



CRM Taxonomy 2 - Contact Reasons – Resolutions - EN | ES

Contact Reasons | Resolutions Motivos de Contacto | Resoluciones (Proyecto Contacto) EN | ES

ATC Quality & Training / Service | 2024

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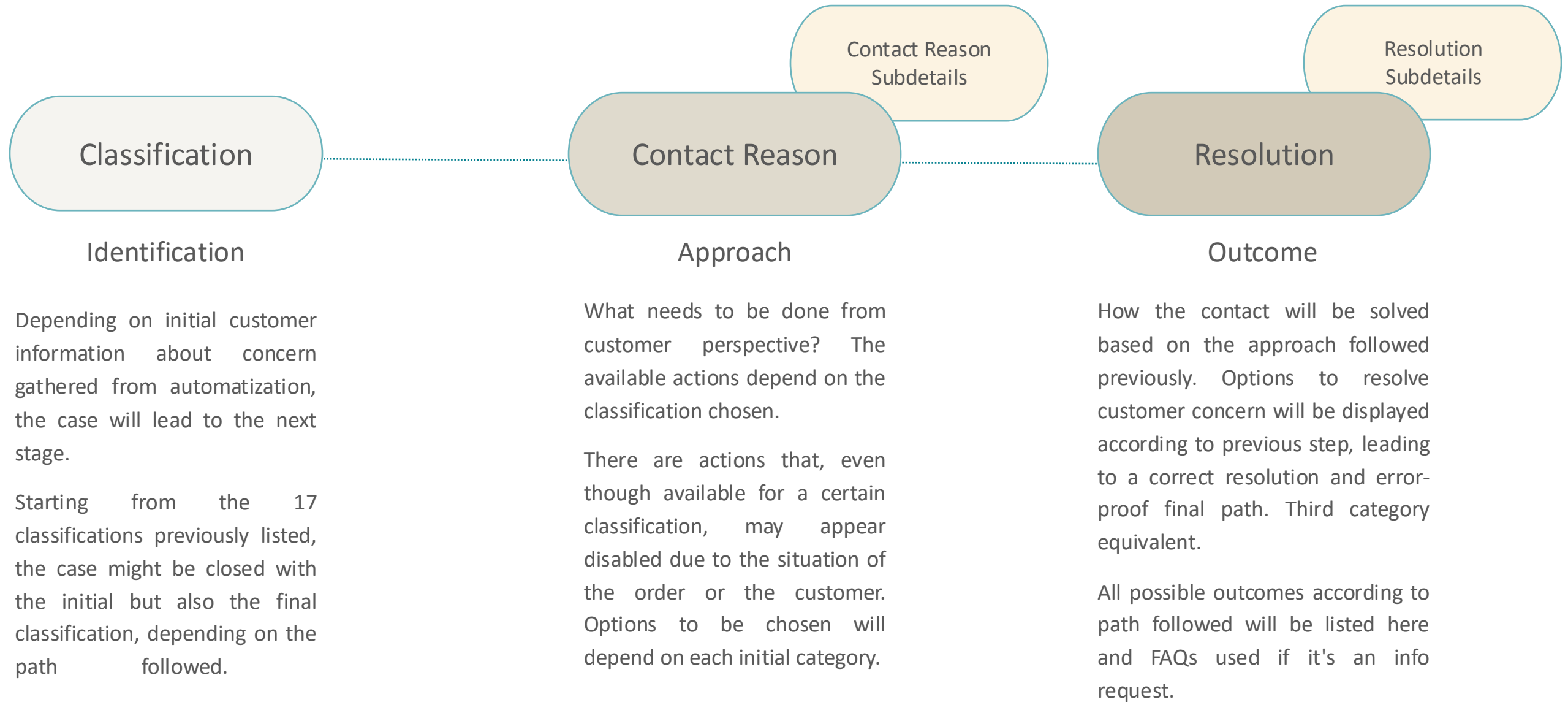
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Recap

Recap...Next steps

Beyond classifications



Contact Reasons

Contact reasons

Common reasons

By default, each classification will have **3** common contact reasons, agnostic from the concept, but with a chance of standalone content within it, as the options can be found after selecting and will be specific to the classification selected in the first place.

General Information (FAQs)

More than FAQs, all information or topics that can be provided without performing or triggering any specific action within the internal tools, should be found here.

Notice to Customer

In case of a proactive contact needed, it should be performed depending on the scenario related to the specific classification.

