

Chat Operation Manual

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DESCRIPTION


The chat works with a virtual assistant integrated into our websites (both Mango.com and Mangootlet.com) and also into the Mango App, which we internally call "Iris Text.

It functions as an online chatbot available 24/7 and is designed to quickly and efficiently resolve the most frequent queries from customers.

To access the virtual assistant, customers simply need to click on the chat icon in the bottom right corner.

MANGO

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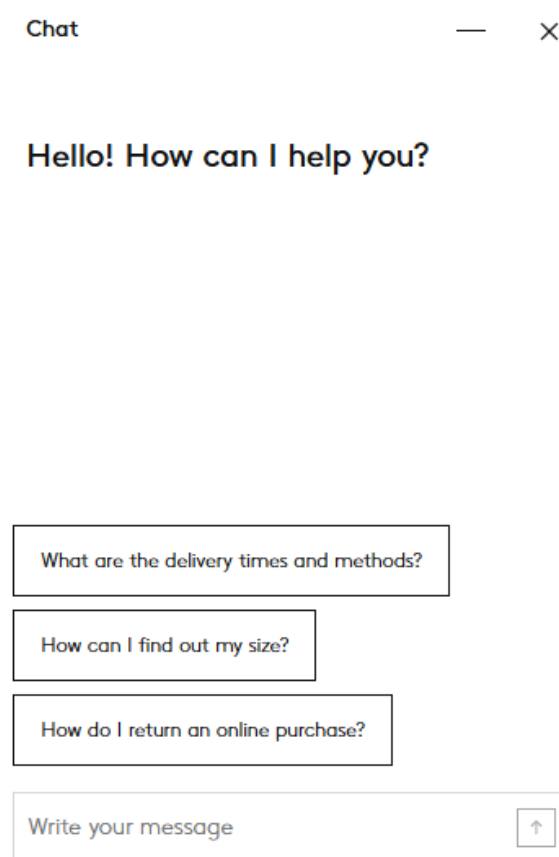
STORES

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Depending on the country, we can find two different types of integrations:

1.1. COUNTRIES WITH GENERATIVE ARTIFICIAL INTELLIGENCE

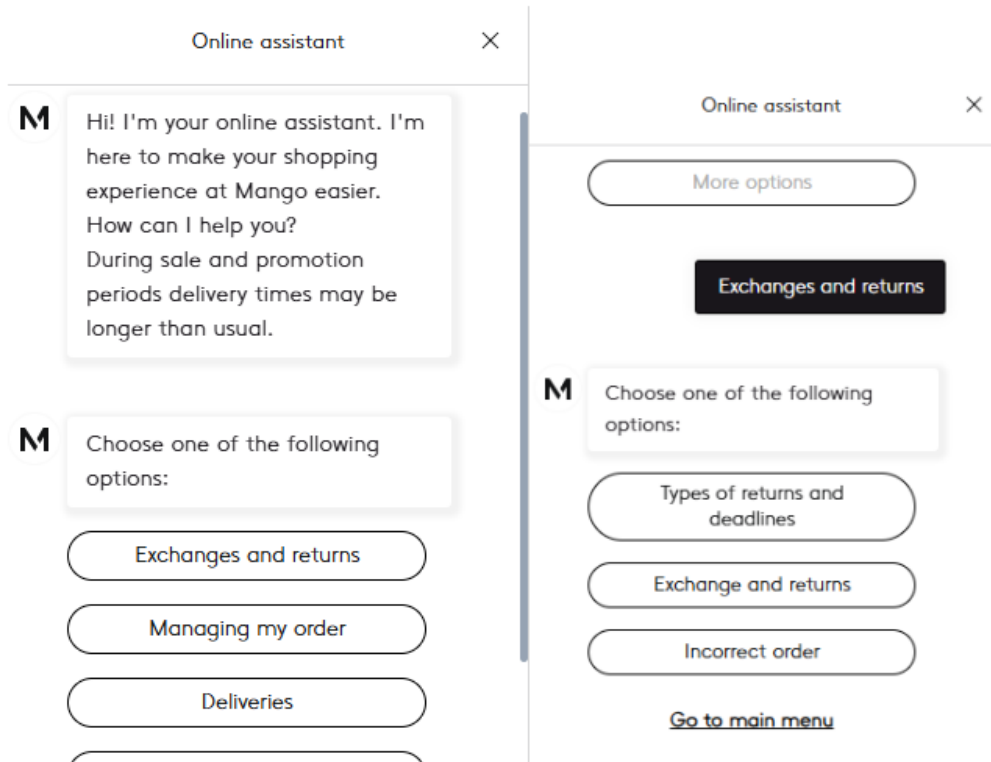
In these countries, the chatbot is capable of understanding and responding to queries naturally and effectively, simulating a normal conversation. Customers can choose between selecting one of the recurring questions shown at the beginning or freely typing in the text field.



