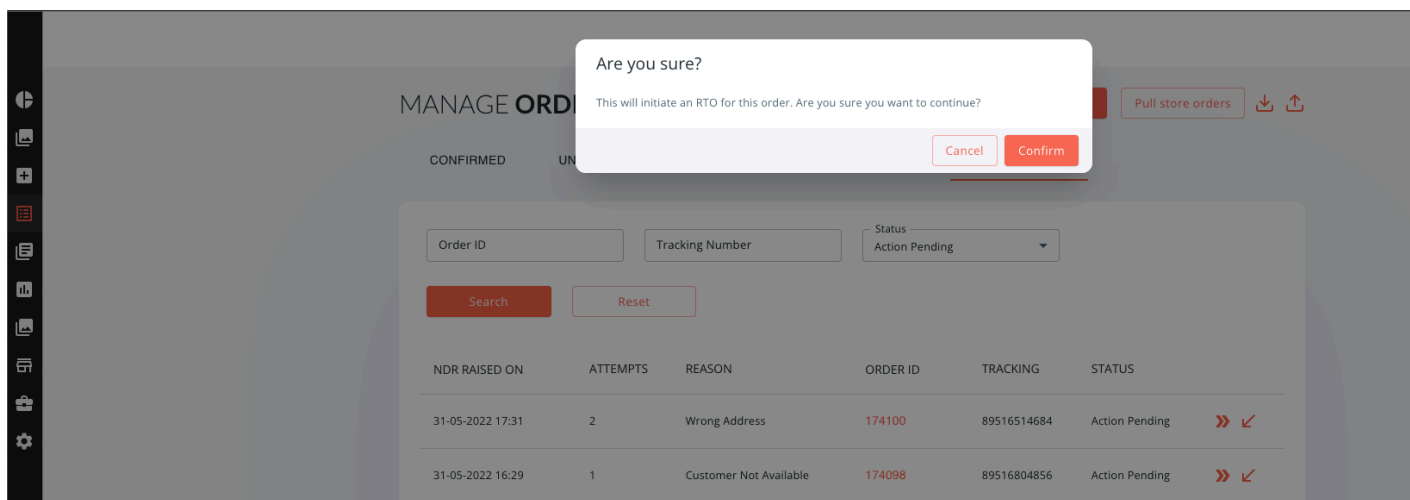
- **Re-attempt** - It allows you to **request a re-attempt** at delivery of an undelivered order by **updating** the necessary information.



- **Fake Attempt** - When a customer claims that the NDR remarks are **incorrect**, use the Fake remarks Button to **escalate** the delivery.



- **Return** - When the customer has specifically **rejected** the order and will not accept the delivery, you can use the Return feature on the NDR Page. Once you request RTO, your order will be **returned back to Printrove**.



📄 In case of Reattempt requests and Fake Attempt escalations, eligible proof of communication is **mandatory**.

Proof of communication can be in the form as follows:

1. WhatsApp Chat Screenshot
2. E-mail screenshot
3. Voice recording in MP4 format

📄 Return action once taken for an order **cannot be revoked**.

Different Statuses of the NDR Process:

Action Pending- When an order is marked as undelivered, the NDR raised for it falls under the status of Action Pending by default. All NDRs under this status **require action**.

Request Processing- Once you submit a re-attempt or fake attempt escalation, the status of the NDR will be updated to Request Processing.

Request Forwarded/Closed- This is the end stage of the NDR and means that the required action has been taken.

📄 An NDR under the status, Request Closed, denotes that an action has been taken by the **buyer** or the **courier partners**.

ⓘ Currently, this feature is only available for *Non-Delhivery Air* orders.

Solution for Errors Encountered while Processing NDRs

Errors that arise during the processing of NDRs can prevent these reports from being successfully forwarded to the courier company. The following are solutions to address some of those common errors ensuring a seamless process.

- **Upload Call Recordings in MP3 Format:** Ensure all voice recordings are in MP3 format; other formats are not accepted.
- **Select the Next Working Day for Reattempt:** Reattempts cannot be scheduled for later dates or on Sundays. Always choose the next working day.
- **Do Not Include Pin Codes in Your Address Details:** Ensure that pin codes are excluded from the address details when submitting NDR actions.
- **NDR Action on 3rd Attempts and OTP Verified Cancellations Are Not Accepted:** Actions taken on the third delivery attempt or orders cancelled via OTP verification will not be processed.

By following these guidelines, you can efficiently manage undelivered orders and ensure a smooth process in handling NDRs.