Feedback

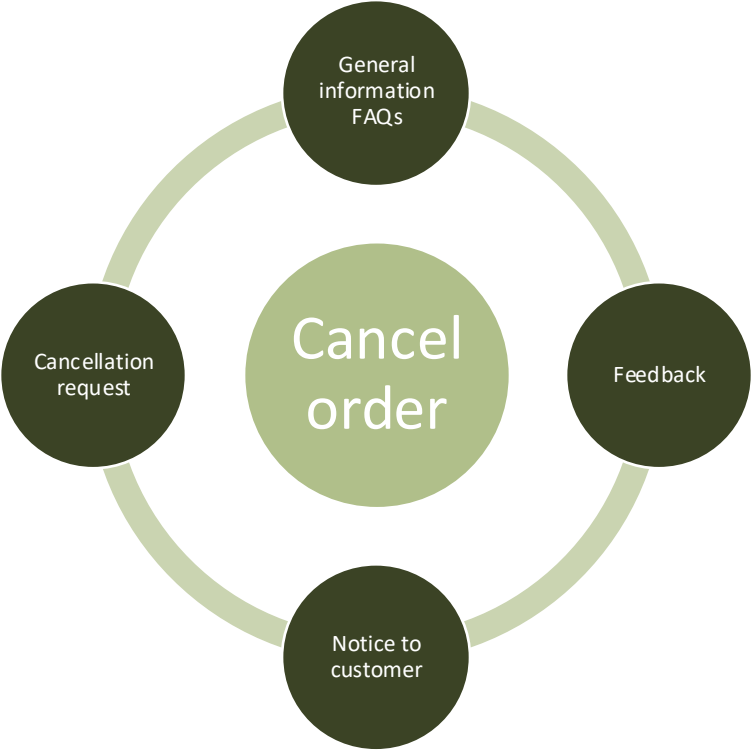
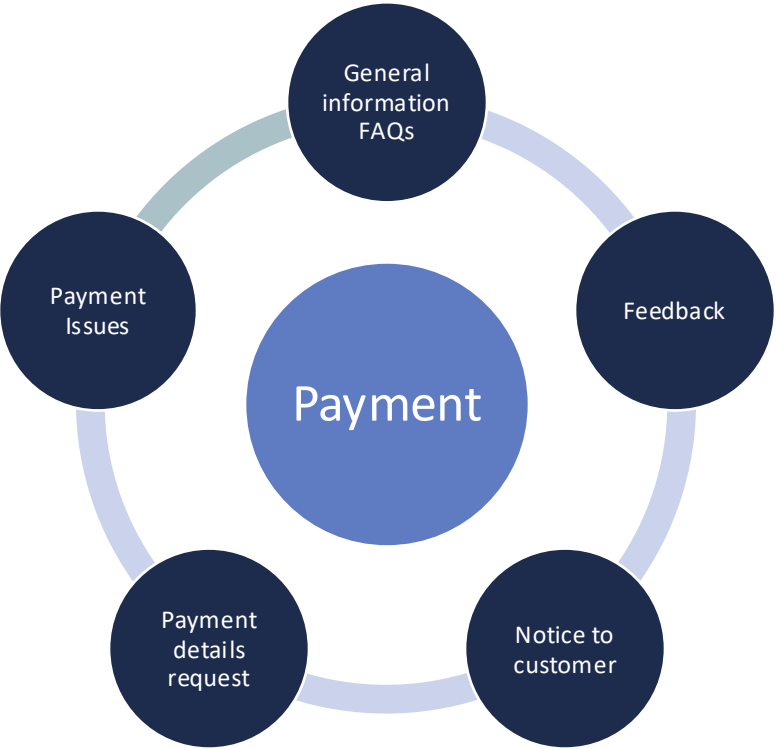
If there is no specific query from customer but just feedback on something related to Mango that falls within the rationale of the classification.

Contact reasons

Reasons

Beyond the common elements, Contact Reasons will function as distinct categories representing customers' motivations for reaching out. These will help initiate the customer support journey and stem from the inherent nature of each classification.

The breadth of Contact Reasons will vary by classification. Some will encompass only the common options, while others will expand to accommodate a wider range of specific cases.



