# Salesforce Operation Manual

MANGO

# Index

# 1. OBJECTIVE

This manual aims to detail the most relevant options and considerations in the use of Mango's customer service support CRM. Its purpose is to allow knowledge of functionalities, actions and concepts to guarantee their effective and correct use.

# 2. SCOPE

The manual applies to anyone providing support for Mango in customer service through the Salesforce platform.

# 3. DEFINITIONS

**Mango Customer Service [ATC]:** The team at Mango responsible for customer service, tasked with coordinating and supervising the delivery and management of data for proactive and reactive contacts, ensuring that all operations are carried out according to established guidelines.

**Contact Centers:** External partners who, through business process outsourcing (BPO), manage contact activities and customer service cases using the support platform provided by Mango.

**Agents:** Users responsible for efficiently managing proactive and reactive customer contacts within the BPOs, creating, managing, resolving, or closing cases on the support platform (Salesforce), and ensuring compliance with the guidelines established in the knowledge base and this manual.

**Salesforce:** Support platform (CRM) used by Mango’s customer service department and Contact Centers for comprehensive case management and coordination of activities related to customer service.

**Omnichannel**: Responsible for assigning cases to available agents based on the case and agent skills.

**Omnichannel flows**: Automated processes that link case queues and case statuses and allow them to progress based on actions or interactions made based on case parameters.

Cases follow the order pre-established by the flows (for example, a case is in the "Request Customer" status and the customer responds - an automated flow makes this case change to the "Customer Answered" status and allows Omnichannel to assign it to the appropriate available agent for further management).

# 4. CATEGORIZATION

In the KB article “Categories-Classifications,” you will find the entire new categorization system (Classification / Contact Reason / Resolution and the corresponding sub-details), and its equivalences with the previous system.

# 5. CASE MANAGEMENT

## 5.1. CONTACT CREATION

Cases are created automatically in Salesforce on all channels and must be exclusively assigned to agents for management by Salesforce Omnichannel by simply selecting status “Available” in Salesforce Omnichannel button.

Each case gets assigned a weight calculated in points that depend on the channel. Each agent is allowed to deal with up to a weight of 8 points simultaneously.

Find below the weight of each channel:

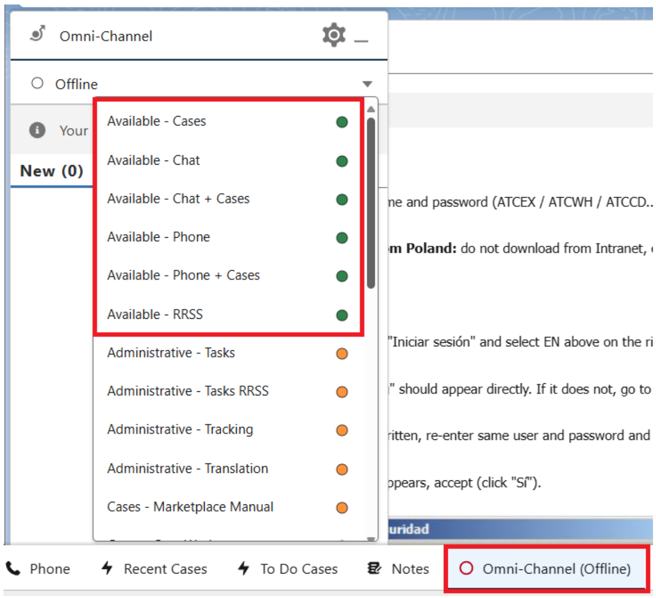
**Email/Webform** = 6 points

**Chat** = 2 points

This means that each agent can receive a maximum of 4 chats at the same time or 1 email or webform and 1 chat.
If the agent is dealing with 2 chats already, they will not get any email or webform assigned, but they might get up to 2 more chats.

Phone cases are only assigned if agents are in status "Available Phone" in Omnichannel and only one call is assigned to each agent at a time.

Only in special cases, Team Leaders and supervisors are allowed to assign cases manually to agents. Reasons to skip the Omnichannel assignment flow must be discussed with Mango Quality Team.




## 5.2. OMNICHANNEL STATUSES (CURRENTLY ON REVIEW TO BE OPTIMIZED)

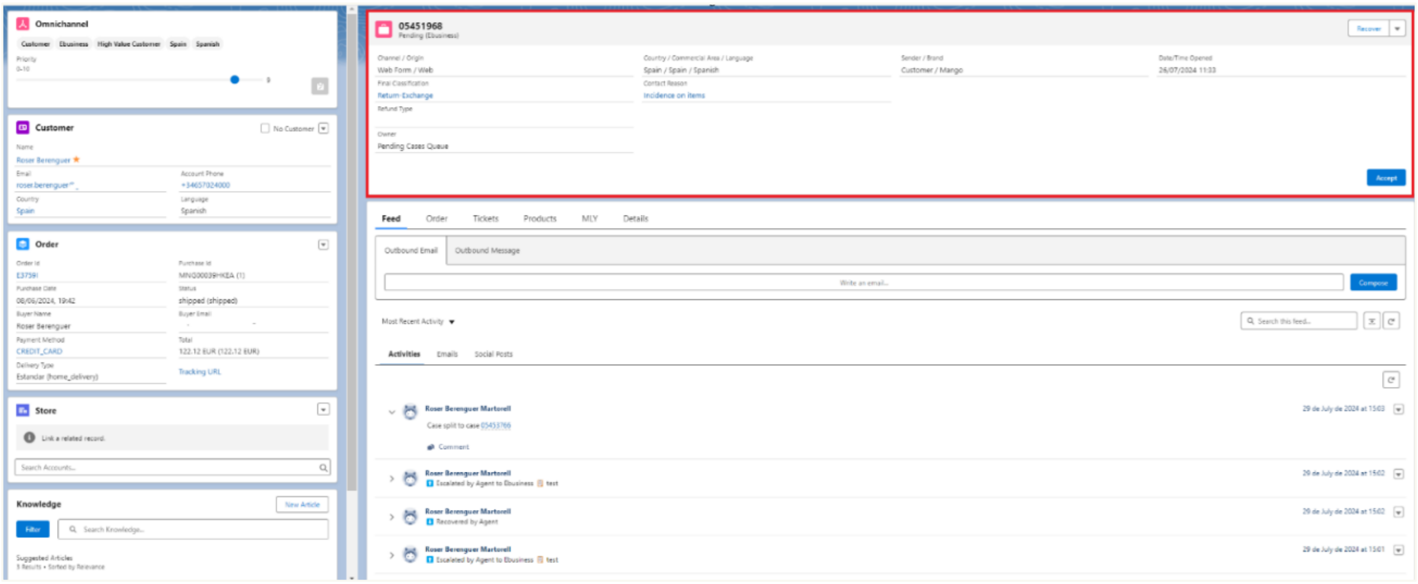
- Available Cases
- Available Chat
- Available Chat + Cases
- Available Phone
- Available Phone + Cases
- Available RRSS
- Administrative - Tasks
- Administrative - Tasks RRSS
- Administrative - Tracking
- Administrative - Translation
- Cases – Marketplace Manual
- Cases – Own Work
- Cases – RRSS Manual
- IT Downtime
- Out – Break
- Out – Lunch Break
- Out – Meeting
- Out – Personal Break
- Out – Visual (Break of 5min)
- Training – Coaching
- Training – Continuous Training
- Training – Feedback
- Training – New Product Training
- Training – Special Training
- [Automatic] After Call Work
- [Automatic] On a Call
- [Manual] After Call Work
- Offline

## 5.3. CREATE CASE MANUALLY (NOTICE TO CUSTOMER)

Create the case by clicking "Create Case" in the bottom bar. Enter the order number, phone or email address of the customer.

* Marketplaces: select the actual date and time of customer contact manually.

### 5.2.1. “CASE DETAILS” section




In this section, located in the upper right corner, we can find the following data: Channel, Origin, Owner, Date/Time Opened, Commercial Area, Language, Sender and Brand.

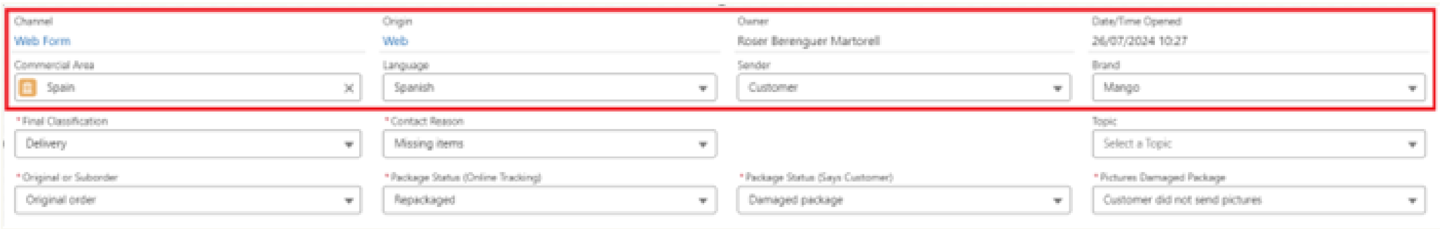
> **Sender:** It is a field that appears in the Case Data to indicate who is the sender of the first contact of the case we are managing, that is, who initiated the case. These are the available options: **Administration, Billing, Carrier, Customer, Ebusiness, Marketplace, Official Claims, Operations, Personal Data, Reverse Partner, Store, Warehouse,**

When a store writes commenting on something related to a customer’s order, we should choose Sender > Store and fill in the customer’s details in the Customer and Order fields.

If we receive a complaint form from the consumer office, we should choose Sender > Official Claims and escalate the case to the “Official Claims” level.

If Mango (usually the Ebusiness, Operations, or Personal Data teams) forwards an email from a customer to Salesforce via Outlook for us to respond from Salesforce, we should choose Sender > Customer, modify the Customer details field by adding the customer’s details, and manage the case as usual. It is very important to review cases that arrive in Salesforce with a customer email with @mango.com domain to ensure they are correctly registered under the real customer's name and, above all, to respond to the customer and not to the Mango person who forwarded the email.

When Ebusiness, Operations, or Personal Data create a case in Salesforce requesting us to proactively contact a customer to request information or inform them of a situation, we should select Sender > Ebusiness, Operations, or Personal Data as appropriate. In these cases, there is no incoming contact from the customer.

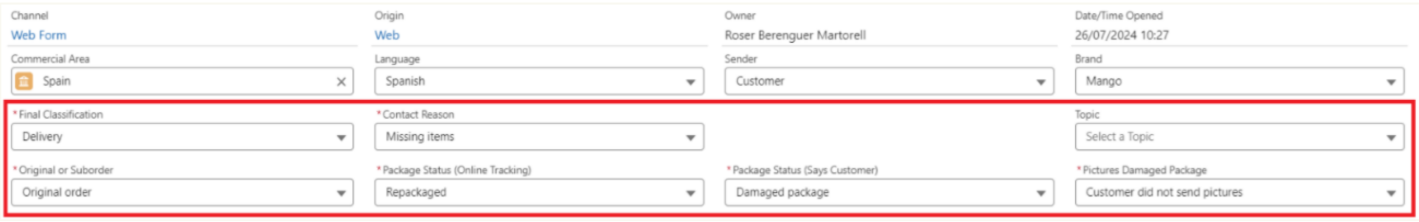



For cases created via the Email channel, there is no visible "Subject" field. You need to click on the "i" to view the subject or go to Details > Related > Emails.


### 5.2.2. "MANAGEMENT" section

In this section, we need to verify, select, or update the case classification:

- Final Classification
- Contact Reason
- Contact Reason Subdetail (it shows only specific Contact Reasons)
- Required fields (It shows only specific Contact Reasons)
- Topics




## 5.3. RESOLVE VS. CLOSE

We need to differentiate between the two ways of concluding a case.

### 5.3.1. Resolve

We use Resolve under these scenarios:

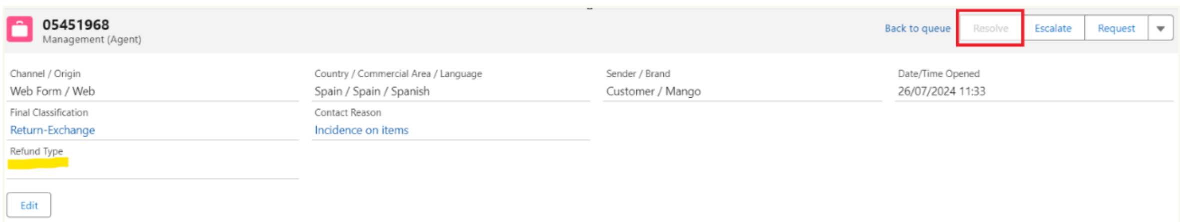
- When we provide information about an inquiry
- We offer a solution to a problem
- We inform them that their inquiry is pending with another department
- We respond that we cannot help or do not have the requested information (such as certain measurements, for example)

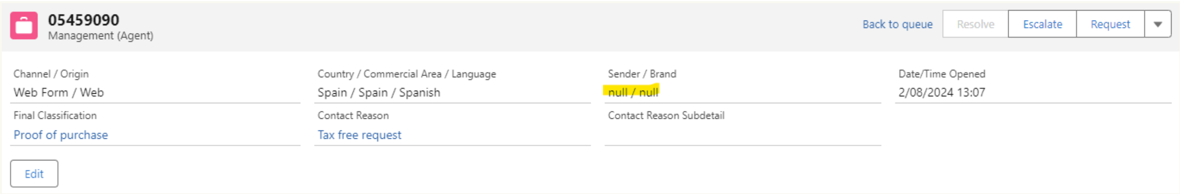
To resolve a case, we must consider two essential points:

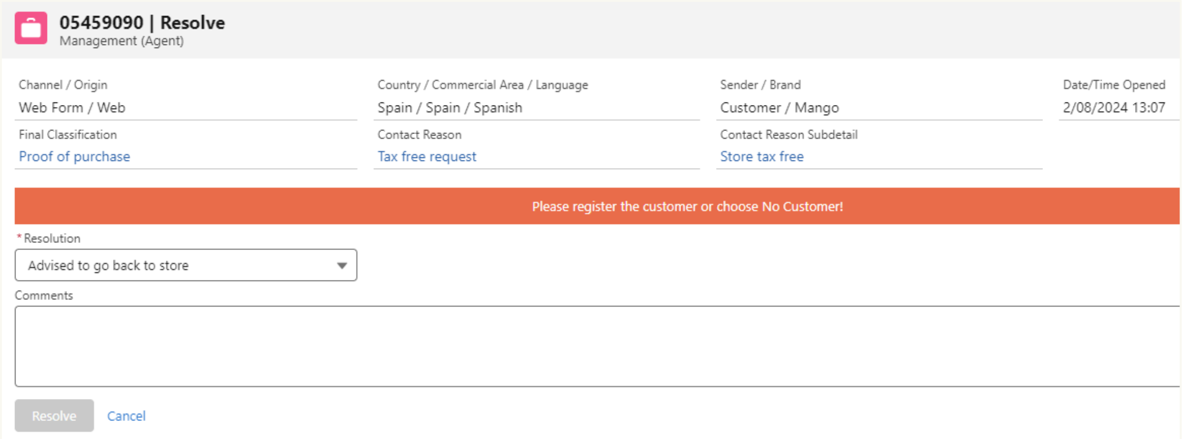
1.- **All mandatory fields of the case must be filled out:**

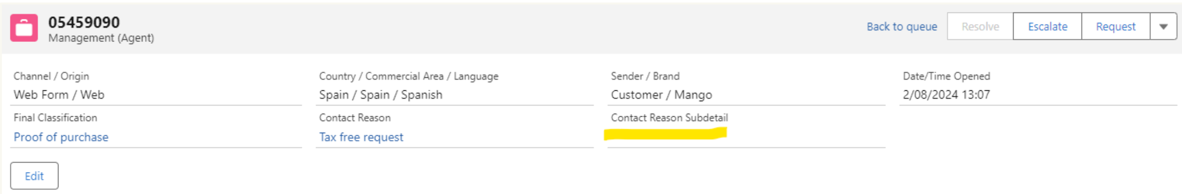
- Case details (country, language, brand, sender, etc.)
- Customer (customer details or no customer)
- Classification
- Contact reason
- Contact reason subdetail
- Required fields (if needed)

Otherwise, the Resolve option will be disabled.






2.- **The customer must have been responded to (First response).**

Live chat or WhatsApp, or phone cases are considered to have a “first response” by default because there has already been client-agent communication; however, webform, email, chat or WhatsApp cases without live agent interaction do not have a first response unless an outbound communication has been sent to the case’s Sender.


### 5.3.2. Close

We use **Close** for these situations:

Sit. 1.- We close the case without responding because no additional response is necessary (for example, Gratitude cases) or by decision or protocol of Mango (old Backlog – prior authorization to be used -, some Company inquiries that we do not want to respond to, etc.).

Sit. 2.- When resolving, escalating, or making a request in a case, we should take the opportunity to close other duplicate cases that ask the same question.

When we close a case, we must choose the Reason for closure:

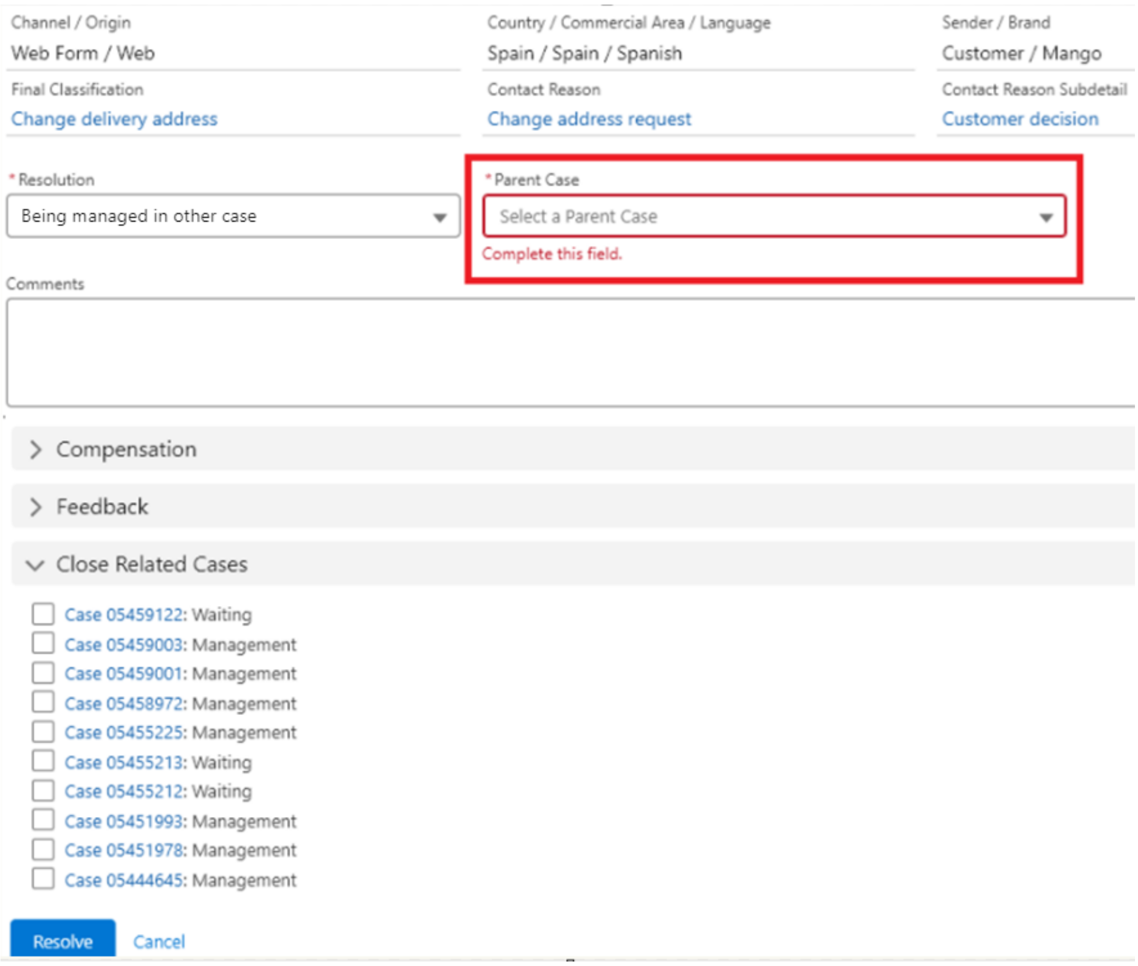
- Managed in other case (sit 2)
- Reply from carrier/third party/etc. after resolving case (sit 1)
- Automatic reply bounce (sit 1)
- Gratitude (sit 1)
- No reply due to Mango decision (sit 1)
- Escalation/request unanswered + Customer stopped contacting (sit 1)
- Backlog (sit 1)
- (Automatic) Abandoned in queue
- (Automatic) No reply from customer
- (Automatic) Never attended
- (Automatic) Spam

## 5.4. RESOLUTION “MANAGED IN OTHER CASE”

Both Close and Resolve have the option to resolve as **‘Managed in other case’** (‘Being managed in other case’ in the case of Resolve).

