

Category	Volume (tickets)	Volume (%)	Sentiment	Notes	Required Workflow	Example Summaries
Shipping Delay – Neutral Status Check	4700	37%	Neutral / Mildly Anxious	Public, includes order #. Easy to automate with tracking macro + reassurance.	<b>Showing Delay, Neutral Status Check</b>  WSMD Workflow  1. Check the customer's orders.  1. If no order found, ask for the order ID and check again.  2. Give the current status update.  1. If unfulfilled, say it has not shipped yet. 2. If fulfilled and in transit, say it is on the way. 3. If delivered, say it is marked delivered.  3. If it is still in transit, set the wait promise based on contact day.  1. Customer contacts Mon to Wed: ask them to wait until Friday. If not delivered by then, offer a free resend. 4. Customer contacts Thu to Sun: ask them to wait until early next week. If not delivered by then, offer a free resend.  4. If customer asks for tracking, share the tracking link.  5. If they reply after the promised date and it is still not delivered, escalate the ticket to let the human agent can process resend.	"Order #43189 shows 'In transit' for 10 days. Any update?" "Hi, just curious when my BuzzPatch will arrive in Toronto." "Can you confirm the estimated delivery date?" Thanks!"
Wrong / Missing Item in Parcel	900	7%	Negative – Frustrated	Needs apology, photo request, and re-shipment. Offer freebie for high LTV.	<b>Wrong or Missing Item in Parcel Process</b>  1. Check the customer's order, items purchased, and what was fulfilled.  2. Ask what happened so you can pick the right fix.  1. Missing item 2. Wrong item received  3. Request photos to confirm and speed things up.  1. To get this started fast, could you send a photo of the items you received? 2. If there is a packing slip, ask for a photo of that too. 3. If possible, ask for a photo of the outside shipping label on the box.  4. Offer the fastest resolution first.  1. Offer a free reship of the missing item or the correct item. 2. If they asked for a refund, explain you can resend it immediately, and it's usually faster than a refund.  5. If they do not want a reship, offer store credit first.  1. Offer store credit for the item value, plus a small bonus if your policy allows, for example 10%. 2. If they accept, issue the store credit and tag: "Wrong or Missing, Store Credit Issued".  6. If they decline store credit, refund in cash.  1. Refund to the original payment method. 2. Tag: "Wrong or Missing, Cash Refund Issued".  7. Close the loop.  1. If reship, escalate the ticket to support, so the support members can resend the order. 2. If they accept, confirm the credit amount and that it is available immediately at checkout. 3. If cash refund, confirm the amount and the expected processing time.	"Got Zen stickers instead of Focus—kids need them for school, help!" "My package arrived with only 2 of the 3 packs I paid for." "Received the pet collar but the tick stickers are missing."
Product Issue – "No Effect"	700	6%	Disappointed	Empathy + usage advice. Refund or upgrade option.	<b>Product Issue Process: No Effect</b>  1. Check the customer's order, product, and status.  2. Ask why it felt like "no effect" so you don't apply the wrong fix.  1. Ask the goal: falling asleep, staying asleep, stress, or something else. 2. Ask usage: how many, what time, and for how many nights.  3. Route based on what you learn.  1. If usage is off (too late, inconsistent, too short duration), share the correct usage and ask them to try for 3 nights. 2. If the product is a mismatch for their goal, offer a better fit product switch.  4. If the customer is still disappointed offer guidance:  1. Offer store credit with a 10% bonus instead of cash refund. 2. If they accept, issue credit and tag: "No Effect – Refunded". 3. If they decline, refund in cash to the original payment method and tag: "No Effect – Cash Refund".	"Kids still getting bitten even with 2 stickers on." "Focus patches aren't helping my son concentrate." "Ich relief patch did nothing for the sting."