The image shows a chatbot window with a title bar containing the word "Chat" and a close button (X). Below the title bar is a greeting: "Hello! How can I help you?". Underneath the greeting are three buttons with predefined questions: "What are the delivery times and methods?", "How can I find out my size?", and "How do I return an online purchase?". At the bottom of the window is a text input field with the placeholder text "Write your message" and a send button (upward arrow).

1.2. COUNTRIES WITH PREDEFINED RESPONSES WITH OR WITHOUT AGENT TRANSFER

In countries without AI integration, customers do not have the freedom to type whatever they want. Instead, they must choose from a closed list of possible queries. As they click on the menu options, new buttons unfold to specify the query. The responses they receive for each specific question are always the same, as they are predefined static texts.



Once the query has been answered (either through predefined responses or through AI), the assistant asks if the answer was helpful by displaying two buttons:

- A thumbs-up button or a button with the words "Yes, thank you!"
- A thumbs-down button or a button with the words "Not much"

Depending on the answer that the customer clicks, the assistant behaves as follows:

Customer clicked “thumbs-up” or “Yes, thank you!”

The assistant thanks the customer and says goodbye.
No case is created in Salesforce.

Customer clicked “thumbs-down” or “Not much”

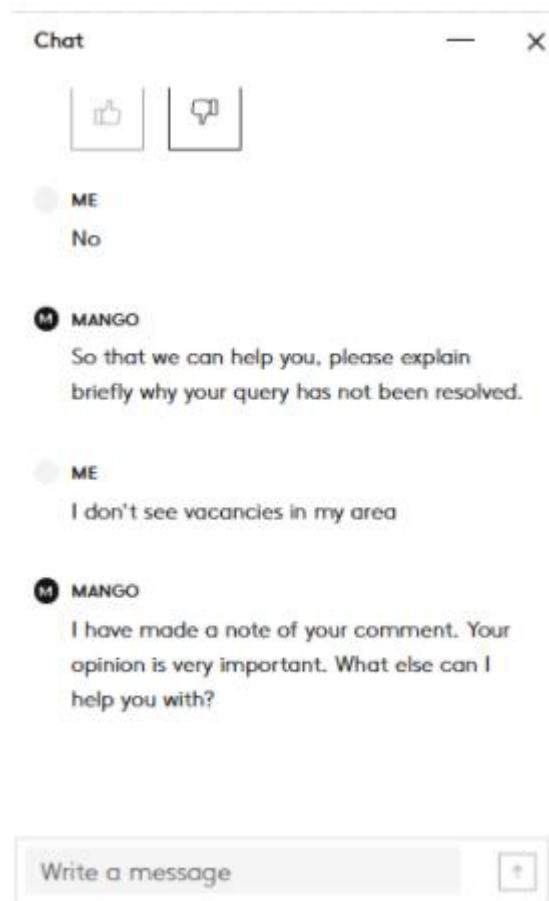
The customer can indicate the reasons why the assistant did not manage to answer their question.



In countries with AI, when the customer explains why we haven't resolved their query, the chatbot attempts to provide a second response to those comments.

Additionally, when the customer has clicked once or twice that we haven't answered their question, depending on the topic and/or country, the chatbot may offer the option to send the query to Customer Service for further assistance.

There are types of queries for which this option to contact Customer Service is not offered. In these cases, the chatbot simply thanks the customer for their feedback and says goodbye.



When the option to contact Customer Service is offered, the assistant behaves as follows depending on whether the country has the "Live Chat" option available (possibility to speak with a human agent):

1.3. COUNTRY WITH LIVE CHAT OPTION

If agents are available, a case will be automatically created in Salesforce, which Omnichannel will assign to an agent. If no agents are available, the customer will be kept in the queue until an agent is available or will be asked to try again later.

To see the complete manual for chat with a human agent, click on the following link: [Live Chat Management](#).

Online assistant

By continuing, you confirm that you have read the [Privacy Policy](#).

I need new QR

M Understood! We have made a note of your query. Would you like to continue the conversation with an agent right now?

Contact an agent

New query

1.4. COUNTRY WITHOUT LIVE CHAT OPTION

It offers the option of a new query or filling out a web form.