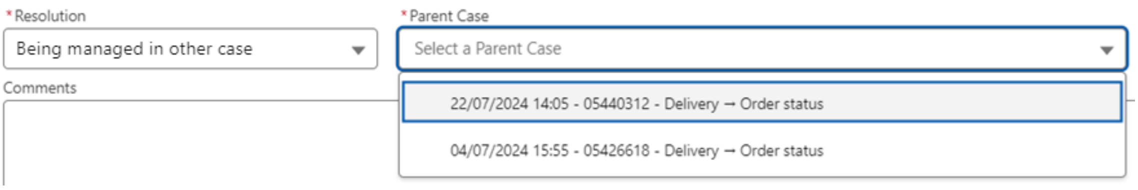
When pressing **Close**:


When pressing **Resolve**:




**'Being managed in other case'** is shown by default in the resolution dropdown for all contact reasons. However, a case should not be resolved by selecting this resolution if the case is 'No customer', as it obviously cannot have related cases.

In the 'Parent Case' dropdown, we must select the open case with the same classification and contact reason as the current case (in escalated, requested, waiting, or management status) in which the query or issue of the same customer is being managed.



Examples of when to use Managed in other Case:

- Closed as Managed in other case: When, with confirmation from Mango Operations, it is decided to close the case without responding to the customer because we have already responded several times to the same issue in other cases (choose as Parent the oldest case or the one with the most information about the case).

- Resolved as Being managed in other case: When the customer's issue or query is already in process, waiting, escalated, or requested and awaiting another department, tool, or third party from another case that is still open (waiting for the address to be modified or canceled (Waiting ERP status), waiting for Ebusiness to manage the escalation (Pending Ebusiness), etc.).

<u>The resolution 'Being managed in other case' cannot be selected for previously resolved cases</u>. If the customer asks the same question that has already been answered in a previous case that is now **resolved**, we must verify the response given in the other case, ensure it is correct, and provide the information to the customer in different words (we should not copy and paste the same response from the other case literally). Once done, we must select the resolution that applies to the response we are giving (mostly it will be 'Information provided').

If any action was taken in the other resolved case (adding likes, canceling the order, changing the address, processing a refund, etc.), we should not select it in this case because in the current case we are not processing a refund ourselves, we are only informing them that the refund has already been processed.

## 5.5. "CLOSE RELATED CASES" OPTION

The Resolve option allows you to simultaneously close other open cases from the same customer where they ask the same question as in the current case.

It is not mandatory to select any case in this section to resolve the current case; <u>it is optional</u>. **This function should only be used when there are <u>duplicated</u> cases**, that is, cases where the customer asks the same question as in the current interaction.

Exception – Social Media channel, Official Claims, and Personal Data cases: these cases should never be closed without responding, even if we are responding to the customer in a duplicate case; we must always leave these cases open until an agent with social media, official claim, or personal data skills responds to the customer in the corresponding channel and resolves it.

If there are open cases where the customer is asking something different from what they are asking now, we should not close them as related.

If they are asking something they had already asked in a previous case and we still cannot respond to the query because the previous case is still escalated, for example, then we should not close the previous case as related; we should resolve the current case as Managed in Other Case and select the case that is still escalated as the Parent Case.

<u>Salesforce allows you to perform both functionalities (Being managed in Other Case + Close Related Cases) at the same time from a single case</u>.

Example:

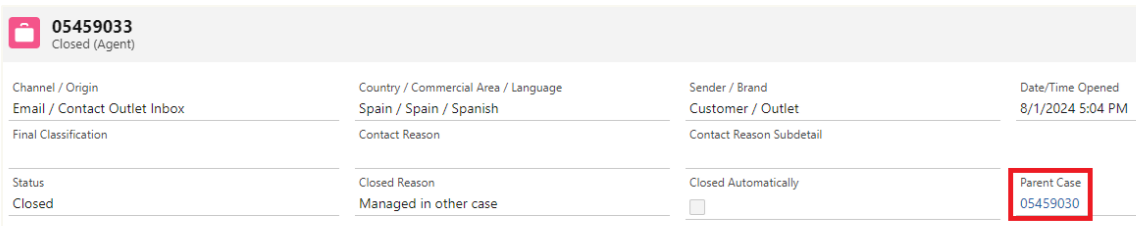
CASE 1: customer requests to modify an invoice - the agent escalates the case to Billing.

CASE 2: customer contacts again asking about their invoice (case 1 is still escalated) – the agent informs them that it is awaiting the corresponding department and resolves the case as Being managed in Other Case. The agent notices that in Related Cases there is a CASE 3 where the customer is also asking about the status of the invoice modification – When resolving case 2, the agent selects case 3 in Close Related Cases so that it is closed as 'Managed in Other Case'.

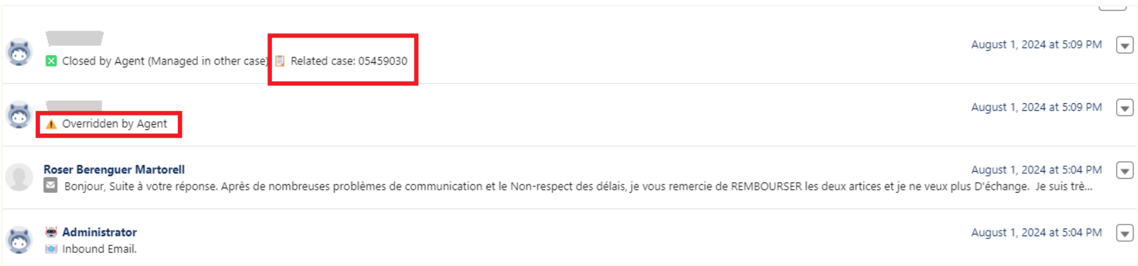
**Summary**: It is very important to check if there are open cases with the same contact reason + order (if there is an order) before managing the case to ensure:

- That there are no duplicate open cases
- That the customer is not responded to from different cases
- That we do not escalate, refer, or register a request for something that has already been escalated or referred previously from another case

This is how a case closed as Managed in Other Case is displayed:




This is how a case closed as 'duplicate' while another case from the same customer was being resolved is displayed. When this option is used with cases that were open (in Management, Escalated, Requested, etc.), an additional activity called 'Overridden' is generated in the Feed.




## 5.6. ESCALATE VS. REQUEST

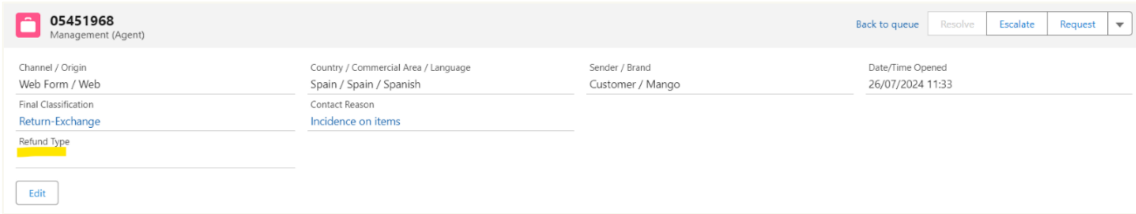
When the case needs to be reviewed by another team, we will have the options Escalate and Request.

'Escalate' is used to delegate a case within the teams that work with Salesforce, while 'Request' is used to request assistance from teams external to Salesforce.

### 5.6.1. Escalate

We use escalate for teams or departments that have access to Salesforce:

- Team Leader
- Ebusiness
- Billing (Only handles online invoices! For exceptional cases detailed in the KB about store invoices, we must send an email to **Account Receivable** and leave the case as Request > Administration.)
- Reverse Partner
- Personal Data
- Official Claims
- Online Operations
- Physical Store Operations (These last two new escalation levels replace gestiones.ATC@mango.com; this means we no longer have to send them emails but escalate the cases to them through Salesforce. We must choose 'Online' or 'Physical Store' depending on whether the case is related to an online or store purchase.)



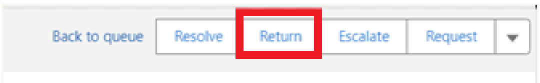

Before escalating a case, it is very important to check if there is already another case from the same customer or order previously escalated for the same issue to avoid duplicating the same request from different cases.

Salesforce does not allow escalation without having responded to the sender of the case, nor without having the classification and contact reason fields filled out (except for escalations to Team Leader, which can be escalated without having the classification filled out and without having responded to the sender).

It also does not allow escalation if there is already a case previously escalated or in management for the same level; nor without having the sender's contact details (one of these fields must be filled out: Customer, Store, Emplifi details).

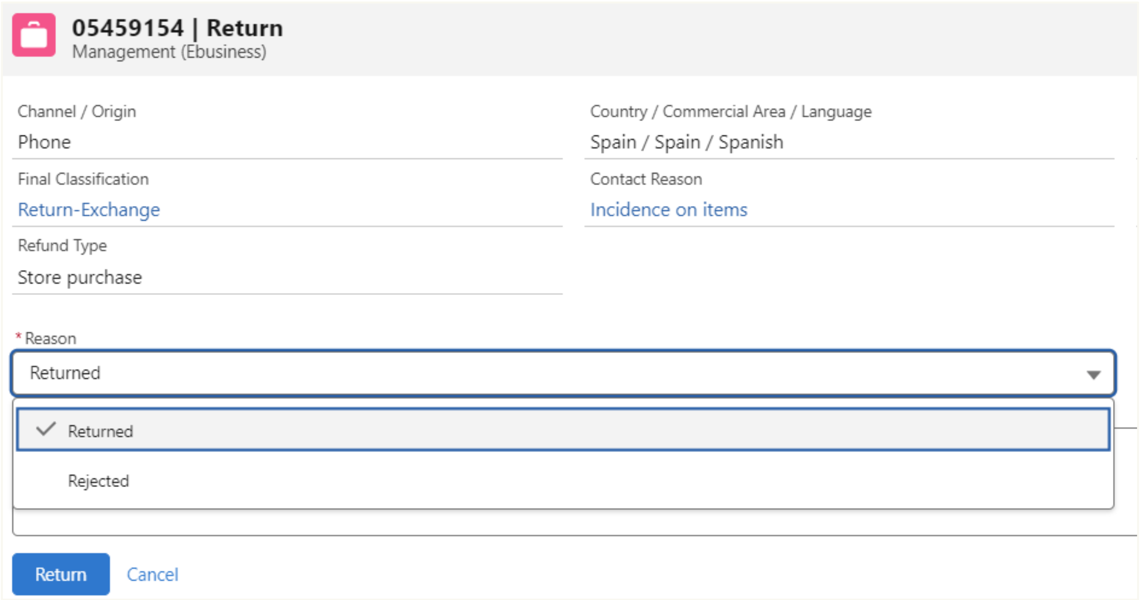

Additionally, it does not allow to escalate to Billing if there is no order number registered in the case.

Once the corresponding team receives the escalation, they can return it with the Return button:

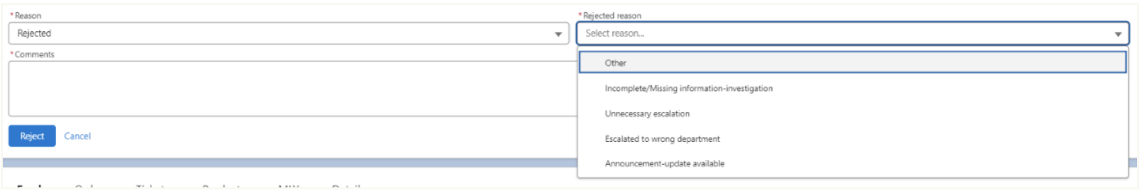



After pressing Return, they must choose between 2 options:

- Returned if the case has been escalated correctly.
- Rejected if it has been escalated incorrectly.




If Rejected is chosen, the reason for rejection must be selected from an additional dropdown:



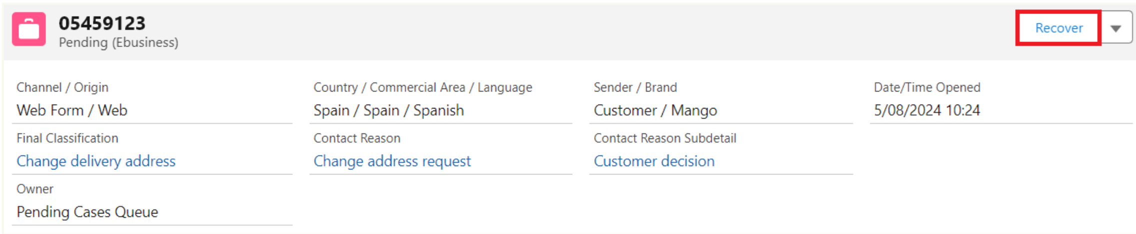

Escalations always return to the same contact center that escalated the case (only if no agent from same contact center is available it will be assigned to a different contact center) and to the same level. If an agent from contact center A escalated to Team Leader A, when the TL A returns the case, it will go back to the N1 A pending cases queue. If an agent from contact center B escalated to TL B and the TL B escalated to Operations, when Operations returns the case, it will go back to the Team Leader's B pending cases queue.

**Escalation Rejected reasons:**

- Other
- Incomplete/Missing information-investigation
- Unnecessary escalation
- Escalated to wrong department
- Announcement-update available

Below the rejection reason, it is advisable to leave comments as feedback beyond the selected reason. Returned or rejected cases are assigned to the first available agent from the same contact center who has all the necessary skills to manage the case. If we want to give feedback directly to the agent who escalated the case, so that they do not repeat the error or know the specific reason for the rejection, we should do so by tagging the agent in question in the Feed activity.

If the case has been escalated by mistake, the Team Leader can recover the case with the Recover button.




<u>Escalations to Marketplaces</u>: cases cannot be escalated to the Marketplace team in the same way as to other teams. Agents must always escalate to Team Leader or Operations. If necessary, the TL or Operations will send an email to Marketplaces or Inversos and leave the case in Third Party

### 5.6.2. Request

We use **request** for teams or departments that do NOT have access to Salesforce:

- **Administration** (when we send an email to *Account Receivable*)
- **Carrier**
- **Customer**
- **Store**
- **Tax Free**
- **Third Party** (mainly other Mango teams with no Access to Salesforce, such as **Loyalty** and **Sales teams**, for example)

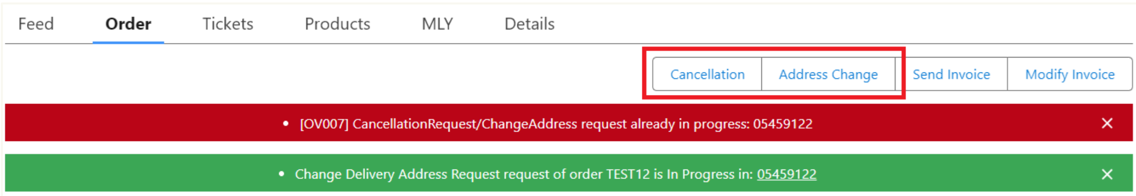
Before making a request for a case, it is very important to check if there is already another case from the same customer or order previously requested for the same issue to avoid duplicating the same request from different cases.

Salesforce does not allow making a request without having responded to the sender of the case, nor without having the classification and contact reason fields filled out (except for requests to the customer, which can be left in Request > Customer status without having the classification filled out).

It also does not allow making a request if there is already a case previously requested at the same level (except to Level Customer, which does allow it); nor without having the sender's contact details (one of these fields must be filled out: Customer, Store, Emplifi details).

You can't request because a case with same order id and same contact reason is already requested to 'Carrier'. Please check duplicated cases.

Salesforce does not allow requesting a cancellation or address change if a cancellation or address change has already been requested from another case and is still in progress. Once the current request is completed, a new cancellation or address change can be requested.




## Summary Table

| | Mandatory fields to be able to Escalate or Request? | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Classification | Contact Reason | Contact Reason Subdetail | Required Fields | "Main case fields": country, commercial area, language, etc.) | Order ID | Having responded to the Sender | Sender fields filled in (Customer, Store o Emplifi Details) |
| **Escalate** | Yes (except to Team Leader and Reverse Partner) | Yes (except to Team Leader and Reverse Partner) | No | No | Yes | No (except to Billing) | Yes (except to Team Leader and Reverse Partner) | Yes (except to Team Leader) |
| **Request** | Yes (except to Customer) | Yes (except to Customer) | No | No | Yes | No | No | Yes |

* Salesforce does not allow escalating a case if there is another case with the same Order ID + same Contact Reason in Management or escalated to the same level.

You can't escalate because a case with same order id and same contact reason is already escalated to 'Ebusiness'. Please check duplicated cases.

#### 5.6.2.1 BEHAVIOUR ON CASES LEFT IN STATUS "REQUESTED".

Cases are not reopened. When we respond to a customer and close or resolve a case, if the customer replies later, that email will not be included in the same case; a new case will be created.

The only exception to this behavior is the Request option. In these cases, the parameter that defines whether the response creates a new case or is nested in the same case is the LEVEL we have selected. The level is the team or people we are waiting for a response from: carrier, customer, third party, etc. We explain this with 2 examples:

- **Example 1:** We have asked the store to open the order and put the items on sale and in the same case we have requested the bank account from the customer and left the case as Request > Level - Customer.

    - If the store responds saying 'ok, done', a new case will be created.

    - If the customer responds providing the IBAN, the case will change to 'Answered customer' status and return to the pending cases queue for an agent to continue managing it.

- **Example 2:** We asked the customer for their IBAN to process a refund. We left the case as 'pending customer,' and the customer responded with the details. Now, from the same case, we asked the store to open the order and put the items on sale and left the case as 'Pending Store'. If the customer replies to the email asking about the status of their refund, a new case will be created. If the store responds, it will be aggregated within the same case

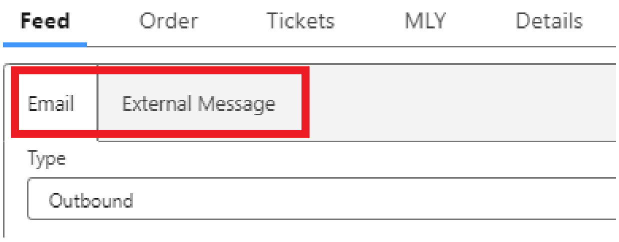
When we leave a case waiting for a customer response and the customer replies, the case status changes from 'Waiting Customer' to 'Answered Customer' and moves back to the Pending Cases Queue to be assigned to the first available agent. While the case is in either of these two statuses, all customer replies will be nested in the same case. Once Omnichannel assigns the case to an agent, the status will change to 'Management.