Refund Request – Standard	1100	9%	Negative but Polite	Linked to shipping/product issues. Refund flow.	<b>Refund Request Standard Process</b>  1. Check the customer's order details and status. 2. Ask for the reason for the refund request.  1. If the reason is <b>product didn't meet expectations</b> :  1. Ask one quick follow up to identify the cause: falling asleep, staying asleep, comfort, taste, or no effect etc. 2. Share the correct usage tip based on the cause. 3. Offer a better fit swap option. 4. If the customer still wants a refund, offer store credit with a 10% bonus instead of cash refund. 5. If accepted, issue store credit and log the outcome with a tag.  2. If the reason is <b>shipping delay</b> :  1. If the customer contacts you on Monday or Tuesday, ask if they are okay waiting until Friday. If it is not delivered by then, offer a free replacement. 2. If the customer contacts you on Wednesday through Friday, ask if they are okay waiting until early next week. If it is not delivered by then, offer a free replacement. 3. If the customer refuses to wait, offer a free replacement immediately, then escalate the ticket so we can review. Tell customers this: "Hey, I'm looping Monica, who is our Head of CS, she'll take it from there."  3. If the reason is <b>damaged or wrong item</b> :  1. Offer a free replacement or store credit. 2. If the customer chooses replacement, escalate the ticket so we can review. 3. If the customer chooses store credit, issue credit with a small bonus if allowed.  4. If the reason is <b>changed mind</b> :  1. If unfulfilled, cancel the order and log the action by adding tags. 2. If fulfilled, offer store credit with a small bonus before processing a cash refund.	"Please refund order #51234; product arrived too late." "Want my money back—stickers don't repel mosquitoes as promised." "Returning unused packs for a full refund, thanks."
Order Modification	400	3%	Neutral	Time-sensitive. Can be automated if <2 h.	<b>Order Cancellation Process</b>  1. Check the customer's orders. 2. Ask for the reason for the cancellation.  1. If the reason is a shipping delay:  1. If the customer contacts you on Monday or Tuesday, ask if they are okay waiting until Friday. If it is not delivered by then, you can cancel it. 2. If the customer contacts you on Wednesday through Friday, ask if they are okay waiting until early next week. 3. If the reason is that the order was placed accidentally, cancel the order and add a tag to log the action.  <b>Order Update Shipping Address</b>  1. If a customer wants to update their shipping address:  1. Check whether they placed the order on the same date, and make sure the order status is unfulfilled. 2. If true, update the shipping address and tag the order with "customer verified address". 2. If you find any error, escalate the ticket to Monica, saying: "To make sure you get the right response, I'm looping in Monica, who is our Head of CS. She'll take the conversation from there."	"Accidentally ordered twice—please cancel one." "Realised I used wrong address—cancel so I can reorder." "Need to cancel order #57890 before it ships, thanks."
Positive Feedback	700	6%	Positive / Enthusiastic	Tag for marketing. Auto-reply with referral code.	<b>Positive Feedback Process</b>  1. "Awwww 🥰 ([first_name]). That is so amazing! 🙌 Thank you for that epic feedback! It's okay with you, would you mind if I send you a feedback request so you can share your thoughts on NATPAT and our response overall? It's totally fine if you don't have the time, but I thought I'd ask before sending a feedback request email 🙏 Cuz"  If they say YES and are happy to leave feedback, send the response below:  2. "Awwww, thank you! 🥰 Here's the link to the review page: (https://trustpilot.com/evaluate/naturalpatch.com)(https://trustpilot.com/evaluate/naturalpatch.com) Thanks so much!! 🙌 Cuz x!"	"BuzzPatch saved our camping trip—no bites at all!" "The kids LOVE choosing their emoji stickers each night." "Focus patches actually helped my son finish homework."
Subscription / Billing Issues	250	2%	Negative – Urgent	Fix fast. Often double-charge or skip bill.	<b>Subscription Process</b>  1. Check the subscription status on the Subscription Platform. 2. Ask for the reason.  1. If the reason is "too many on hand right now":  1. Offer to skip the next order instead. If they confirm, skip the next order for 1 month. 2. If they don't confirm, offer a 20% discount on their next two orders. 3. If they still want to cancel, cancel the subscription. 2. If the reason is "didn't like the product quality":  1. Offer to swap to a different product. If they confirm, process the swap. 2. If they don't confirm, cancel the subscription.	"I cancelled but still got charged—refund please." "Need to pause my monthly BuzzPatch delivery for August." "Credit card changed—how do I update details?"
Discount / Promo Code Problems	350	3%	Neutral → Mildly Frustrated	Quick win via code re-issue.	<b>Discount Code Problems</b>  1. If a client wants to reclaim the code or is experiencing that the code is not valid, create a one-time discount code for that specific client. You can create a one-time 10% discount code with a 48-hour lifespan.  2. After you create the code, send it to the customer and let them know it is valid for 48 hours.  3. Only create one discount code for the customer.	"WELCOME10 code says invalid at checkout." "Forgot to apply discount—can you refund the difference?" "App won't accept my loyalty points."