Online assistant

M I'm sorry I could not help you.
Could you state the reasons?
Your opinion will help us improve.

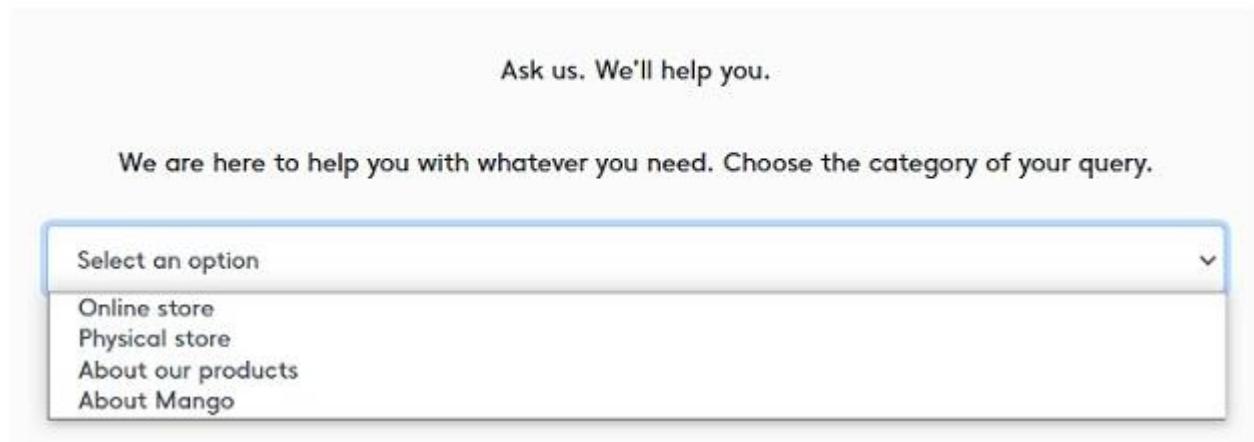
test

M Thank you for your message! If you need more assistance, please contact Customer Services using the help form or make a new query in the chat.

Help form

New query

If they click on "Help Form" a new window will open and take the customer to the form.



The screenshot shows a web form for MANGO. At the top, the word "MANGO" is displayed in a large, bold, black font. Below it, the text "Ask us. We'll help you." is centered. Underneath that, a message reads "We are here to help you with whatever you need. Choose the category of your query." Below this message is a dropdown menu with the placeholder text "Select an option" and a downward arrow. The dropdown is open, showing four options: "Online store", "Physical store", "About our products", and "About Mango".

Once filled out and submitted, a case will be created in Salesforce that does not contain the chat conversation, only the message written in the form, and the case channel will be "Webform".

Depending on the option chosen in the top dropdown, the form can react in three ways (further info in [Web Form](#)).

1.5. SPECIAL OPTIONS

"Order status > Where is my order"

"Order status > Estimated Delivery Date"

"Order cancellation"

"Change of Address"

"Return Label"

In certain countries, there are some queries like the ones above for which the assistant directly connects to the order database and looks up the last orders associated with the customer's account (if the customer is not logged in, they will be asked for the order email or phone number to look up the information or will be asked to log in). If the bot detects that the customer has multiple recent orders, it will show the customer a list of their most recent orders with their details (order number, purchase date, amount, items).

Once the customer selects which order they want to inquire about, the assistant tells them the order status, the estimated delivery date, or processes the cancellation or address change request through Salesforce without the need for an agent to intervene.

For these scenarios, if the chatbot's response is merely informative—for example, it only indicates the order's status, estimated delivery date, or how to request a return label or QR code—no case is created in Salesforce. Cases are only automatically created in Salesforce if the chatbot is unable to resolve the query at the same time because the situation requires processing a request in the system or escalating it to a human agent, such as an order cancellation or address change. These cases are created in Salesforce with the order ID selected by the customer.

1.5.1. IMPORTANT CONSIDERATIONS FOR THE "ORDER STATUS" OPTION

If the order provided by the client has no issues (it is in preparation, in delivery, delivered, etc.), Iris informs them of the status and asks if their query has been resolved:

- **Client responds "Yes"**

No case is created in Salesforce.

- **Client responds "No" or detects that the order has an issue**

Iris will offer to speak with an agent (if within the live agent availability hours) or will respond that we will contact them by email soon and create a case in Salesforce for an agent to manage.