If the customer replies again while the agent still has the case in Management, the new response will not be aggregated in the case; it will create a new case.

| | | | | | | |
|---|---|---|---|---|---|---|
| 05459317 | New | Spain | 9/08/2024 10:12 | 9/08/2024 10:12 | ROSER BERENGUER MARTORELL | Pending Cases Queue |
| 05459316 | Pending | Spain | 9/08/2024 9:55 | 9/08/2024 10:08 | | Pending Cases Queue |
| 05459315 | Management | | 9/08/2024 9:53 | 9/08/2024 9:54 | | jvogt |
| 05459314 | Closed | | 9/08/2024 9:51 | 9/08/2024 9:53 | | intCR |
| 05459313 | Management | Spain | 9/08/2024 9:46 | 9/08/2024 9:46 | ROSER BERENGUER MARTORELL | RBere |

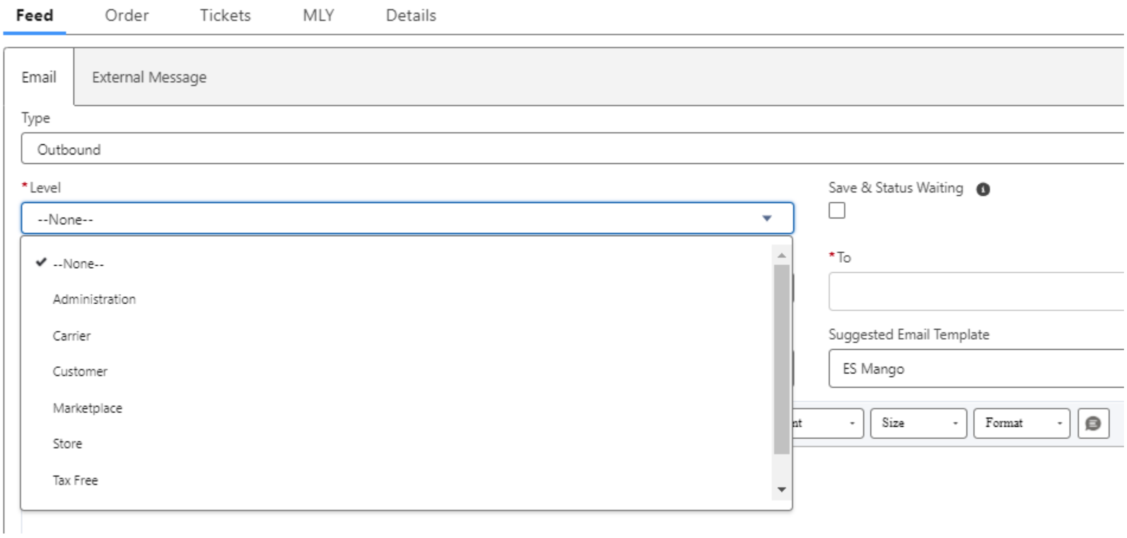
## 5.7. OUTBOUND EMAIL VS. OUTBOUND EXTERNAL MESSAGE

We use 'Email' to send outgoing emails and 'External Message' to record outgoing communications made on external platforms in Salesforce.

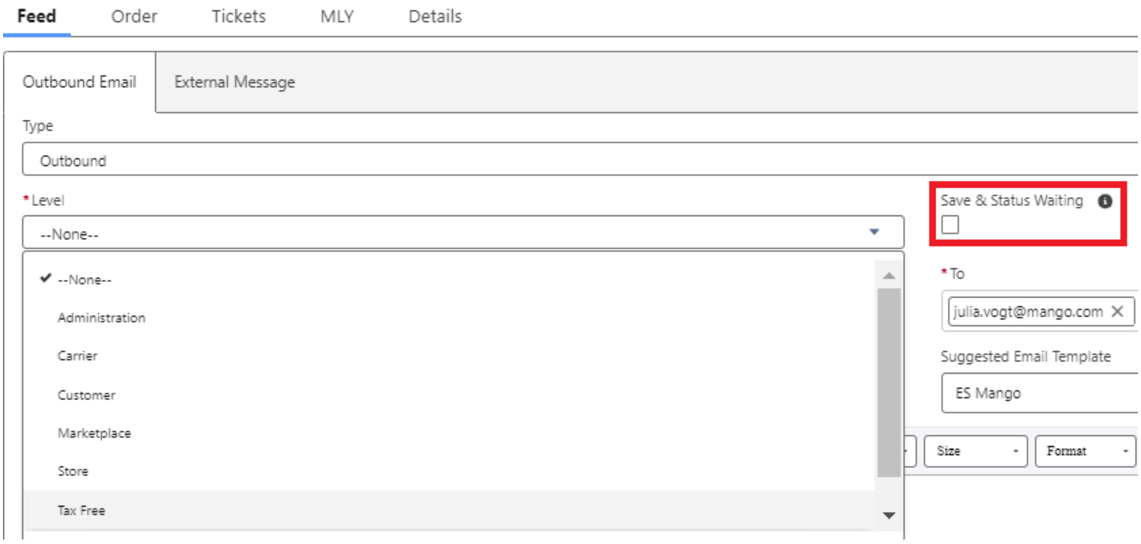



*In the case of Emails, it is essential to select a template. For sending emails to carriers, third parties, etc., it is not necessary to choose a template.

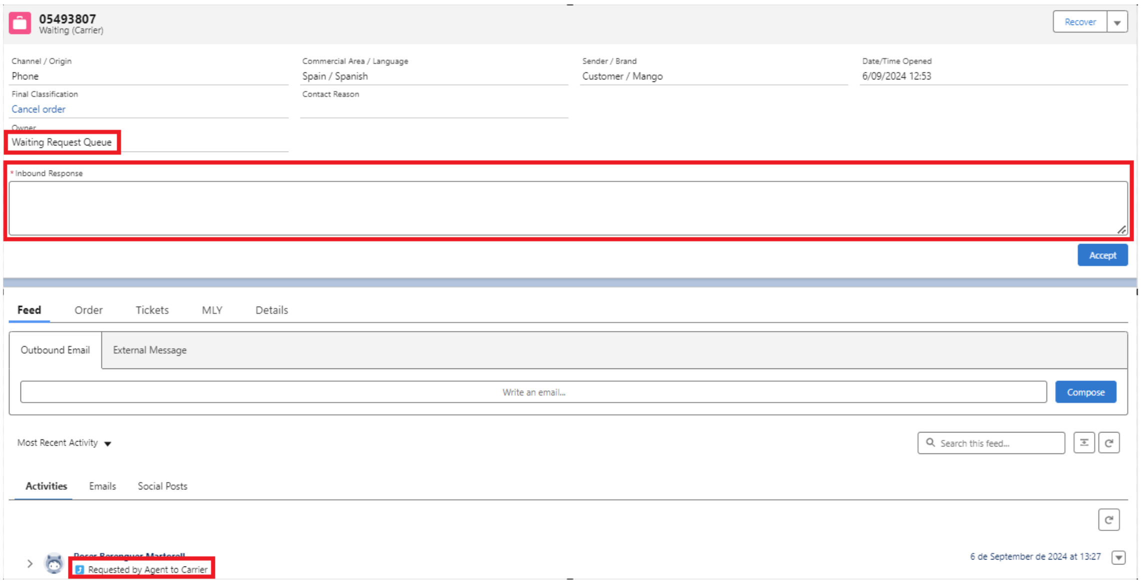
Once the message is written, we need to fill in the 'Level' field: who we are sending the communication to:




Next, we have the option to select '**Save & Status Waiting**' By choosing this option, Salesforce will automatically send the outgoing email and set the case to 'Request' status for the level we have selected. This way, the agent avoids taking an additional step. That's why it's important to ensure that all the fields in the case are correctly filled out before sending the email.




For External Requests, once we have logged the outgoing communication made on the external platform in the case and set the case to 'Request' status for the appropriate level, the 'Inbound Response' field will be enabled at the top. This allows us to record the response we receive later on the external platform, so we can continue managing the case.




## 5.8. SPLIT

The Split button should be used across all channels exclusively for cases where the customer makes more than one inquiry in the same contact or interaction.

The Split button is displayed in all cases, in any status (even escalated, resolved, or closed cases).

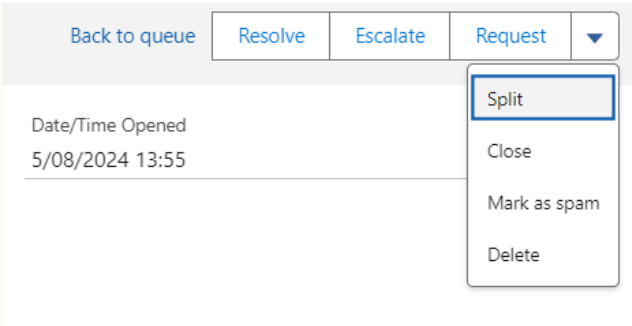
When pressing Split, a comment field opens in the current case where the additional customer inquiry should be noted. It is not mandatory to have all case details filled in to use Split, but if the parent case has all the case details completed, after writing the comment and pressing 'Split,' a new case opens that carries over the following data:

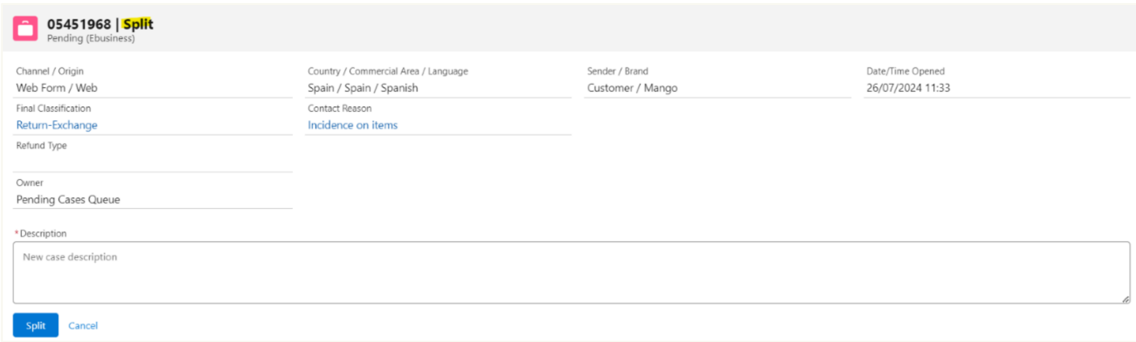
- Customer Data (Customer section)
- Channel
- Country / Commercial Area / Language
- Sender / Brand – Must be changed if the consult is related to a different brand.

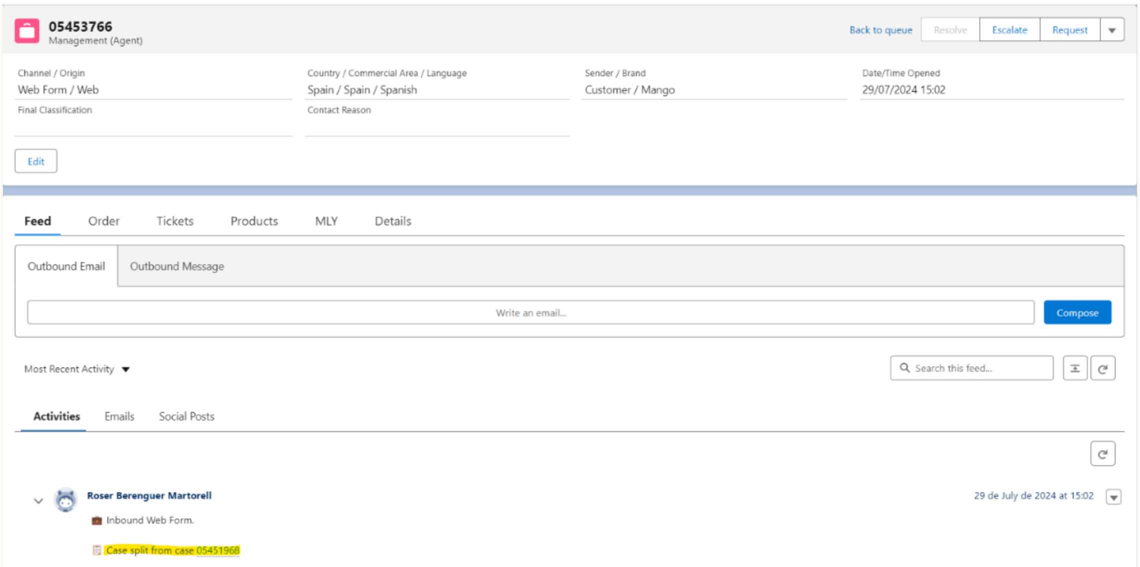
It does not carry over:

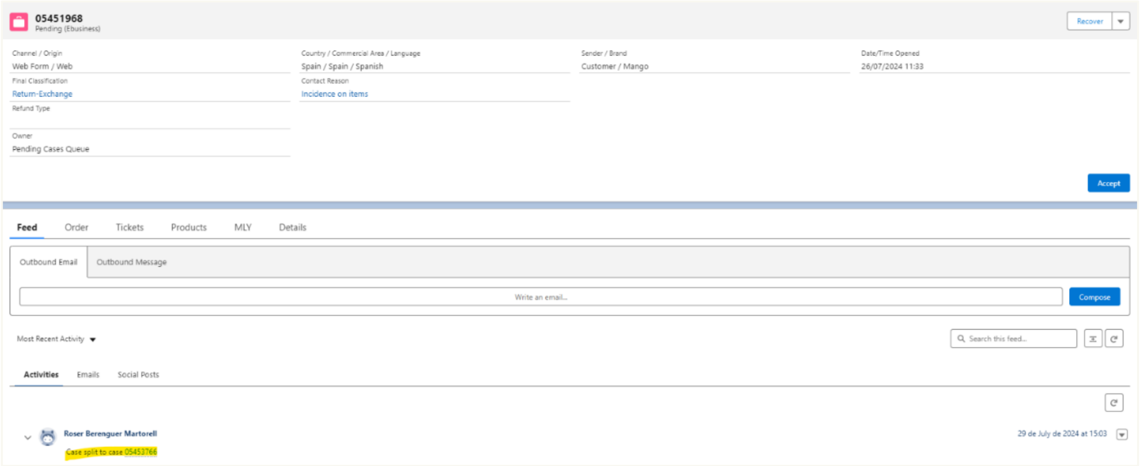
- Order number (if exists)
- Classification / Contact Reason / Contact Reason Subdetail / Required Fields

It is not possible to Split a case that has been created through a Split (Split of a Split). You can only Split the original parent case that was created manually or automatically. There is no limitation on the number of Split cases that can be created from a parent case.





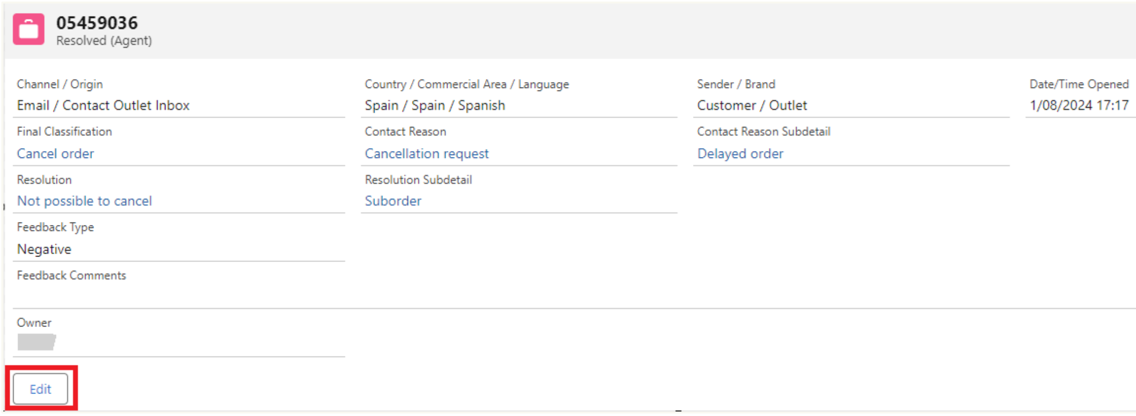

**Nota:** In the parent case, it is also recorded in the Feed.

## 5.9. EDIT

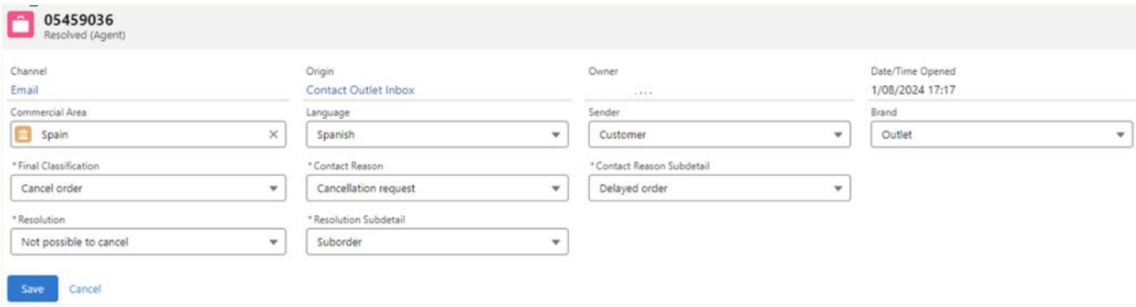
Edit button allows to modify the following fields:

- Compensation
- Compensation code (reference)
- Compensation Comments
- Feedback Type
- Feedback Comments
- Order ID
- Customer
- Details > Related > Products

The Edit button is not displayed for Team Leaders who are not from the same contact center as the agent who resolved or closed the case, nor for users with the Agent role.

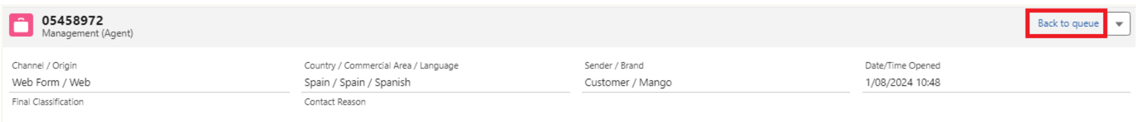



Team Leader from same contact center:




## 5.10. BACK TO QUEUE

Back to Queue is enabled for the case owner and for Team Leaders from the same contact center as the agent managing the case.

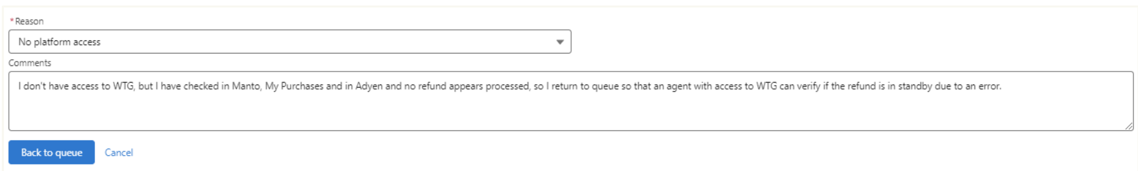


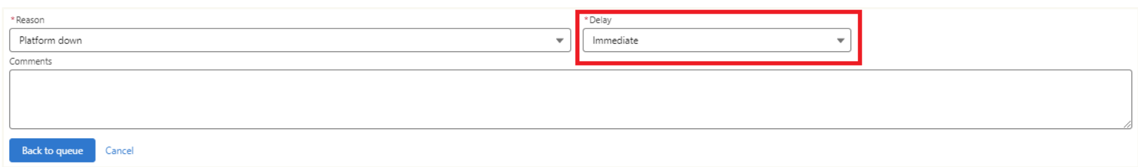

It is important to be clear about this procedure and when to use each option. Especially the Delayed Back to Queue option, which is designed so that some procedures do not penalize the agents' AHT (Average Handling Time) and the time tracking dedicated to the case by the agents.

It is mandatory to choose a reason:


**No skill:** This applies to cases involving a language or country we do not handle, or cases related to Store, Marketplace, Account Personal Data, Social Media, etc., that have been assigned to an agent who is not part of the Stores, Marketplaces, etc. team.

**No platform Access:** Do not confuse this option with "Platform down." We should select "No platform access" when we do not have credentials to access a tool (Loyal Guru, Manto, carrier platform, WTG, etc.). It is very important to be sure that the case cannot be managed alternatively from any other platform. For example, if we need to contact Evri and do not have access to their platform, we should choose this option because it is the only way to contact this carrier. However, if we need to check the status of a refund and do not yet have credentials to access WTG, we can check if the return is processed in Manto, access "My purchases" with the customer's data, or check the payment platform. If it is not processed, then we should select this option so another agent can check WTG to see if the return has not been processed due to an error. In this case, we must note in a comment visible in the Feed the platforms we have checked so that the next agent has all the steps we have taken and the complete information to continue managing the case.




**Platform down:** We need to use it during the daily synchronization of WTG or when access to a tool fails (for example, when the password is temporarily locked or has expired). Again, in this case, it is also very important to be sure that the case cannot be managed alternatively from any other platform.

This option and “Other” are the only ones that allow a “Delayed Back to Queue.”.

