

# Company Support Policy and Knowledge Base

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For Internal Use Only

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## 1. Shipping & Delivery Policies

### 1.1 Standard Delivery Times

- **Domestic Orders (within the same country):**
  - Standard shipping: 3–5 business days.
  - Expedited shipping: 1–2 business days.
- **International Orders:**
  - Standard shipping: 7–14 business days.
  - Expedited shipping: 3–5 business days.

### 1.2 Delayed Shipments

- If a package is **delayed more than 5 business days beyond expected delivery date**, offer a **10% discount coupon**.
- If a package is **delayed more than 10 business days**, escalate to human support and initiate investigation with the carrier.

### 1.3 Tracking Issues

- If tracking link shows *“not found”* for **more than 48 hours after shipping confirmation**, open a carrier inquiry.
- If tracking remains unchanged (“label created” or “in transit”) for **7+ days**, customer is eligible for a **10% coupon code**.

- If tracking indicates “*delivered*” but customer claims non-receipt:
  - Verify delivery address matches order address.
  - If verified and package not received → escalate to human support for replacement or refund.

## 1.4 Expedited Shipping Failures

- If a customer paid for expedited shipping but did not receive the package in the promised window:
    - Refund the expedited shipping fee.
    - Provide a 10% coupon for inconvenience.
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## 2. Order Issues

### 2.1 Wrong Item Shipped

- Apologize for the mistake.
- Provide a prepaid return shipping label.
- Customer chooses:
  - **Replacement:** Send correct product at no extra charge.
  - **Refund:** Issue full refund upon confirmation of return.

### 2.2 Missing Items in Package

- If order contained multiple items and one is missing:
  - Verify packing slip.
  - If confirmed missing → ship the missing item at no cost.

- Offer a 5% goodwill coupon for inconvenience.

## 2.3 Duplicate Items Delivered

- Customer may:
  - Keep the duplicate at no charge if item value < \$20.
  - Return duplicate using prepaid label if item value ≥ \$20.

## 2.4 Escalation Rules for Order Issues

- If customer expresses anger (keywords: “unacceptable”, “never again”, “fraud”):
    - Escalate to human support immediately.
  - If issue occurs more than once for the same customer within 30 days:
    - Escalate for special handling.
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# 3. Damaged or Defective Products

## 3.1 Defining Damage

- **Cosmetic damage:** Scratches, dents, packaging crushed but product functional.
- **Functional damage:** Product broken, does not operate, or unusable.

## 3.2 Verification Requirements

- Customers should provide photos of the damaged item.
- If photos unavailable: proceed with standard replacement but flag case for review.

## 3.3 Resolution Matrix

Condition	Resolution	Extra Action
Cosmetic, minor	10% coupon	Customer keeps item
Cosmetic, severe	Replacement shipped free	
Functional damage	Full refund or free replacement	Return required
Repeated damage (same cust)	Escalate to Quality Control	Human review

### 3.4 Angry Customers

- If customer tone is **angry or threatening**:
  - Prioritize immediate resolution.
  - Offer full refund or replacement without requiring additional steps.
  - Apologize sincerely in customer communication.

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## 4. Refunds, Returns, and Coupons

### 4.1 Refund Policy

- Refunds issued to original payment method.
- Refund processing time: 5–7 business days.
- Full refund granted if product defective, wrong item sent, or lost shipment confirmed.

### 4.2 Partial Refunds and Coupons

- Late delivery (5+ days): 10% coupon.

- Tracking not updating (7+ days): 10% coupon.
- Cosmetic damage: 10% coupon.
- Wrong item: Replacement or full refund.

### 4.3 Return Shipping

- Company pays return shipping if:
  - Wrong item sent.
  - Item damaged or defective.
- Customer pays return shipping if:
  - They no longer want the product (“change of mind”).

### 4.4 Coupon Management

- Coupons expire in 6 months unless specified.
  - Coupons cannot be combined with other promotional offers.
  - VIP customers may be issued “goodwill coupons” up to 20%.
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## 5. Customer Communication Guidelines

### 5.1 Tone

- Always **empathetic, respectful, and concise**.
- Acknowledge customer frustration first.
- Never imply fault lies with the customer.

### 5.2 Do's and Don'ts

**Do:**

- Use customer's name.
- Thank them for patience.
- Provide clear resolution timeline.

**Don't:**

- Use defensive language ("not our fault", "we cannot").
- Leave response vague.

## 5.3 Templates

### Late Delivery Response

Hi {Customer Name},  
I've checked your order {Order ID}, and it looks like the package was delayed in transit. I sincerely apologize for the inconvenience. To make up for this, we're offering you a 10% coupon code {CODE}. Thank you for your patience and understanding.

### Wrong Item Response

Hi {Customer Name},  
I'm sorry to hear you received the wrong item. We'll send the correct item immediately and provide a prepaid label so you can return the incorrect one at no cost. Thank you for bringing this to our attention.

### Damaged Item Response

Hi {Customer Name},  
I've reviewed your order {Order ID}. Since your product arrived damaged, we'll send you a replacement right away. You don't need to return the broken item. Thank you for giving us the chance to make this right.

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## 6. Escalation Rules

### 6.1 When AI Should Escalate to Human

- Order value > \$500.
- Legal threats (keywords: “lawsuit”, “better business bureau”).
- Customer highly dissatisfied despite resolution offer.
- Multiple complaints from same customer in 30 days.

## **6.2 Human Agent Intervention**

- Human agent may override policies for goodwill.
  - Supervisor approval required for refunds above \$500.
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# **7. Special Cases**

## **7.1 Holiday Season Delays**

- Communicate proactively about expected shipping delays.
- Offer goodwill coupons (5–15%) if delivery exceeds 10 business days.

## **7.2 VIP / Loyalty Customers**

- Customers with loyalty tier or >5 orders in past year:
  - Provide immediate resolution without requiring returns.
  - Offer goodwill coupon up to 20%.

## **7.3 Fraud Prevention**

- Red flags: multiple claims of non-receipt, repeated return requests.
- AI should flag but not auto-resolve these → escalate to fraud team.