

Sweet Support: Incident Handling Guide for Candy Champions

Page 1: Standard Operating Procedures (SOPs)

Our Mission

To deliver a joyful and sweet experience to every customer, even when things go wrong. Our goal is to resolve issues with empathy, speed, and accuracy, turning a negative experience into a positive one.

Guiding Principles

- **Stay Sweet:** Always be friendly, patient, and understanding. A little sweetness goes a long way.
- **Act Fast:** Acknowledge and address customer issues as quickly as possible. Time is of the essence, especially with melted chocolate!
- **Be Right:** Provide accurate information and effective solutions. Ensure the customer feels heard and their problem is fully resolved.

Incident Triage & Prioritization

All incoming cases should be categorized to ensure the most critical issues are handled first.

- **Priority 1: Urgent (Handle Immediately)**
 - **Food Safety Concerns:** Any report of allergic reactions, illness, or foreign objects in the product.
 - **Major Order Errors:** Large event orders with incorrect items or delivery addresses.
 - **Website/System Outages:** Customers unable to place orders or access their accounts.
- **Priority 2: High (Handle within 4 hours)**
 - **Damaged or Melted Products:** Reports of products arriving in poor condition.
 - **Significantly Delayed Shipments:** Orders that have missed their estimated delivery window by more than 3 business days.
 - **Wrong Items Received:** Customers receiving products they did not order.
- **Priority 3: Normal (Handle within 24 hours)**
 - **Minor Order Errors:** A single missing item from a larger order.
 - **Billing Inquiries:** Questions about charges or discount codes.
 - **General Inquiries:** Questions about product ingredients (non-allergy), flavor suggestions, or general company feedback.

Step-by-Step Incident Handling Process

1. **Acknowledge & Empathize:** Start every interaction by thanking the customer for reaching out and acknowledging their frustration or disappointment.
 - *Example: "Thank you so much for letting us know about this. I'm so sorry to hear that your candy arrived melted; I can definitely understand how disappointing that would be."*
2. **Gather Key Information:** Politely collect the necessary details to investigate the issue.
 - **Required:** Customer Name, Order Number, and a clear description of the problem.
 - **If Applicable:** Ask for photos of damaged products (for our quality control team), batch numbers, and "best by" dates.
3. **Consult Your Resources:** Use the tools available to understand the situation fully.
 - Check the customer's order history in **Salesforce**.
 - Review the **FAQs** on Page 2 for standard resolution paths.
 - Look up shipping status using the tracking number.
4. **Propose a Solution:** Based on your investigation and the FAQ guide, offer a clear and fair solution. Empower yourself to make the customer happy.
 - *Example: "To make this right for you, I can immediately send a replacement order via expedited shipping, completely free of charge. How does that sound?"*
5. **Execute & Document:** Once the customer agrees to a solution, take immediate action.
 - Process the refund, create the replacement order, or apply the discount.
 - **Crucially:** Log every action, decision, and customer communication in the Salesforce case notes. Detailed notes are essential for seamless support.
6. **Follow-Up:** A great final touch is to follow up with the customer to ensure they are satisfied.
 - *Example: "Just a quick note to confirm your replacement order has shipped and should be with you tomorrow. We hope you enjoy it!"*

Page 2: Common Candy Conundrums & Quick Fixes (FAQs)

Order & Shipping Issues

Q: "My order hasn't arrived yet!"

- **A:** First, check the tracking information.
 - **If still in transit but delayed:** Apologize for the delay and explain that shipping carriers are sometimes overwhelmed. Offer a **10% discount code** for their next purchase as a gesture of goodwill.
 - **If marked "Delivered" but customer hasn't received it:** Ask them to check with neighbors and in safe drop-off locations. If still missing after 24 hours, process a **free replacement order**.

- **If tracking shows it is lost:** Apologize sincerely and immediately offer the choice of a **full refund** or a **free replacement order** sent via expedited shipping.

Q: "My candy arrived melted or damaged!"

- **A:** This is our fault, and we need to fix it.
 - Apologize profusely. This is not the experience we want for our customers.
 - Ask for a photo of the damaged product "for our quality control records." This helps us improve our packaging and shipping methods.
 - Offer the choice of a **full refund** or a **free, expedited replacement order**. The customer should not have to return the damaged product.
 - As an extra apology, include a **15% discount code** with the resolution.

Q: "You sent me the wrong items!"

- **A:** Apologize for the mix-up in our warehouse.
 - Confirm the items they received versus the items they ordered.
 - Immediately ship the **correct items via expedited shipping**.
 - Tell the customer to **keep the incorrect items** as a gift from us for the inconvenience.

Product Quality & Safety

Q: "I think I found something in my candy," or "I had an allergic reaction!"

- **A: (PRIORITY 1 - URGENT)** Treat this with the utmost seriousness.
 - Express sincere concern and empathy.
 - **Do not try to diagnose the issue.**
 - Gather the customer's name, phone number, the product name, and the batch number/best by date.
 - Tell the customer: *"This is our highest priority. I am escalating this to our Quality Assurance team immediately. They will contact you directly within the next hour to address this."*
 - Immediately escalate the case to the **"Quality Assurance"** queue in Salesforce with all collected details.

Q: "This candy tastes funny or looks weird."

- **A:** Apologize and thank them for bringing it to our attention.
 - Ask for the product name, batch number, and a photo if possible.
 - Offer a **full refund** or a **replacement** of a different product.
 - Log the feedback in the case notes and tag it **#ProductFeedback** for the QA team to review.

Billing & Payments

Q: "My discount code didn't work."

- **A:** Apologize for the trouble.
 - Verify if the code was valid for the items in their cart and was not expired.
 - If the code should have worked, retroactively apply it by issuing a **partial refund for the discount amount** to their original payment method.

Q: "I think I was charged twice."

- **A:** Apologize for the alarming error.
 - Look up their order in the payment system to verify the charges.
 - If a duplicate charge exists, process an **immediate refund** for the incorrect charge and assure them the funds will appear back in their account within 3-5 business days.