### 5.10.1. Back to queue (Scheduled return)

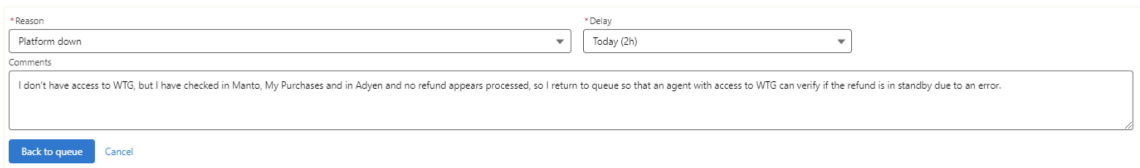
In the dropdown menu, we must select if we want it to return to the pending cases queue and be assigned immediately, within 2 hours, or the next day (for the other options that do not have the “Delayed” option, the case will return to the queue immediately by default to be assigned to the first available agent with the required skills)


**Immediate:** The case return is applied immediately.

**Today (2):** During the WTG synchronization to prevent the case from being reassigned before the synchronization process is complete. We also use it when we want to cancel or change the address of an order that is still in the “created” status and the Salesforce buttons do not yet allow this action.

**Tomorrow (24h):** When we are missing some data or a process needs to be completed that we know will take at least 24 hours before we can perform the corresponding action (e.g., requesting a stop & return or an address change to a carrier for an order that does not yet have tracking or an available invoice, especially for non-integrated carriers).

**End of shift**: This option is exclusive for cases that we cannot finish managing during our workday. The use of this option should be very exceptional, as live channels generally have a service closure time before the agents’ end of shift to prevent many cases from being interrupted for this reason.

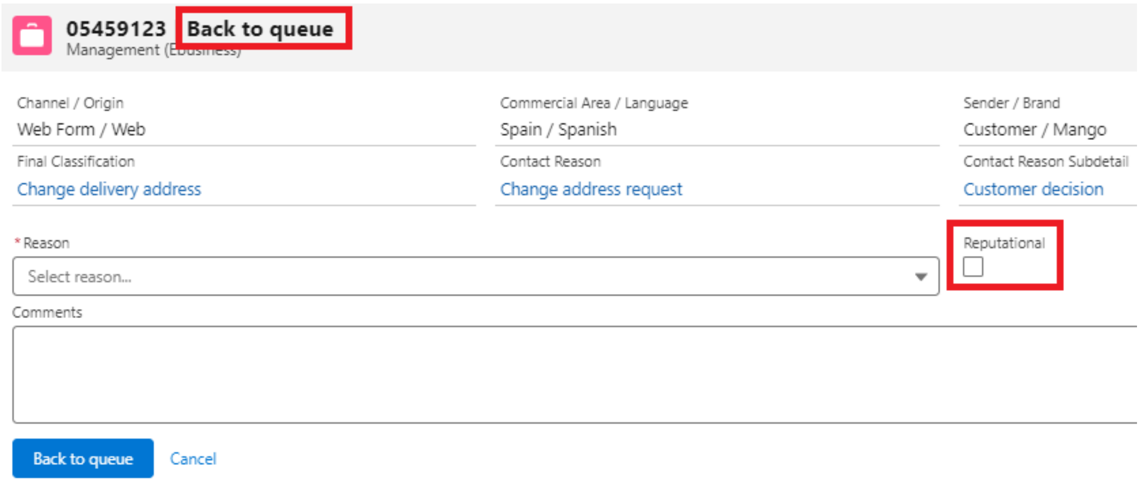



Write a comment, if necessary, which can later be read in the Feed:

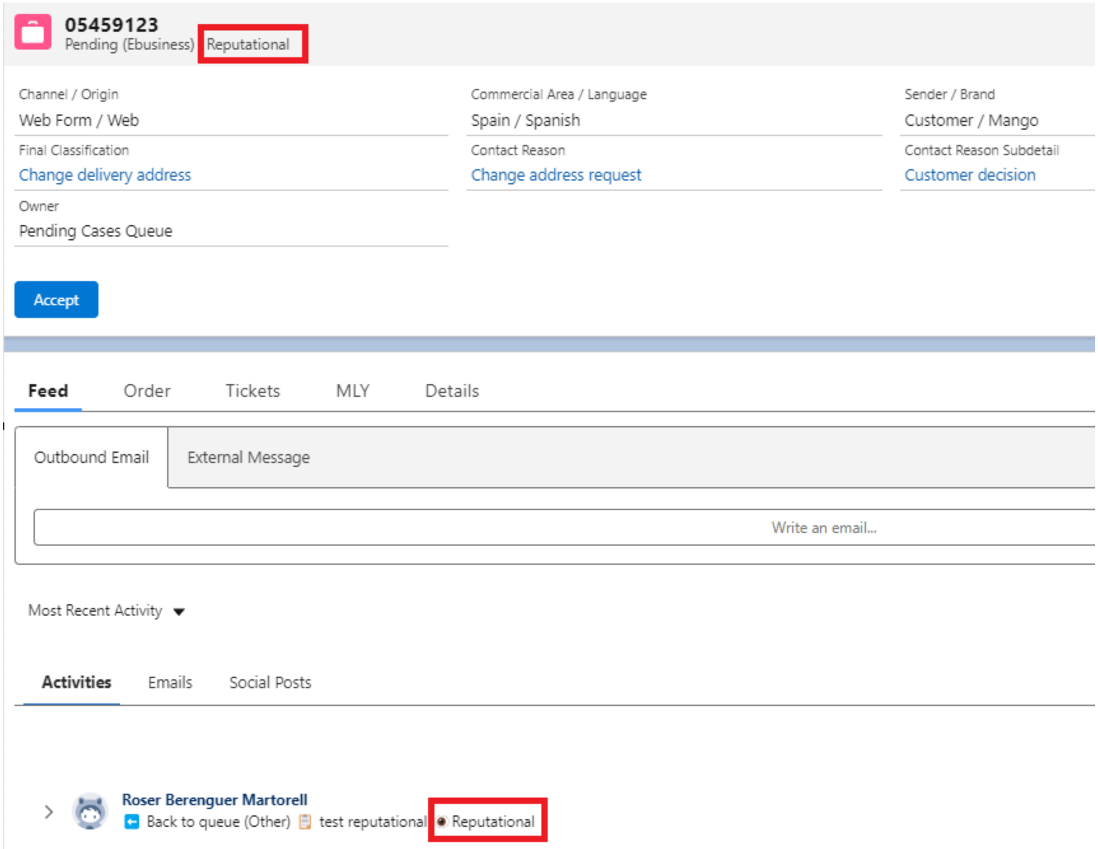

**Other:** This option is exclusive for Team Leaders. They should select it when agents who are absent (due to vacation, leave, end of shift, etc.) have cases in Management that they cannot handle. They should also use it when they want a specific case (e.g., CEO cases) to be managed by certain agents; in these cases, they should first click “Back to queue,” checking the “Reputational” box, and then ask the designated agent to search for the case and manually accept it with “Accept”.

### 5.10.2. Back to queue (Reputational Skill)

The “Back to queue” button allows marking the case as a “sensitive case” so that Omnichannel can only assign the case to agents who have the “Reputational” skill active.




The “Reputational” skill will be visible next to the case number and in the Feed:



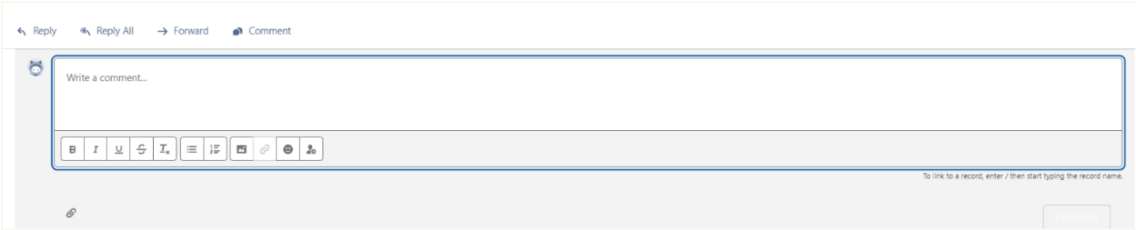

## 5.11. RECOVER

The "Recover" button is displayed in escalated or requested cases and is used to de-escalate the case and reassign it to an agent. This option is enabled for the agent who escalated or requested the case and for the Team Leaders from the same contact center as that agent.

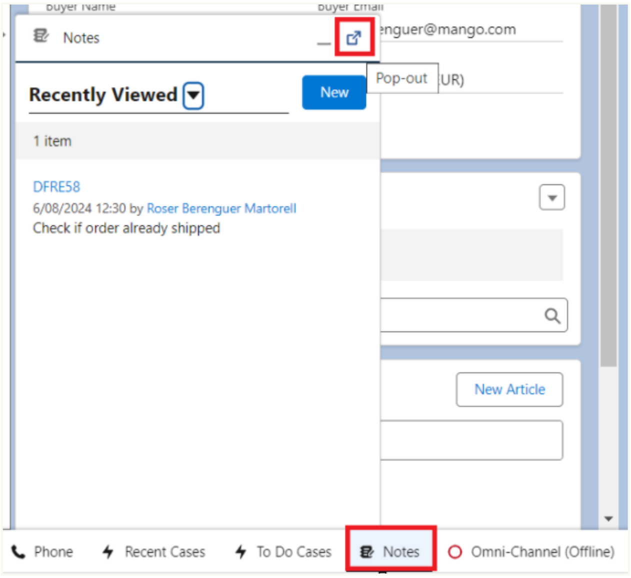
When the Team Leader clicks "Recover," they have the option to return the case to the same agent or assign it to another agent from the same contact center by manually entering the name. However, for the agent, it only allows them to recover and assign the case to themselves, not to another agent.

## 5.12. COMMENTS / CASE INTERNAL NOTES

Notes, investigations, or useful information about a case should be recorded as comments on the activities in the Feed.

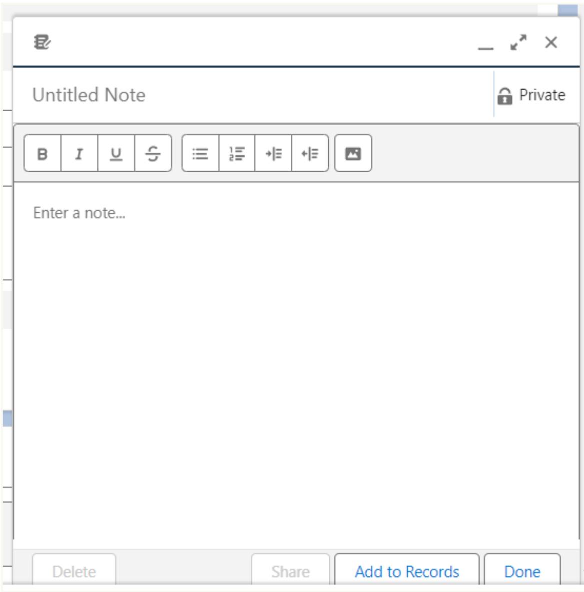



For data security reasons, external tools to Salesforce, such as Sticky Notes or similar applications, cannot be used to take notes on cases. We must use Salesforce Notes to take notes.




By clicking on the arrow at the top right, the screen separates into a new browser window so that we can view it as a floating window while using any other application or window.

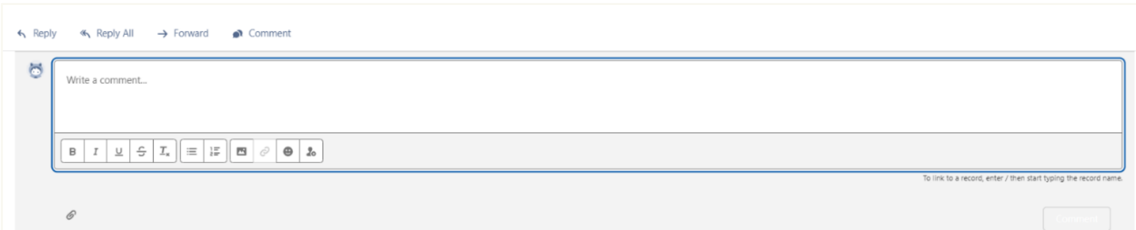
Additionally, by clicking on "**New**," you can create notes with different titles that can be deleted when they are no longer needed.




## 5.13. MODIFYING A CASE THAT IS NOT OURS

When we need to modify the parent case due to a new contact (e.g., de-escalate a case because it is no longer necessary), we will have to ask the Team Leader to click "Recover" on the parent case so that we can then close it as a related case of the new case.

If we need to add information to a case that is already escalated but does not need to de-escalate it, we should add the information in the Comments of the escalated case in the Feed.




If we detect that the classification, order ID, etc., of the parent case is incorrect, we must ask the Team Leader to correct it with the "Edit" button.

It is not possible to reopen cases or modify their status. If it is detected that a resolved case has been managed incorrectly and needs to be "reopened" to redirect it (e.g., CEO cases, QA team monitoring, DSAT analysis), it is necessary to create a new case using the "Create New Case" option.

## 5.14. CHANGE OWNER

If a case needs to be assigned to a specific agent, a Team Leader must first click "Back to Queue," and then the agent in question can click "Accept."

If the case is escalated or requested, a Team Leader from the same contact center as the agent who escalated or requested the case can reassign the case to another agent using the "Recover" button.

If the agent does not see "Accept" on the case, it may be because they do not have the necessary skills to manage it. The Team Leader must assign the necessary skills so that the agent can accept it.

## 5.15. "DETAILS" TAB

The "Details" and "Related" tabs are merged into a single "Details" option


In this tab, you can find all the detailed information about the case divided into 17 sections:

1. Case Information

Final Classification Name: Selected classification (company, Delivery, MangoLikesYou, etc.)
Country: Country by ISO2 code (Spain, United Kingdom, France, etc.)
Country Code: ISO code acronym (ES, UK, FR, etc.)

Commercial Area: If it exists within a country (Melilla, Ceuta, Canary Islands, Channel Islands, etc.). If not, it defaults to the same as the country.

Contact Reason Name: The reason for contact selected in the categorization.

Language: The language selected for support.

Case Number: Case number assigned by Salesforce.

Brand: Origin of the garment or inquiry (Mango / MNG / Outlet).

First Contact Date: Date the first contact was received from the customer.

Division: Product line (Woman, Man, Kids, Teen, Home).

Date/Time Opened: Case opening date, usually coincides with the contact date.

Purchase Origin: Specific purchase origin (Online, Physical Store, Online From Physical Store).

Sender: Who can create the case (Agent, Team Leader, Ebusiness, Billing, etc.).

Promotion: Black Friday, Sales.

Channel: Case creation channel.

Store: In case of a store contact, which specific store it is.

Origin: Depending on the channel, its specific origin, for example for chat (Web/app).

Parent Case: If it is related to another case. Which one it is related to.

Status: Case status (Resolved, pending third party, answered third party, etc.).

Contact Center: Contact Center that managed the case, may not be the last one.

Human Agent: If it has been handled by a Salesforce agent/user. (Checkbox)

Virtual Agent: If it has been handled by the assistant. (Checkbox)

2. Description

Subject: Only for the subject indicated in an email.

Description: Complete prior interaction of the virtual assistant or email sent by the customer. Everything prior to the agent.

Summary: Summary field only for calls.

3. Level

Level: Current level at which the case is (Agent, Ebusiness, Billing, Customer, etc.)

Escalate Level: Current level within Salesforce. When created, it is always Agent. (Team Leader, Ebusiness, Billing, etc.)

Escalate Previous Levels: Concatenates previous Escalate Levels. A return/reject removes the last escalate previous level.

Request Level: Current Request Level, levels outside of Salesforce (Administration, Carrier, Customer, Store, etc.).

4. Customer

Account Name: Name of the customer account extracted from the CRM if they are a Mango customer.
Customer RFM Segment: (HighValueCustomer or Other)
Contact Name: Name related to the account.
Last Month RFM: Customer's loyalty status from the previous month (Top, sleeping, outlier, risk, etc.)
Email Address: Same as the account name
Deleted From CR: (Checkbox) if the customer has previously requested to be removed from our database,
No Customer: If selected, it means customer identification is not required for the management.

5. Classification / Resolution

Initial Classification: Initial classification with which the case enters based on what the customer said (automatic).
Contact Reason: Reason for contact selected or automatically added by the system.
Final Classification: How the agent classified it when managing the case.
Contact Reason Subdetail: Subdetail of the contact reason selected by the agent.

6. Resolution

Resolution: Selected resolution
Resolution Subdetail: Subdetail of the selected resolution
Resolved Datetime: Date when the resolution was made
Resolved Automatically: Checkbox indicating if the case was automatically resolved by the system.

7. Compensation

Compensation: If compensation has been granted (code or similar).
Compensation Comments: Details added by agents at the time of providing the compensation.
Compensation Code (Reference): Identification of the code or compensation offered (e.g., code number).

8. Feedback

Feedback Type: If there is additional feedback to the selected categorization (positive, negative, suggestion, technical issue).
Feedback Comments: At the resolution of the case, a comment that the agent can introduce.

9. Close

Closed Reason: Selected closure reason (Gratitude, Managed in other case, Backlog, Reply from carrier after resolving case, etc.)

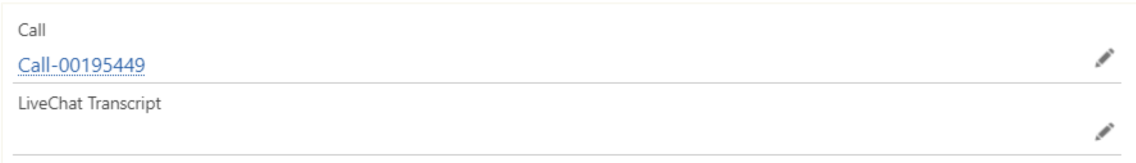
Date/Time Closed: Closure date.

Closed Automatically: (Checkbox) in case of automatic closure.

10. Contact

Call: call from which the case is created

LiveChat Transcript: Chat from the which the case is created




11. External

External Contact: Contact ID in the application that creates the case.

External Interaction: Interaction ID in the application that creates the case.

Filled Form: Description of the web form provided by the customer.

External Interaction Feedback Result: From the iris survey (Chat/Phone) - Satisfied, Not satisfied.

External Interaction Conversation: Contact conversation when it is not in another related object. If not Chat, Phone, Email.

External Interaction Feedback Comments: Why the customer was not satisfied with the assistant’s resolution.

External Interaction Not Aut. Reason: Business rules, if it passes without automation.

12. Scheduled Action

Scheduled Action: It is set according to the level and the information in CustoMetadata of 'Levels': "Customer" → "CaseClose", Administration, Third Party, Carrier, Store → "CaseReturn", Confirm Spam → "CaseDelete". If Owner or Status changes, it is set to null.

Scheduled Action Date: The date is calculated as Status_Modified_date + Levels.scheduledTime. If Owner or Status changes, it is set to null.

Scheduled Action Parameters: Contains the JSON to execute each Action.

13. Survey

Survey Sent: (Checkbox) if from the case a survey has been sent (only SF surveys)

14. Social Media (To be defined.)

15. Order

Order ID: Order ID.

Order Set Date: Date and time the order was placed.

Order Purchase Id: Purchase ID of the order.

Order Delivery Type: Shipping service (Palau, etc.).

Order Purchased Date: Date the order was purchased.

Order Delivery Service: Delivery type (home delivery, pickup point, store delivery).

Order Estimated Delivery Date: Estimated delivery date of the order.

Order Status: Order status according to the carrier's information.

Order Event: Current order status.

Order Delivery Status: Current delivery status (or the last updated status of the case).

Order Payment Method: Name of the payment method used for the order and TPV number.

Order Delivery Store: Store where the order is being delivered.

Order Payment Status: Payment status of the order.

Order Total Price: Total amount of the order.

Order Currency: Currency used for the amounts.

Store Address: Physical address of the store.

Store Postcode: Postal code of the store.

Store State: State (region) of the store.

Store City: City of the store.

Store Country: Country of the store.

Order Items Count: Number of items in the order.

Order Out Stock Items Count: Number of out-of-stock items in the order. If >0, it indicates a stock shortage.

Order Warehouse: Name of the order's warehouse.

Order Multiwarehouse: Indicates if the order is multi-warehouse (e.g., USA or Turkey type).

Order Shipped Date: Date the order was shipped.

Order Warehouse Delay: If the box is checked, it means that the order has been delayed in the warehouse (order has had the status "warehouse delay" at some point).

Carrier: Carrier delivering the order.

Order Delivered Date: Date the order was delivered.

Order Suborders Count: Number of sub-orders within the order.

Local Carrier: Carrier operating in the country of delivery.

Order Tracking Number: Order tracking number provided by the carrier.

Order ERP: ERP of the order (Cobol or SAP).

Order Cancellation Date: Date the order was canceled.

Order Store Confirm Datetime: Date on which the store has confirmed the reception of an order sent to the store.

Order Store Delivery Datetime: Date on which the customer picked up the order in store.