1.5.2. IMPORTANT CONSIDERATIONS FOR THE "ORDER CANCELLATION" AND "SHIPPING ADDRESS MODIFICATION" OPTIONS

In countries where it is available and as long as the order status allows, the cancellation or address change will be automatically processed in the systems without the need for agent management.

- **Order does not allow cancellation or address change**

The client will be informed in the same conversation.

- **Order allows cancellation or address change**

Iris informs the client that we are reviewing their request and will confirm by email shortly whether the cancellation or address change was possible.

A case will be created in Salesforce and will remain in "Pending Integration" (WTG orders) or "Pending SAP" (SAP orders) status, depending on the order's ERP.

Once the cancellation or address change process is completed, the client receives another email confirming whether the cancellation or modification was successful or not, and the case is automatically resolved.

The process time may vary depending on pending requests, daily WTG cutoff, etc.

*** HOW TO PROCEED IF THERE IS ALREADY A CANCELLATION/ADDRESS MODIFICATION REQUEST IN PROGRESS REQUESTED BY IRIS AND THE CLIENT CONTACTS AGAIN**

- 1.- Do not take any action on the previously opened case by Iris that is in "Pending Integration" or "Pending SAP" status, nor attempt to request a second cancellation or address modification from the new case.
- 2.- Explain to the client that their request is being processed and they will receive confirmation shortly.
- 3.- Resolve the new case as "Being managed in other case" and select the case with the open request by Iris.

1.6. Management of cases with previous interactions with the virtual assistant

1. CAREFULLY READ THE CHAT TRANSCRIPT

It is very important to review the first message of the Feed corresponding to the transcript of the conversation between Iris and the client and any automated messages received from the case. We must analyze the conversation in detail to understand what information or management the client needs.

2. CHECK THAT THE CLASSIFICATION CHOSEN BY IRIS IS CORRECT

If it is not correct, we must modify it.

3. CHECK THAT THE ORDER NUMBER REGISTERED BY IRIS IS CORRECT

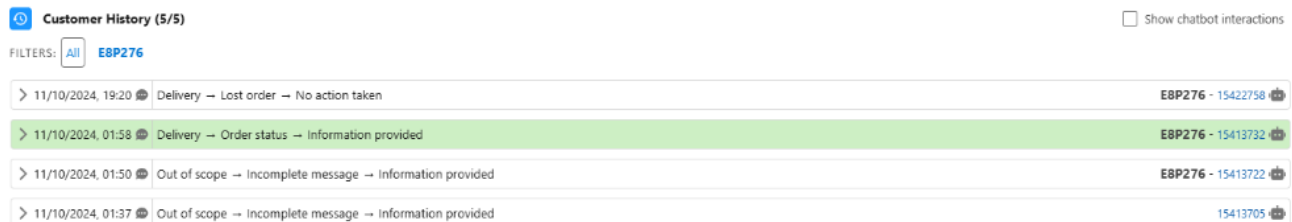
If after reviewing the conversation we see that the client was actually asking about a different order, we must modify the order number.

Iris mentions the order numbers in order from most recent to oldest up to a maximum of 4 orders placed in the last 90 days, with "first" being the newest.

4. REVIEW THE CLIENT'S CASE HISTORY AT THE BOTTOM OF THE CASE

It is very important to review all cases related to the same order number to ensure we do not duplicate information or provide incorrect or contradictory information.

If the query has already been answered from another case, we must close the case as "Managed in other case".



The screenshot shows a 'Customer History (5/5)' interface. At the top, there's a filter section with 'All' and 'E8P276' buttons. To the right, there's a checkbox labeled 'Show chatbot interactions'. Below this is a table of case history entries. The second entry is highlighted in green.

Timestamp	Classification	Order Number
11/10/2024, 19:20	Delivery → Lost order → No action taken	E8P276 - 15422758
11/10/2024, 01:58	Delivery → Order status → Information provided	E8P276 - 15413732
11/10/2024, 01:50	Out of scope → Incomplete message → Information provided	E8P276 - 15413722
11/10/2024, 01:37	Out of scope → Incomplete message → Information provided	15413705

5. IF AFTER ANALYZING ALL THE MENTIONED FIELDS, WE DO NOT UNDERSTAND THE CLIENT'S QUERY

We must send them an email to request more information and leave the case in "Request > Customer" status.

In this case, we should not modify the classification to "Out of scope > Incomplete Message," we should leave the category registered by Iris.

The classification "Out of scope > Incomplete Message" should only be used if the conversation does not appear in the Feed, if there is no order number, or if there is no predetermined classification by Iris.

MANGO