Order Return Tracking Number: For orders that are shipped from the warehouse with the prepaid label inside the package and whose tracking number is saved in the system.

Order Payment Method Code: TPV number associated with the payment method.

16. Order Customer Contact

Order Contacted Status: Status of the order when the customer first contacted.

Order Contacted Event: Status event of the order when the customer first contacted.

Order Partial Picking Datetime: Date on which a picking shortage (*falta picking*) occurred.

Order Lead Time Exceeded: This box is checked if the estimated delivery date shown in the checkout when making the purchase has been exceeded, whether the order was already delivered or was still being prepared or in the process of delivery when the customer contacted us. This field should not be taken into account for orders shipped with a carrier that is not integrated into centiro because we do not have the actual status of the order or the delivery date.

17. Order Required Fields

The options will be those selected by the agent when there are required fields according to the selected contact reason:

Original or Suborder

Lost Order Status

Return-Exchange Status

Package Status (Says Customer)

Refund Type

Package Status (Online Tracking)

Return Content

Pictures Damaged Package

Likes Status in LG

Return Method

Order status (no-integrated carrier): This field is not required to resolve the case, since when the carrier is integrated, it does not need to be filled out.

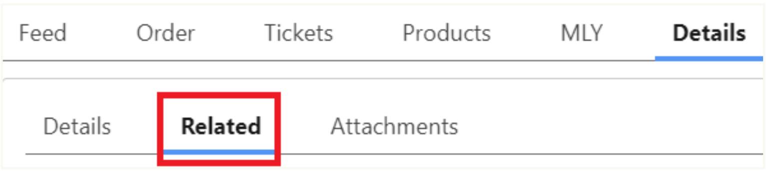
Carrier Return Tracking Status

17. System Information

Created By: How the case was created (Integrator, SF user, administrator, etc.), along with the date.

Last Modified By: The SF user who last modified the case, along with the date and time.

## 5.16. “DETAILS > RELATED” TAB



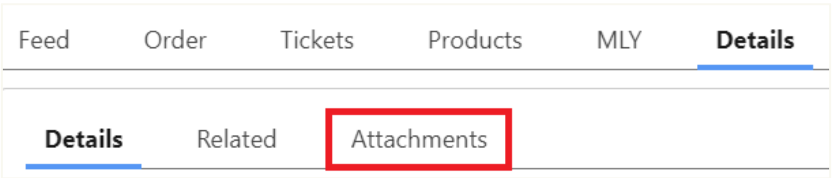

It is divided into 11 sections:

1. Attachments
2. Case History
3. Activity History
4. Orders
5. External Requests
6. Emails

7. Social Posts
8. Files
9. Related Cases
10. Survey Invitations
11. Messages

## 5.17. ATTACHMENTS

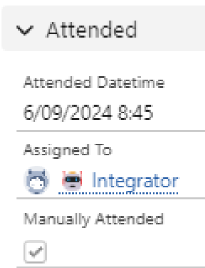
The attachments included in the case can be viewed in this tab




## 5.18. MANUALLY ATTENDED

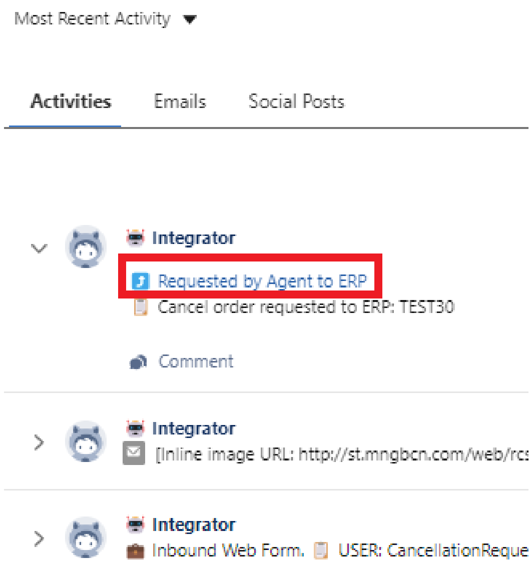
In the 'Attended' section included within the details of each activity, we can see whether the agent received the assigned case through Omnichannel before completing the activity or if they manually accepted it using the 'Accept' button.

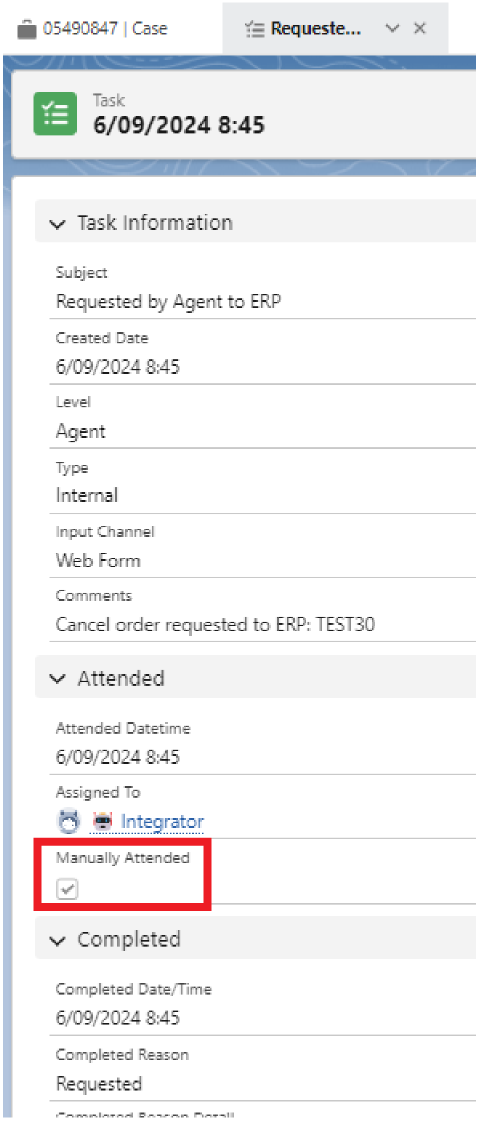
If the 'Manually Attended' flag is checked, it means that the agent accepted the case using the 'Accept' button”.



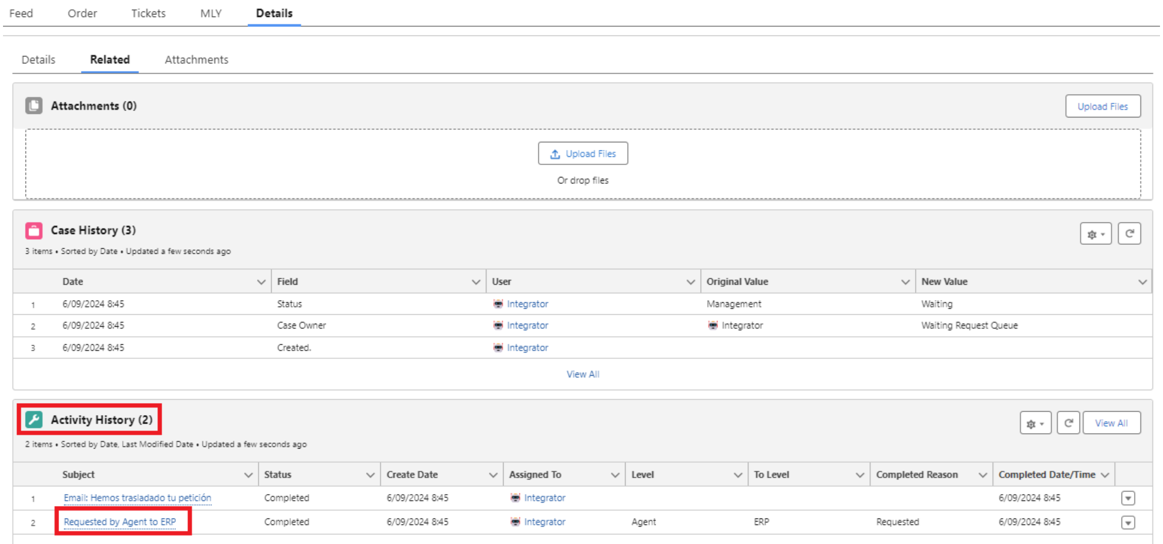

There are 2 ways to visualize the section “Attended”:

- **From Feed**, clicking on the activity itself:


Most Recent Activity
Activities
Emails
Social Posts
Integrator
Requested by Agent to ERP
Cancel order requested to ERP: TEST30
Comment
Integrator
[Inline image URL: http://st.mngbcn.com/web/rc
Integrator
Inbound Web Form.
USER: CancellationReque




- **From Details > Related > Activity History,** clicking on the activity itself:



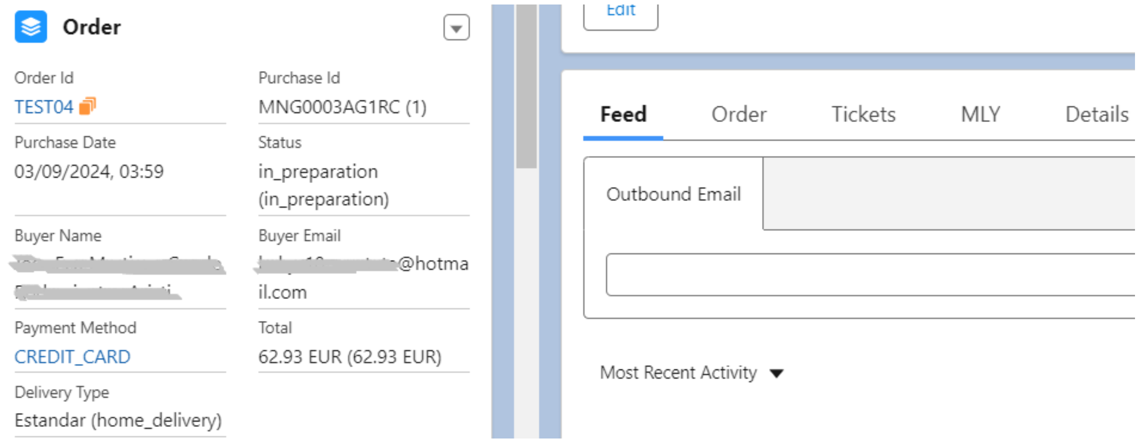

## 5.19. PRODUCTS

This option is enabled only for the following contact reasons that require the inclusion of some details about the items the customer is inquiring about before making a purchase (PRE-SALE inquiries) or about the items from an order or store purchase they have already made:

- Products > General information (FAQ)
- Products > Feedback
- Products > Notice to customer
- Delivery > Lost order
- Delivery > Missing items
- Delivery > Crossed order
- Return-Exchange > Incidence on items
- Return-Exchange > Lost return

The Products tab is only displayed in cases that do not have an order number.

If the case contains an order number, the Products tab is not shown because the items must be selected from the Order > Lines tab.



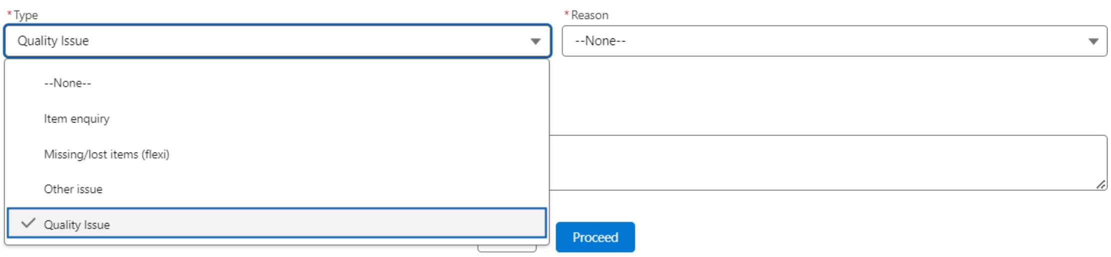

When we select which item we want to register the information for, the 'Add item issue/enquiry' button appears:

Lines

| Line | Status | Product ID | Description | Size | Color | Price | Discount |
|---|---|---|---|---|---|---|---|
| 1 | | 570377311195 | Pantalón jogger algodón | 11 (11) | Gris antracita (95) | 12.99 EUR (17.99 EUR) | PROMOS_REBAJAS |
| 2 | | 670071211252 | Camiseta estampada algodón | 11-12 (12) | Azul (52) | 5.99 EUR (8.99 EUR) | PROMOS_REBAJAS |
| 3 | | 670177321252 | Camiseta mensaje estampado | 11-12 (12) | Azul (52) | 7.99 EUR (10.99 EUR) | PROMOS_REBAJAS |
| 4 | | 670644571156 | Pantalón jogger felpa | 11 (11) | Azul marino oscuro (56) | 12.99 EUR (17.99 EUR) | PROMOS_REBAJAS |
| 5 | | 670306651202 | Camiseta manga larga botones | 11-12 (12) | Blanco roto (02) | 3.99 EUR (8.99 EUR) | PROMOS_REBAJAS |
| 6 | | 670506581195 | Pantalón jogger algodón | 11 (11) | Gris antracita (95) | 12.99 EUR (17.99 EUR) | PROMOS_REBAJAS |
| 7 | | 670277141287 | Camiseta estampada algodón | 11-12 (12) | Rojo coral (87) | 5.99 EUR (8.99 EUR) | PROMOS_REBAJAS |

Add item issue/enquiry

By clicking on the button, an additional section is displayed where we must select the type of information we want to record in the case:



“Item enquiry” must be used for these contact reasons:

- Products > General information (FAQ)
- Products > Feedback
- Products > Notice to customer

"Missing/lost items (flexi)" for these ones:

- Delivery > Lost order
- Delivery > Missing items
- Delivery > Crossed order
- Return-Exchange > Lost return

“Quality issue” y “Other issue” for these:

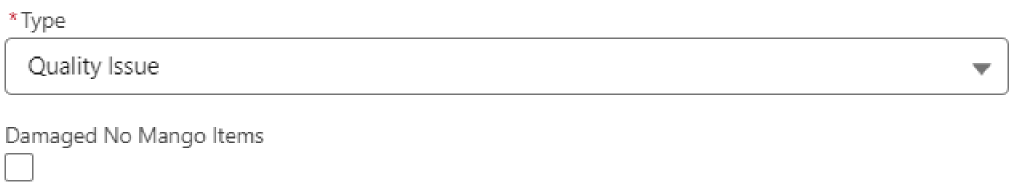
- Return-Exchange > Incidence on items

For '**Quality issue'** and '**Other issue**' we must additionally select the reason from the dropdown menu in the Reason field:

Quality issue: Adornment, Bad Smell, Belt, Broken/Hole, Buttons, Colour Changed, Dry Cleaner, Embroidery, Gives Off Colour, Heel, Heel Seat, Itching/Allergy, Lacks Newness, Lining, Looses Fur/Feathers, Looses Shape, Pilling, Print, Scratched, Sensitive Leather, Shrinks, Sole, Stains, Strap, Stretches, Threads, Trimmings, Unstitched, Worn Out Fabric, Wrong Care Instructions, Zip.

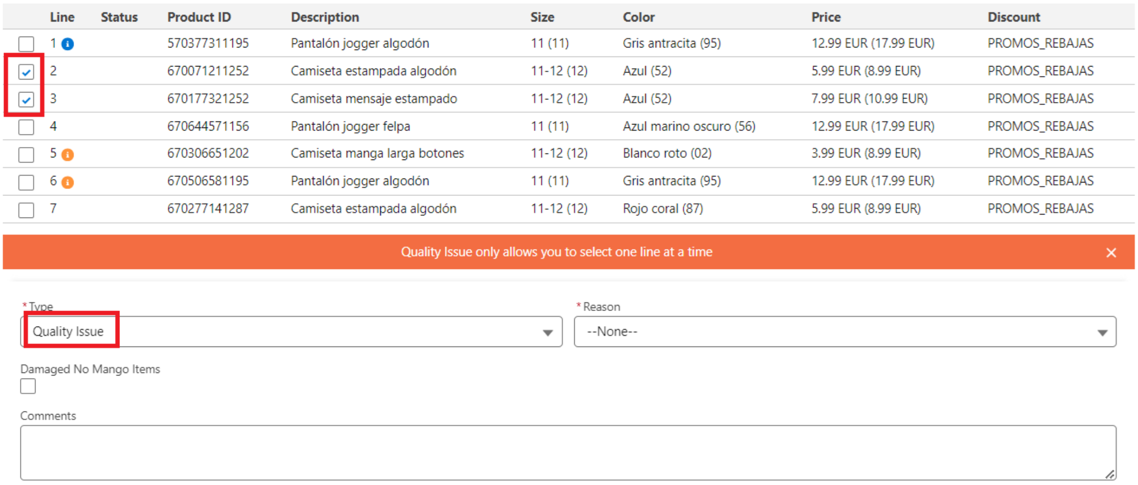
Other issue: Damaged in transport, Different Item, Image discrepancy, Mismatched set, Missing part, Not customized, With alarm, Wrong Color, Wrong Size

For 'Quality issue,' we must also check the box 'Damaged No Mango items' if it is a Mango item that has damaged an item from another brand.




Salesforce does not allow selecting 'Missing/lost items (flexi),' 'Quality issue,' or 'Other issue' for items marked as 'OutOfStock' but it does to items that have been ‘refunded’.

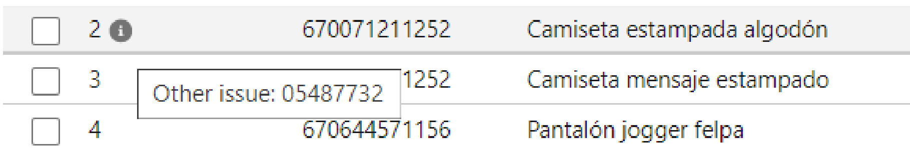
'Quality issue,' 'Other issue,' and 'Item enquiry' do not allow selecting multiple items at once to indicate the inquiry or issue. Each item must be entered separately from the same case by clicking 'Add item issue/enquiry' each time.



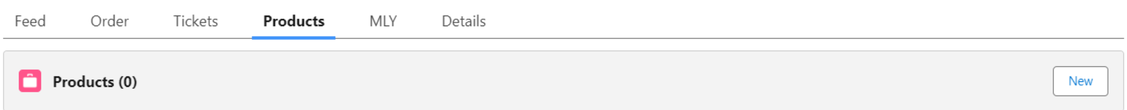
| Line | Status | Product ID | Description | Size | Color | Price | Discount |
|---|---|---|---|---|---|---|---|
| 1 | | 570377311195 | Pantalón jogger algodón | 11 (11) | Gris antracita (95) | 12.99 EUR (17.99 EUR) | PROMOS_REBAJAS |
| 2 | | 670071211252 | Camiseta estampada algodón | 11-12 (12) | Azul (52) | 5.99 EUR (8.99 EUR) | PROMOS_REBAJAS |
| 3 | | 670177321252 | Camiseta mensaje estampado | 11-12 (12) | Azul (52) | 7.99 EUR (10.99 EUR) | PROMOS_REBAJAS |
| 4 | | 670644571156 | Pantalón jogger felpa | 11 (11) | Azul marino oscuro (56) | 12.99 EUR (17.99 EUR) | PROMOS_REBAJAS |
| 5 | | 670306651202 | Camiseta manga larga botones | 11-12 (12) | Blanco roto (02) | 3.99 EUR (8.99 EUR) | PROMOS_REBAJAS |
| 6 | | 670506581195 | Pantalón jogger algodón | 11 (11) | Gris antracita (95) | 12.99 EUR (17.99 EUR) | PROMOS_REBAJAS |
| 7 | | 670277141287 | Camiseta estampada algodón | 11-12 (12) | Rojo coral (87) | 5.99 EUR (8.99 EUR) | PROMOS_REBAJAS |

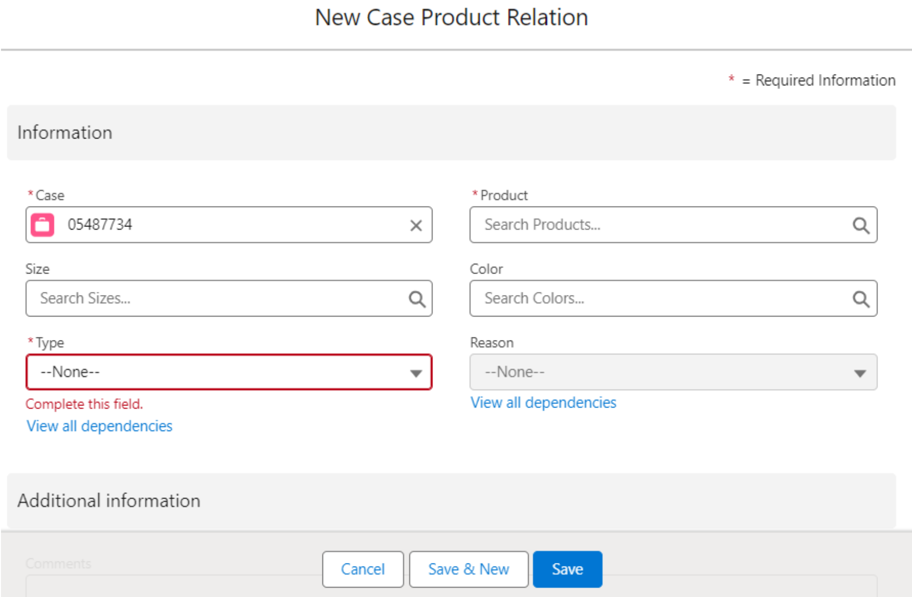


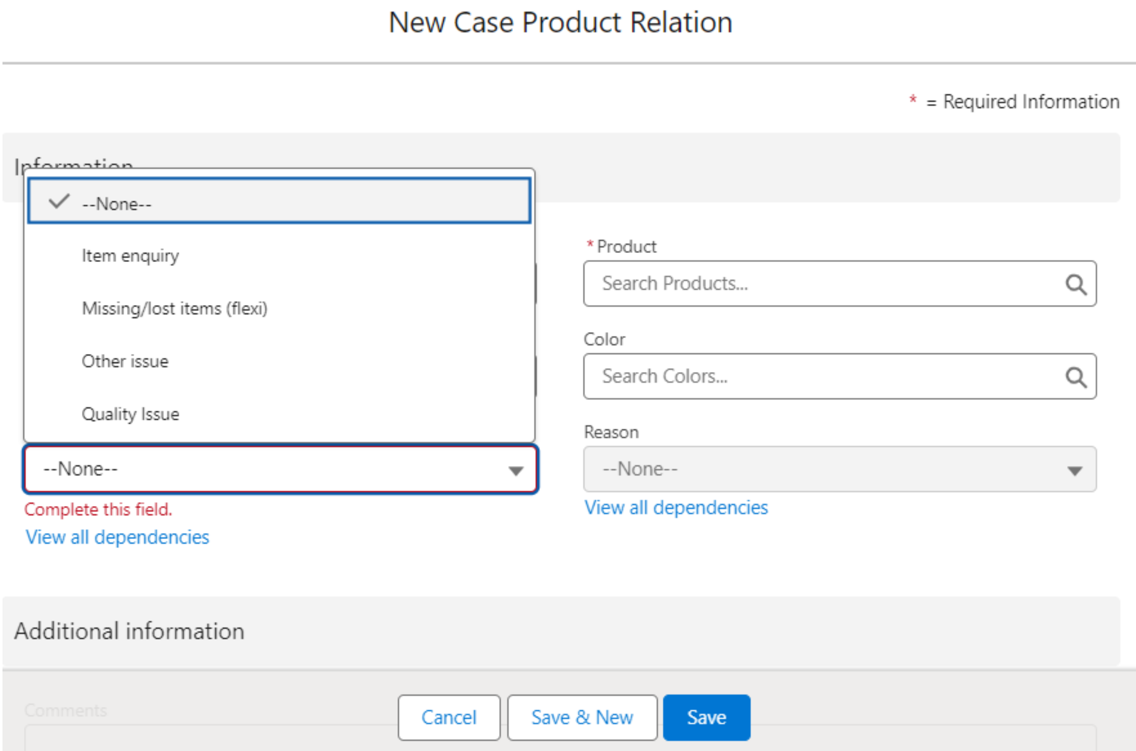
Once the item issue is recorded, an 'i' will appear next to the item reference in Lines. Hovering over the 'i' will show the type of issue and the case from which it was entered:



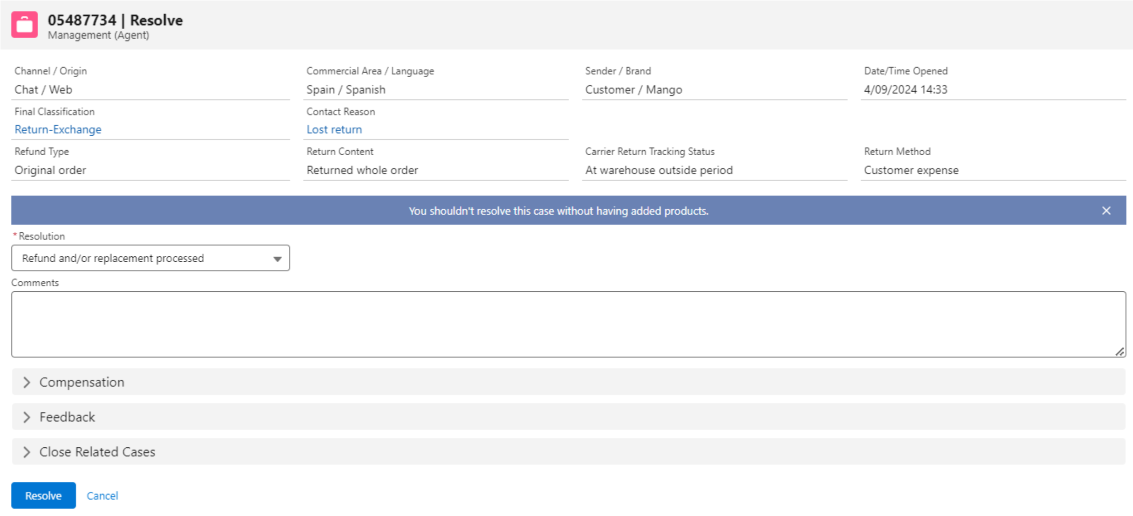

For cases without an order number, the references must be entered manually from the Products tab, following the same logic:






When we try to resolve a case with any of the previous contact reasons without having entered a product issue/enquiry, a warning will appear as a reminder.



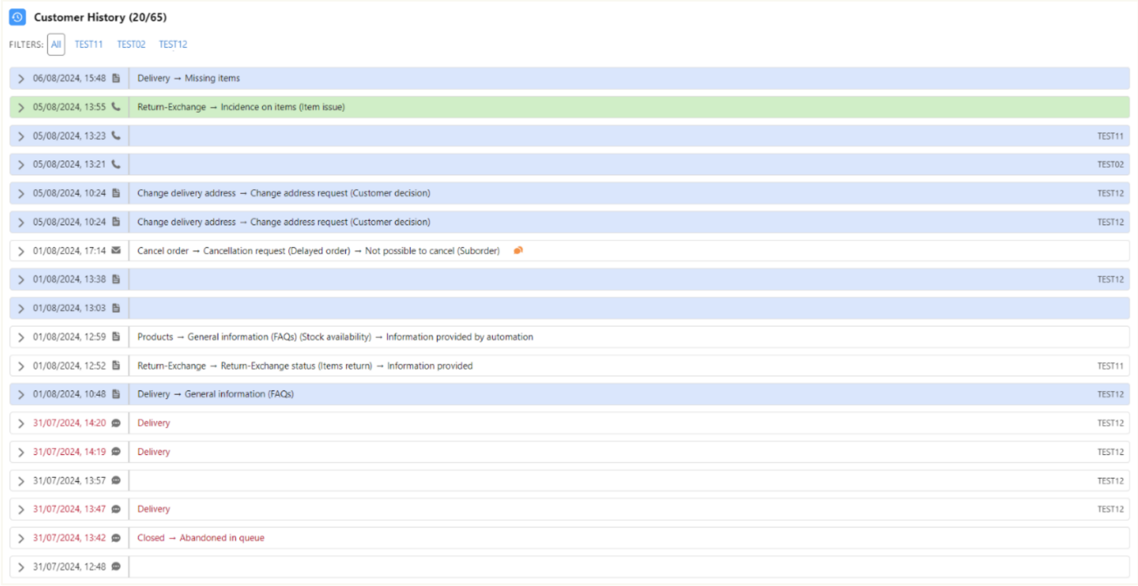

If we try to resolve the case by selecting the resolution 'Refund and/or replacement processed,' the warning will be blocking and will not allow us to resolve the case with that resolution until Products have been added to the case.

## 5.20. CUSTOMER HISTORY

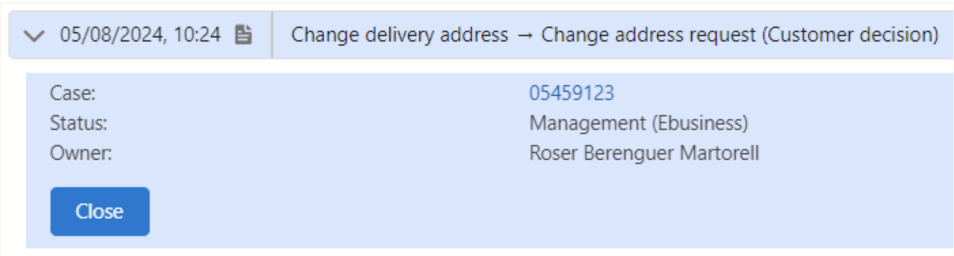
It appears at the end of the case. It shows all cases for the same customer. It allows filtering by order number and contact reason.

Colour code:

| **Green = Current case** | **Blue = Cases open** |
|---|---|
| White with black **letters** = Resolved cases | White with red letters = Closed cases |

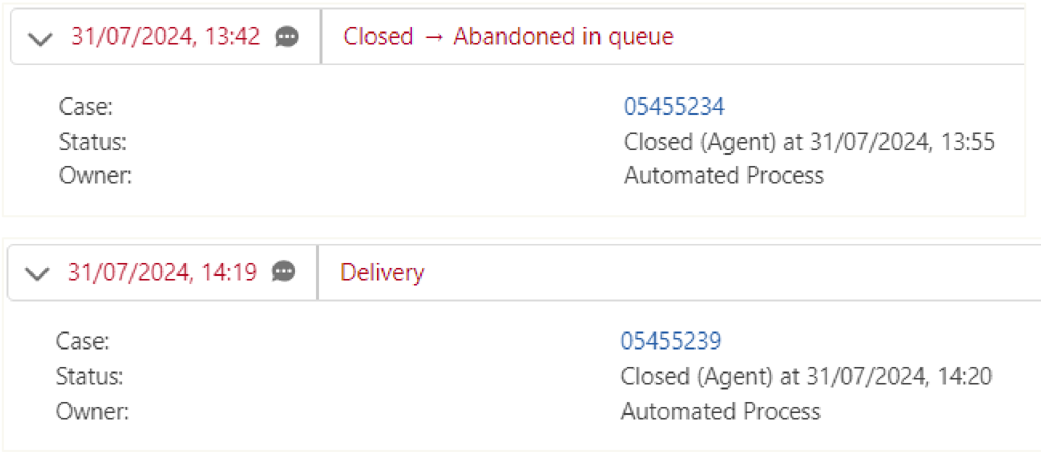



Clicking on the date on the left reveals the main information of the case:




If the case already has a selected contact reason, it will be displayed. If the fields are still empty, nothing will appear in the top line:


Closed cases will display the classification if it was selected or the reason for automatic closure, depending on the case:




# 6. UPPER SEARCH BAR


In the top search bar, you can search for any information registered in the system:

Knowledge Base articles

Order numbers

Customer names

Carrier names

Phone numbers

Item references

Files

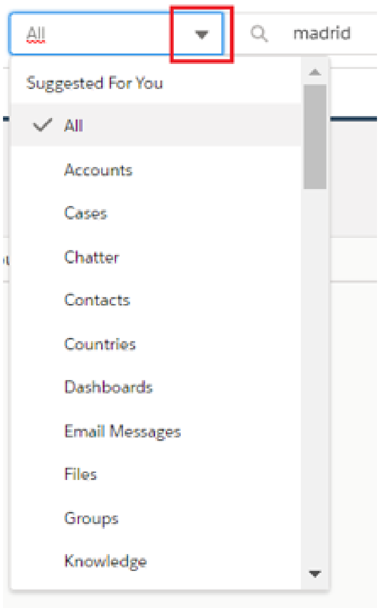
Email addresses

Store numbers

Etc.

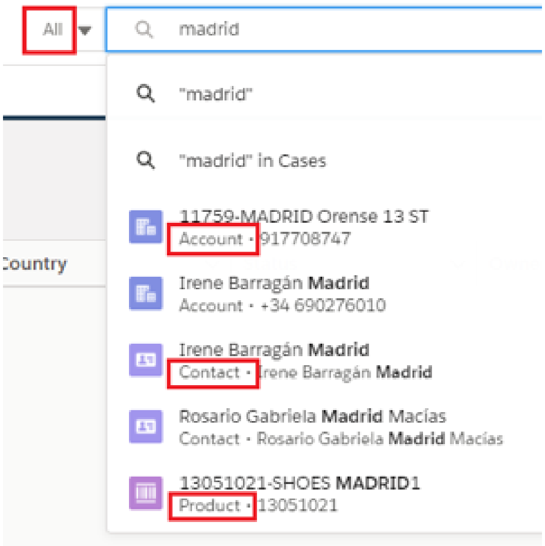
* Note: You can use "" to limit your search to specific words only.

You can narrow down the results by selecting in the dropdown menu which entity (type of data) you want to search:



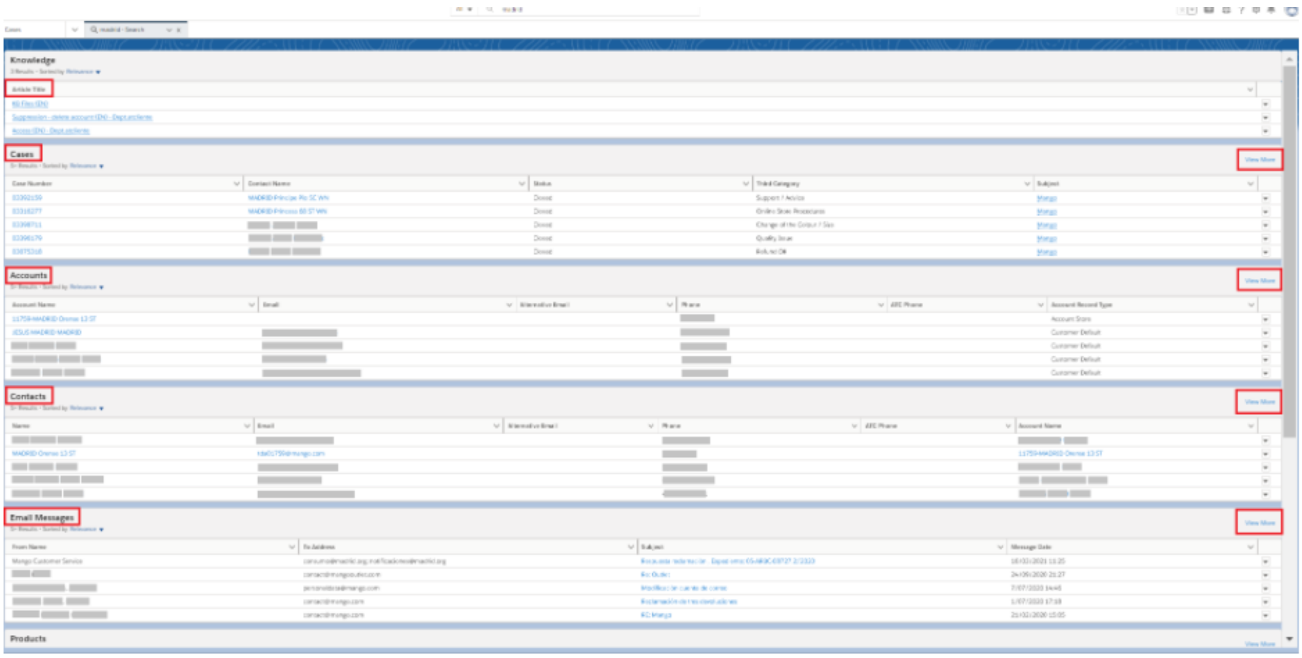

in.

Or to leave “all” to search in all entities.

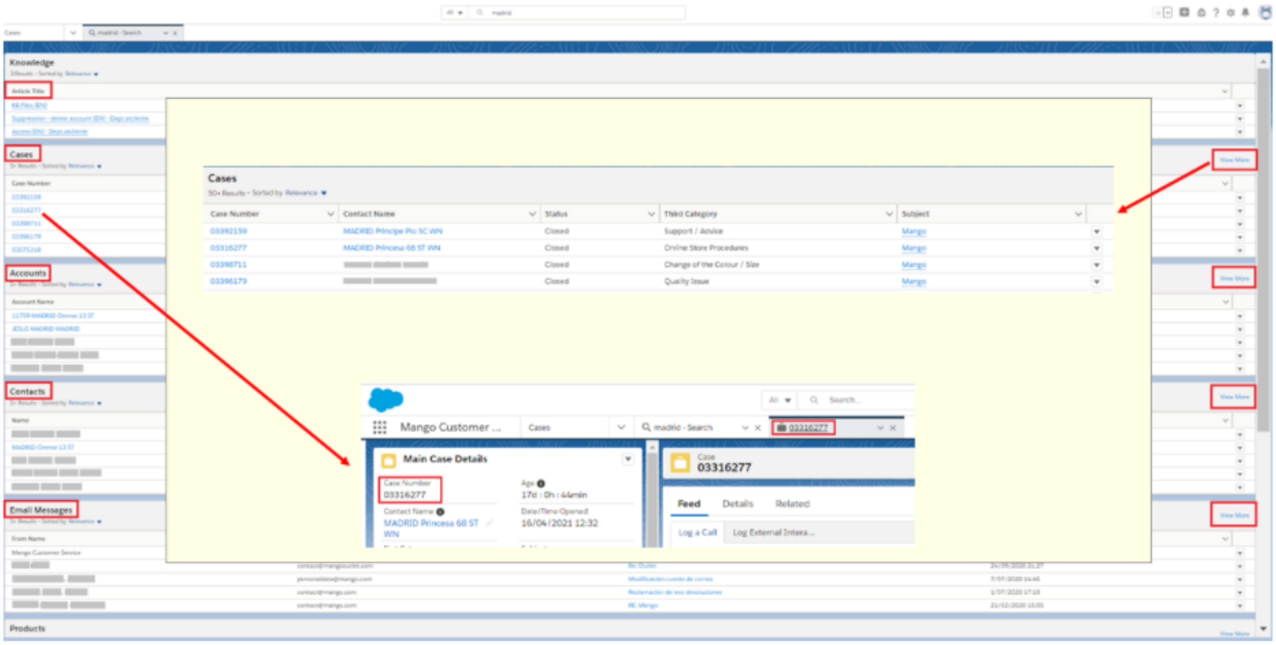



If we click on one of the results shown in the dropdown menu, the selected result will be displayed in an expanded view in a new tab.

If we press "Enter," the results will be grouped by entities and displayed in a new tab titled "- Search."




Click "View More" to the right of each entity to see the complete list of results for a specific entity, or click on a specific result to open it in a new tab.



# 7. LIST OF SKILLS

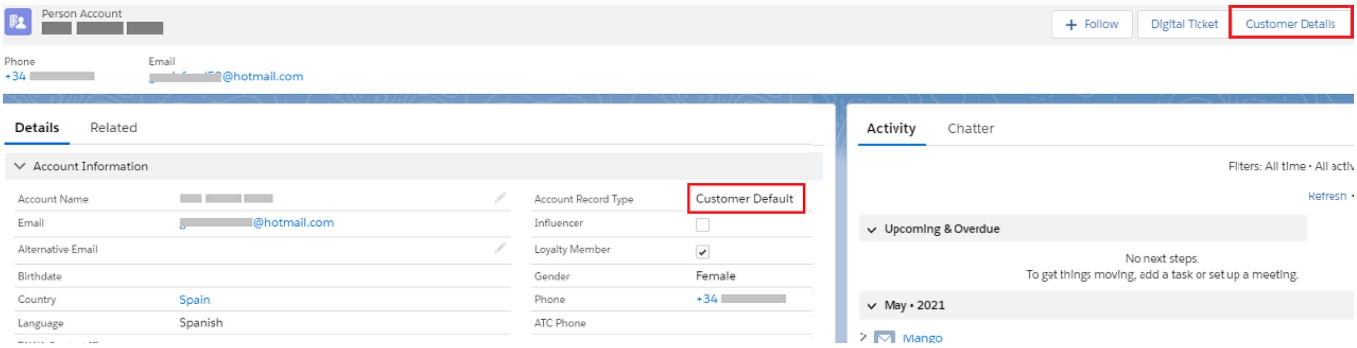
- Agent
- Arabic
- Austria
- Belgium
- Brand Mango
- Brand MNG
- Brand Outlet
- Bulgarian
- Canada
- Catalan - Valencian
- Chat
- Claim
- Comdata
- Croatian
- Customer
- Czech
- Dutch – Flemish
- English
- France
- French
- German
- Germany
- Greek
- High Value Customer
- Hungarian
- Italian
- Italy
- Marketplace
- Mexico
- Non-Special Country
- Norwegian
- Other Language
- Polish
- Portugal
- Portuguese
- Reputational
- Romanian - Moldavian - Moldovan
- Russian
- Spain
- Spam
- Spanish
- Store
- Swedish
- Switzerland
- Team Leader
- Transcom
- Ukrainian
- United Kingdom
- United States of America
- WhatsApp

# 8. CUSTOMER AND STORES ACCOUNTS

## 8.1. CUSTOMER REGISTERED VS. GUEST

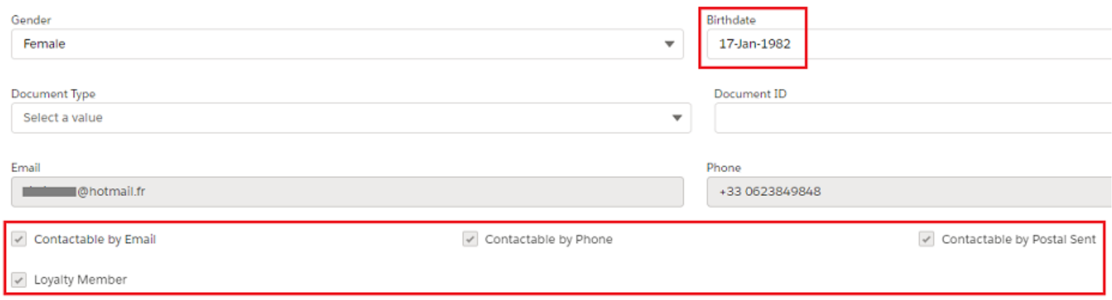
In the "Account Record Type" field of the Salesforce customer profile (Person Account), we can see if a customer is registered in the Mango database (One App) or if they were created from "Global Actions - New Customer."

### 8.1.1. CUSTOMER DEFAULT = Client registered in Mango database.

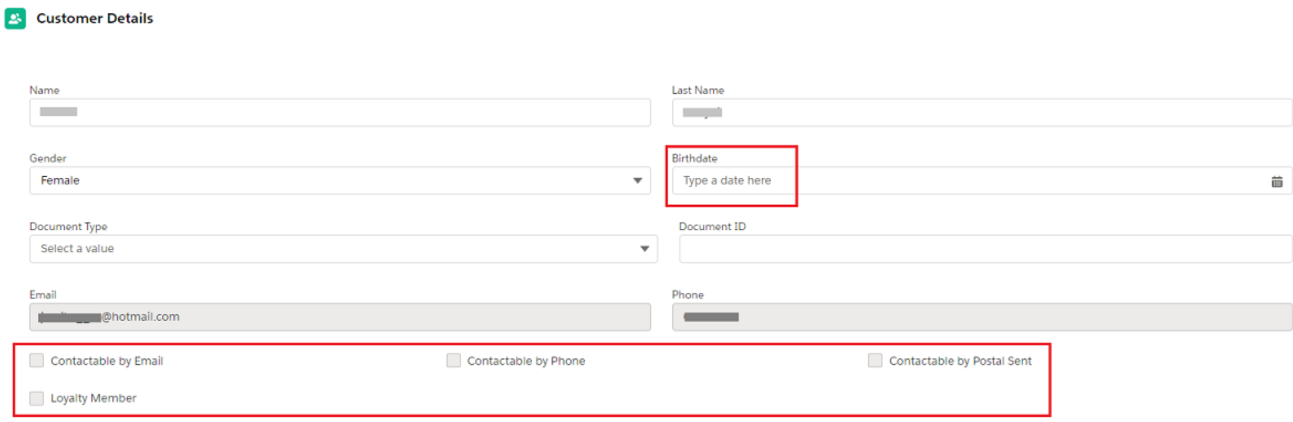



Click on "Customer Details" at the top right to view:

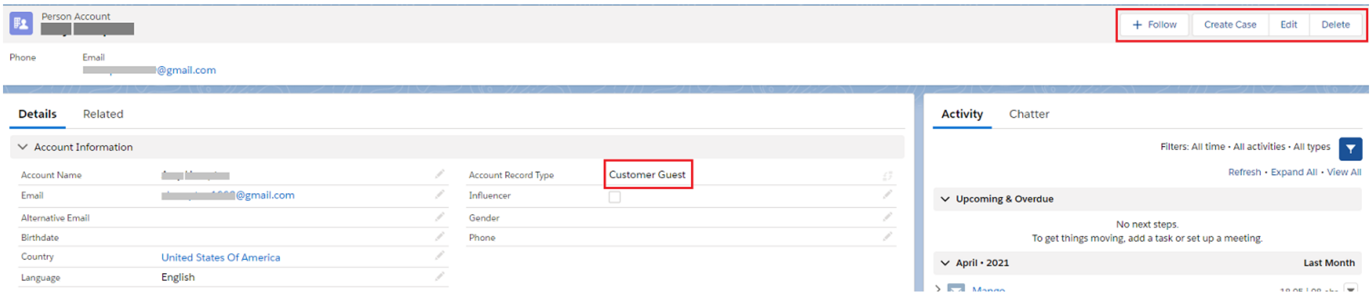
- If it’s a customer that receives our marketing communications and through which channels.
- If their birthday is indicated in their account.
- If the client is from the club [Mango Likes You] (Loyalty Member)




- Or if they do not wish to receive our marketing communications (not contactable):




**8.1.2. CUSTOMER GUEST = Customer not registered in the database, manually created from Global Actions by an agent to create a case (there is no "Customer Details" button).**




## 8.2. STORE ACCOUNT

In the Store profiles, we can see:

Store name (Account Name)

Address y geolocation (Billing Address)

Store size in square meters (M2 Store)

Warehouse size (M2 Warehouse)

Schedule (Store Schedule)

Store type (Store Type)

- Propia = OWN
- Franquicia depósito = DEPOSIT
- Franquicia firme = FRANCHISE

Store number (Store Code)

By the store number, we can determine whether it is a company-owned store or a franchise.

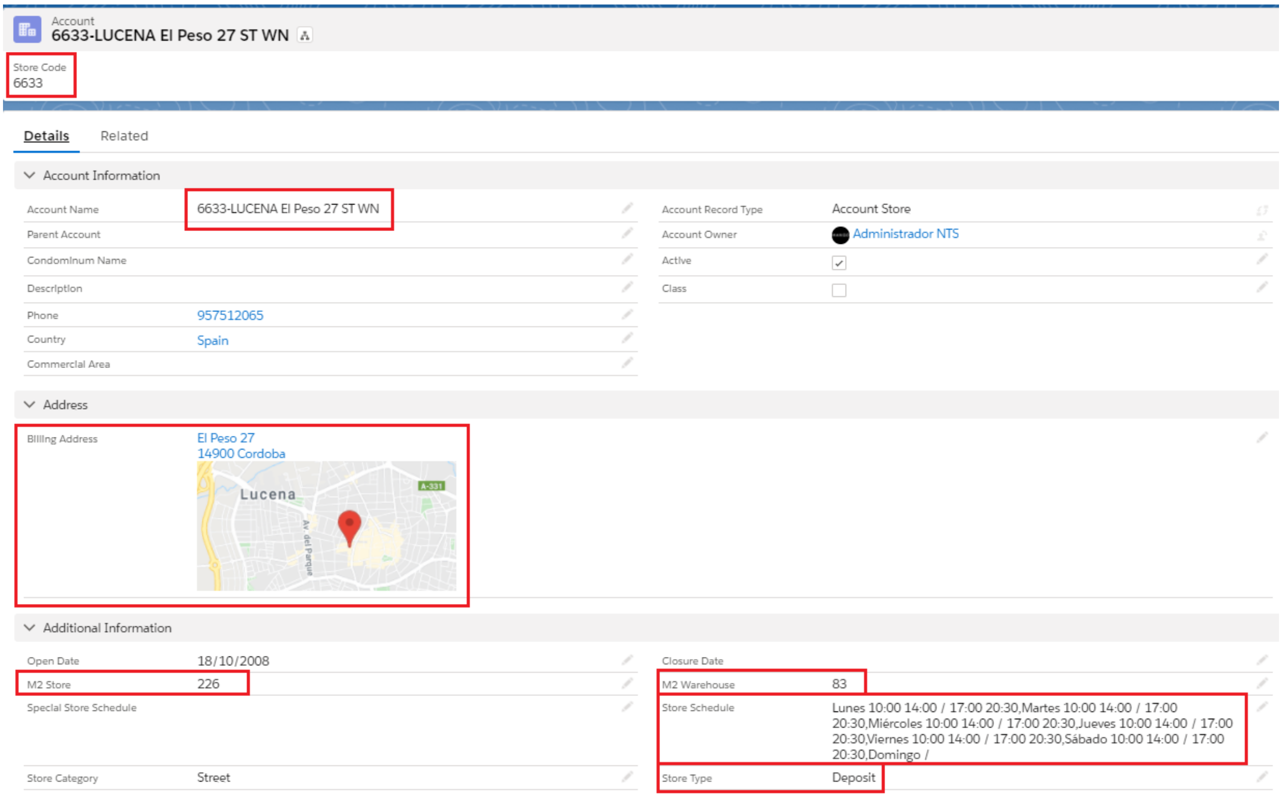
- Franchise: 4 digits and never start with 1 (example: 6633 - Lucena).
- Own: 5 digits and always starts with 1 (example: 11244-BARCELONA Pso. de Gracia 36 ST).

*** A store provides us with a store number of only 1, 2, or 3 digits:** this means it is a company-owned store, and for Salesforce to recognize the number, we must fill in the remaining digits following this format:

- Store 2 = 10002-BARCELONA Portal Angel 7 ST
- Store 26 = 10026-MADRID Princesa 68 ST WN
- Store 234 = 10234-ZARAGOZA P. Independencia 19 ST

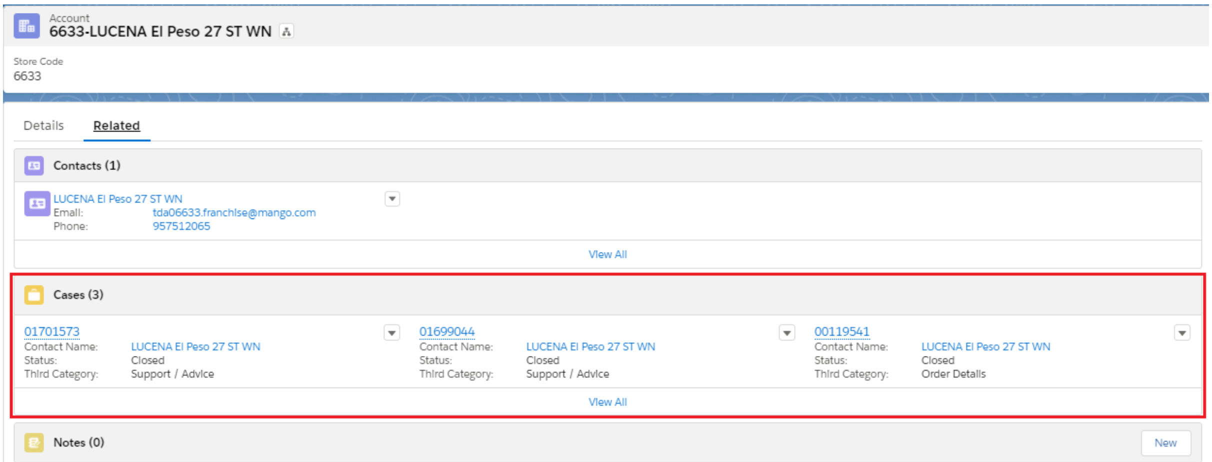
*** A store provides us with a store number of 4 digits starting with 1:** this means it is a company-owned store, and for Salesforce to recognize the number, we must add a 1 in front.

- Store 1244 = 11244-BARCELONA Pso. de Gracia 36 ST




On tab "Related" to see:

- Store email
- Cases registered under the store's name (with the store name in "Contact Name" in Main Case Details).



# 9. SEND AN EMAIL

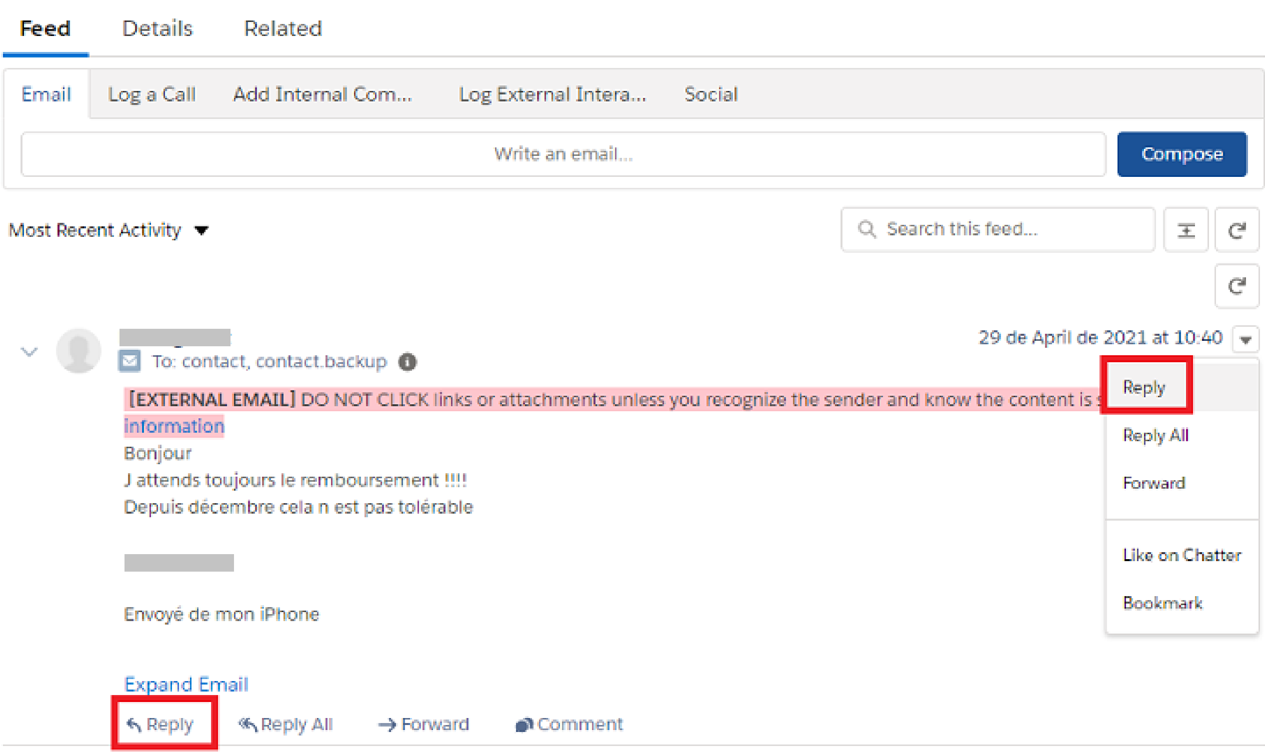
We have 2 options to send emails:

## 9.1. BUTTON "REPLY" BELOW THE INCOMING EMAIL OR IN THE DROPDOWN MENU ON THE RIGHT.

We use it for:

First contact with the person listed in "Main Case Details" in all cases with Channel "Email."

Subsequent replies to a previous email in cases of all Channels.



## 9.2. “EMAIL” BUTTON IN THE MAIN OPTIONS BAR “ACTION BAR”

We use it for:

First contact with the person listed in "Main Case Details" in cases of all Channels except "Email."

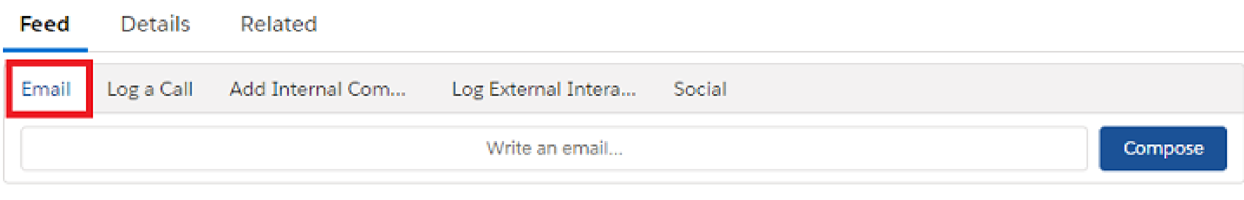
If we receive a response from the customer and need to reply again, we do so from "Reply."

First contact with a person different from "Main Case Details" in all Channels.

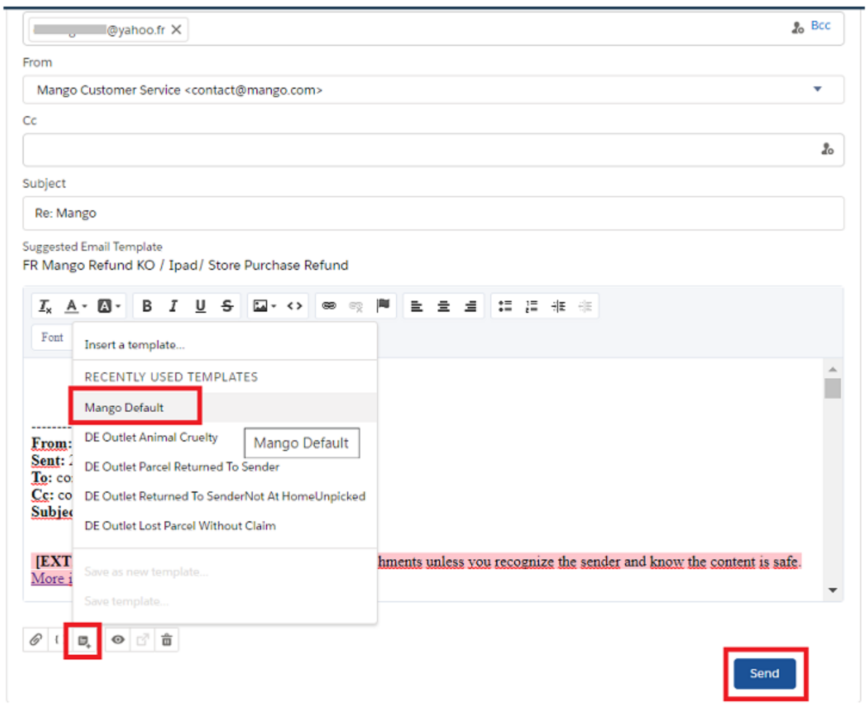
* Example: Customer sends an email to modify the shipping address of a sent order:

1.- Respond to the customer from “Reply” confirming that we have forwarded the address to the carrier.

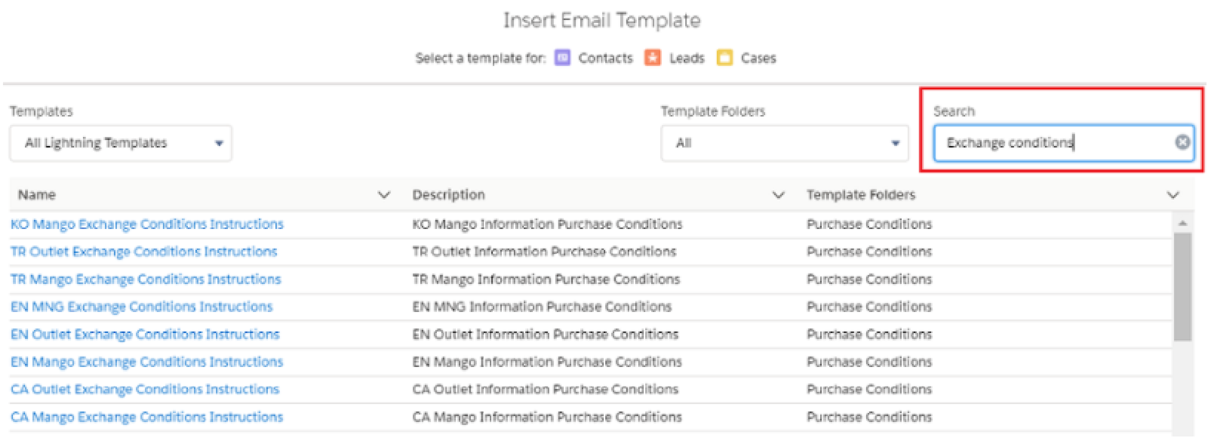
2.- Send an email with the new address to the carrier from "Email."




Important: We should always choose a template for all outgoing emails. Whether we are writing to a customer, a store, a carrier, etc.



To find a template, click on 'Insert a Template' and search by keywords. If we want to write the entire text freely, choose the 'Default' template.




If we select the wrong template, delete it using the trash can icon 'Discard Draft'. Otherwise, when we select the correct one, it will be added below and we will send 2 templates.

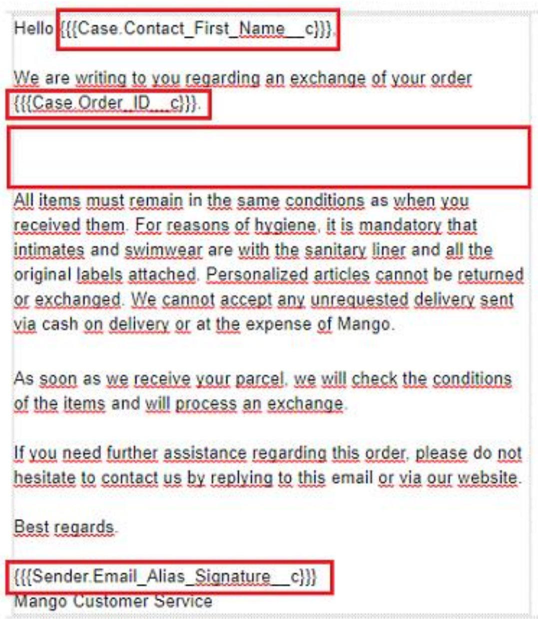
The templates have predefined segments that are automatically filled with the case information, so there is no need to delete or manually fill them.

* Examples:

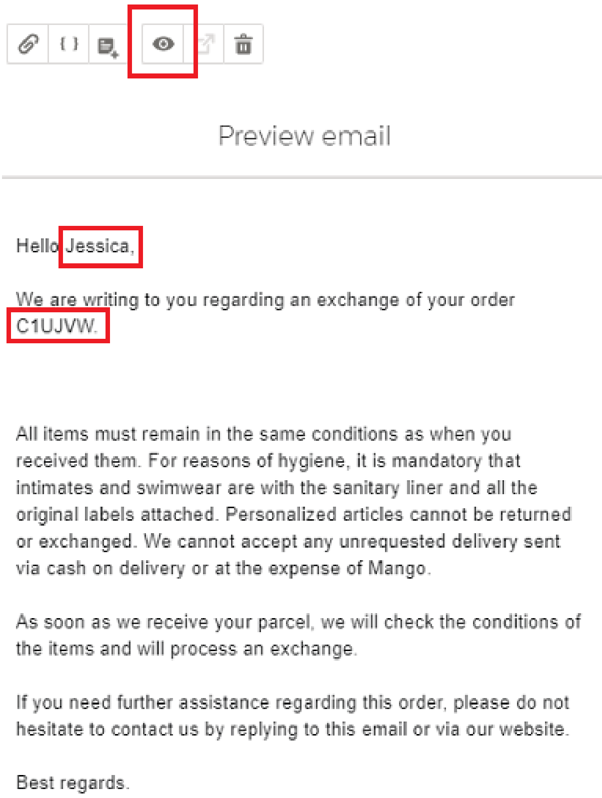
{{{Case.Contact_First_Name__c}}} = Client Name

{{{Case.Order_ID__c}}} = Order number

{{{Sender.Email_Alias_Signature__c}}} = Agent signature



If we click on the eye icon 'Preview Email' below the template, we can see how it auto-fills:




Email Fields:

**To:**

The customer's email appears by default. Check that it is correct and:

- Delete any emails that appear in CC by mistake.
- Modify it if we want to contact another person/team (store, carrier, Tax Free team, Loyalty, Purchases-compras, Payment Management-gestión cobres, etc.).

From:

Select the corresponding account in the dropdown menu:

- Mango Customer Service <contact@mango.com>: for emails to Mango customers.
- Mango Outlet Customer Service <contact@mangooutlet.com>: for emails to Mango Outlet customers.
- Mng Customer Service <customer.service@mngbymango.com>: for emails Mango customers of MNG countries (see Brand name MANGO vs. MNG).
- Hello Customer Service <hellocs@mango.com>: for emails to Mango Stores. Exclusive option for agents

with Store Skill.

- Mango Personal Data <personaldata@mango.com>: for account cancellation/modification requests or any privacy rights exercise. Option exclusive to agents with Personal Data Skill.

- Hojas de Reclamación <hojasreclamacion@mango.com>: for official complaint forms in Spanish. Option exclusive to agents with Official claim Skill.

- Mango Musteri Servisi <destek@mango.com>: exclusive option for Turkish market agents.

Subject:

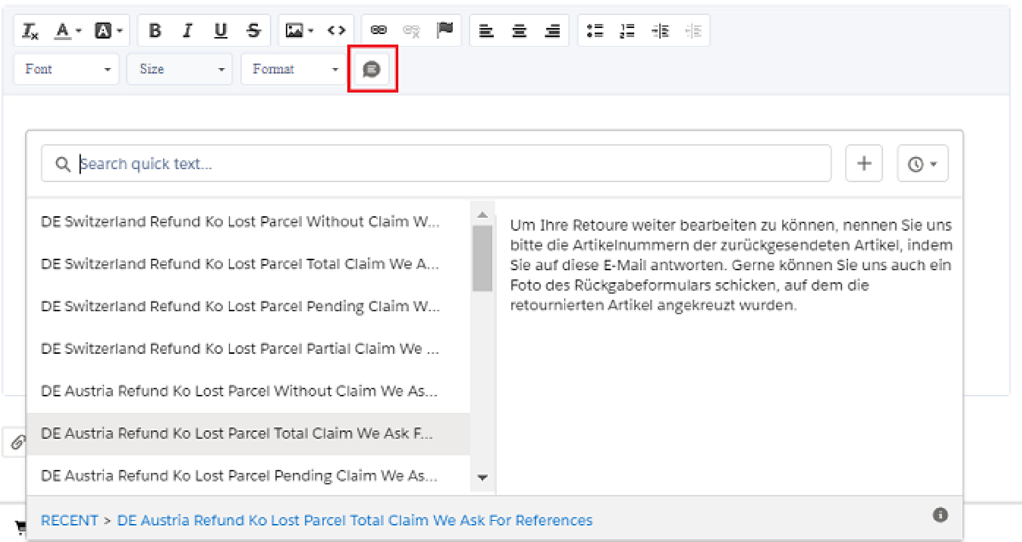
- "Mango" o "Mango Outlet" if we are writing to a customer.
- If we reply to an email from a carrier, marketplace, store, Tax Free team, Loyalty, Purchases-Compras, Payment Management-gestión cobros, etc. with 'Reply': copy and paste the same subject used by the recipient to keep all emails within the same email thread.
- If we make the first contact with a store, carrier, marketplace, Tax Free team, Loyalty, Purchases-Compras, Payment Management-gestión cobros, etc. from 'Email': include 'Brief description + case number + order number/Reference/Store number/...'."

* Example: "Paquete perdido 0356987 - C4587H", "Medidas 74125877", "Error devolución 03547889 tienda 10002 España", etc. / Lost package 0356987 - C4587H", "Measurements 74125877", "Return error 03547889 store 10002 Spain", etc.

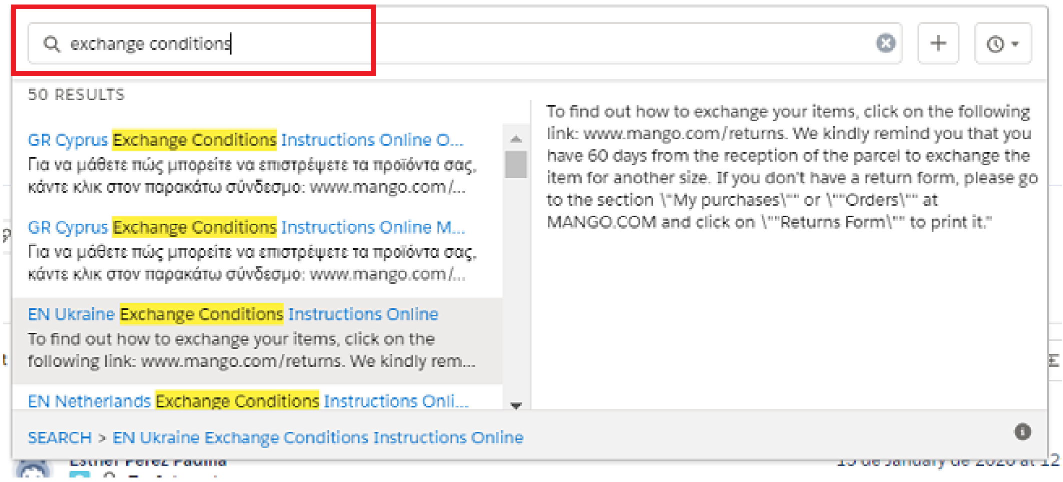
* "Quick Text" Button:

To add recurring phrases in the templates without having to write them freely each time.

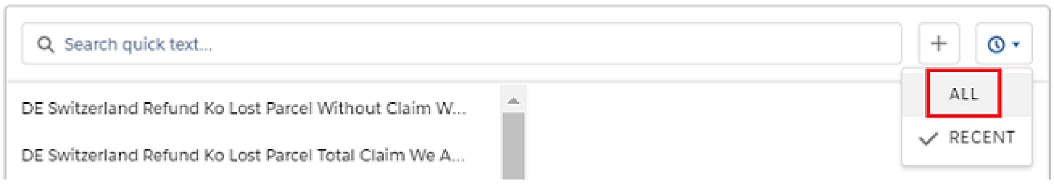
Some templates have double spacing like the example above to indicate that there is a Quick Text related to that template.

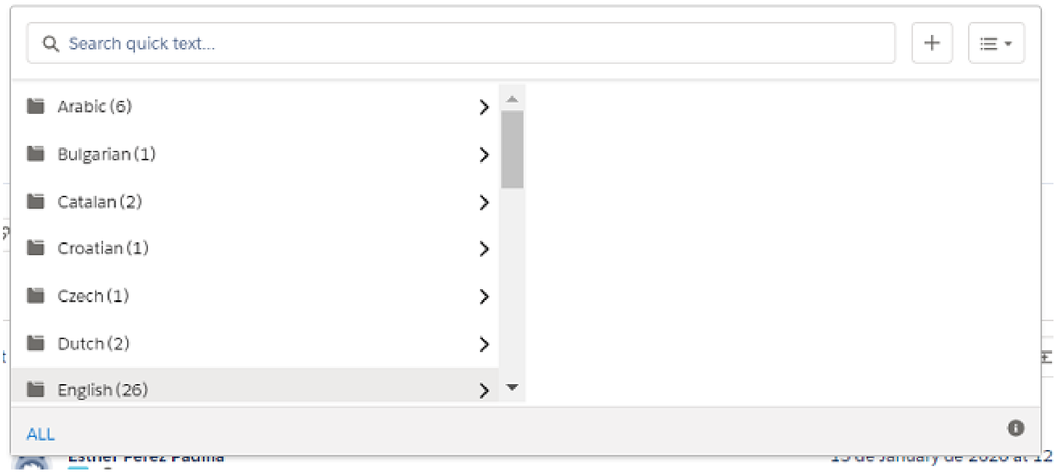


We can search by keywords:



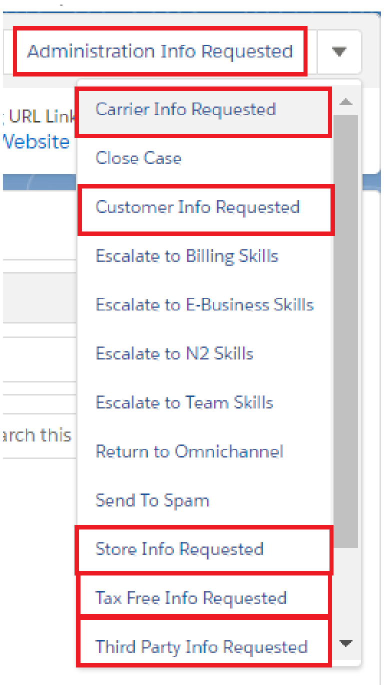

Or click on 'All' in the dropdown menu on the right to search by country:




~~Una vez enviado el email, si se espera una respuesta, debemos pulsar el botón "Info Requested" correspondiente para indicar al flujo de estados del caso que se ha iniciado una espera.~~

Once the email is sent, if a response is expected, we must press the corresponding 'Info Requested' button to indicate to the case status flow that a wait has been initiated.




With the clip icon below the email field, we can add attachments.

The case will remain in the chosen status until a response is received or further action is taken.

* **Exception – 'Customer Info Requested' status**: cases are automatically closed if no response is received after 7 days.

# 10. CASES LISTS

Recent Cases / Recently Viewed Cases

Last 5 cases we have worked on. There is not necessarily any pending action on our part.

To Do Cases / My Cases

. Cases that each agent has pending to manage. Omnichannel has assigned them and has not registered any action or has registered some action but has not pressed the 'Escalate', 'Request' 'Resolved' or 'Close' button as appropriate.

Pending Cases

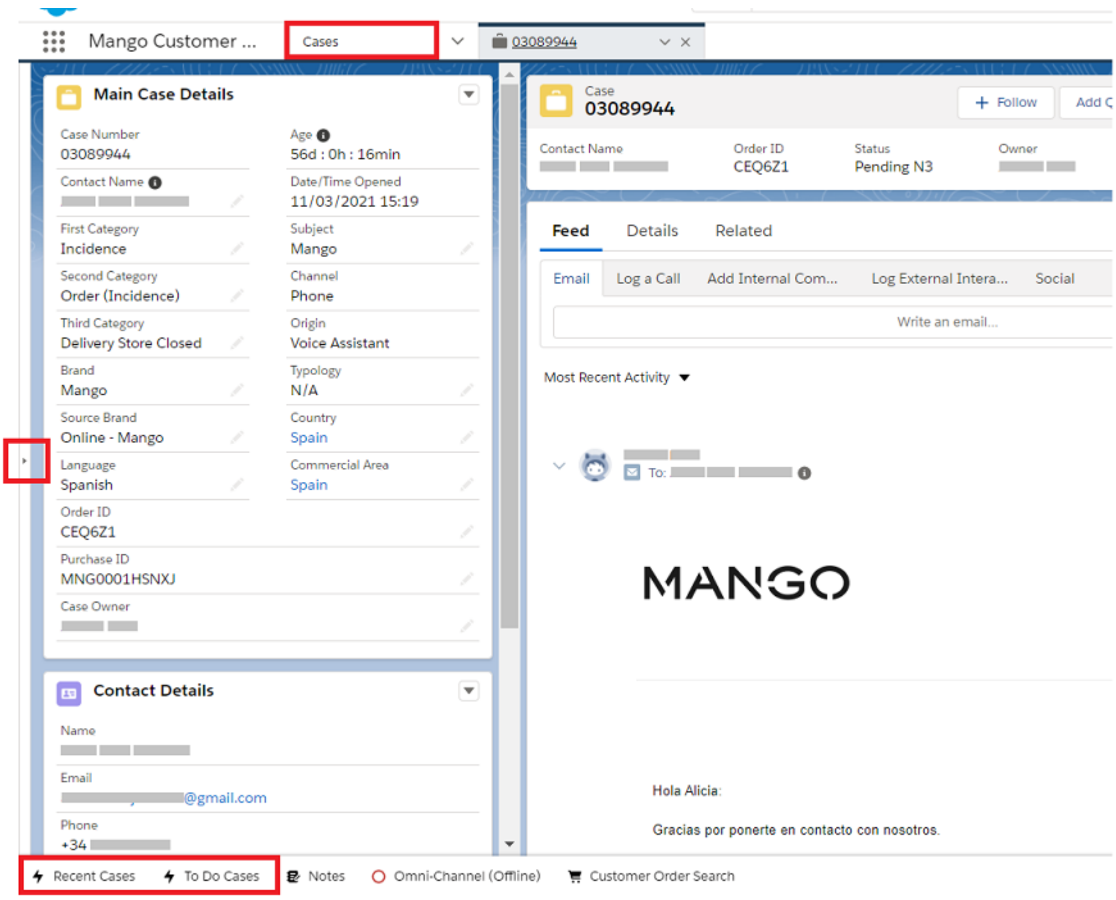
All cases pending management. Agents should not access this list unless specifically asked to manage cases manually."

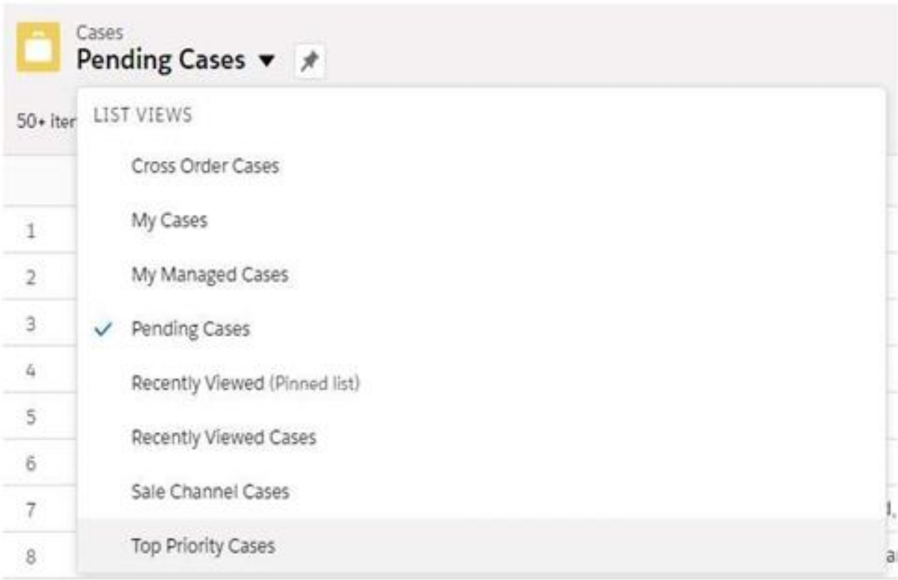
Cross Order Cases

All cases categorized as 'Cross Orders' in the 'Details' tab of the case.

It is used to locate cases involving more than two people.

We can access from 3 places:






# 11. ADD FILES

There are 2 options to add images or files to a case:

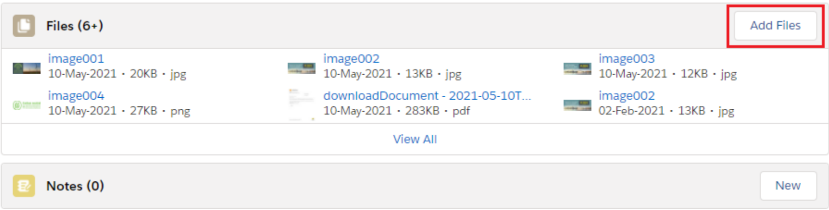
Tab “Related > Files”.

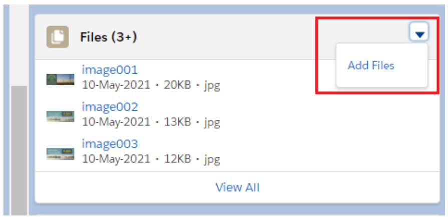
Dropdown “Files” in right column.

## 11.1. CASES WITH CHANNEL “LETTER”

Scan the letter to add the file to the case.

Delete it from our PC or Outlook if we received the scan by email.




# 12. APPROVAL AND REVIEW

This manual will be reviewed and updated periodically to ensure that it remains accurate and relevant until it is fully incorporated into the Knowledge base.

MANGO