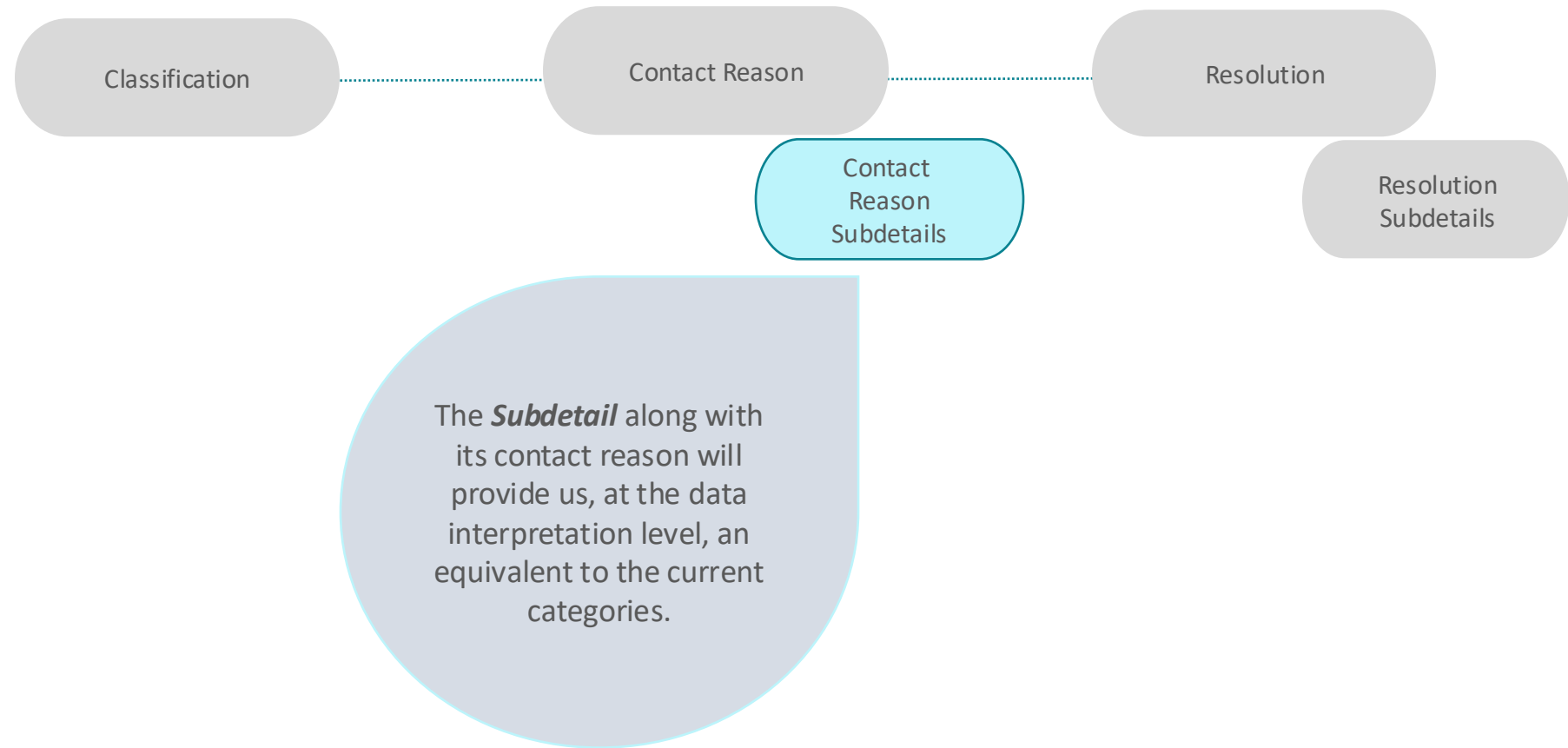
Contact reasons

Contact Reasons Subdetails

Subdetails will reflect the granularity of the reasons why customers are contacting us and will define the next step to find out the most appropriate resolution in our customer support journey.

Remember: A contact reason may or may not have subdetails, and that will depend on whether the contact reason has enough substance to describe the reason why customers are reaching us.

If a **contact reason** has subdetails, the management screen will pop up a field or a new screen that needs to be selected. According to that selection, it will be prompted to fill in the specific resolutions. Otherwise, the user will need to go back and select the previous level to identify and find out the customer's real concern.



Contact reasons

Required fields

Required fields will appear depending on the contact reason selected to provide details on the case. These details are mainly collected by the user after asking some questions to the customer or by checking internal tools or resources based on the initial information provided by customers.

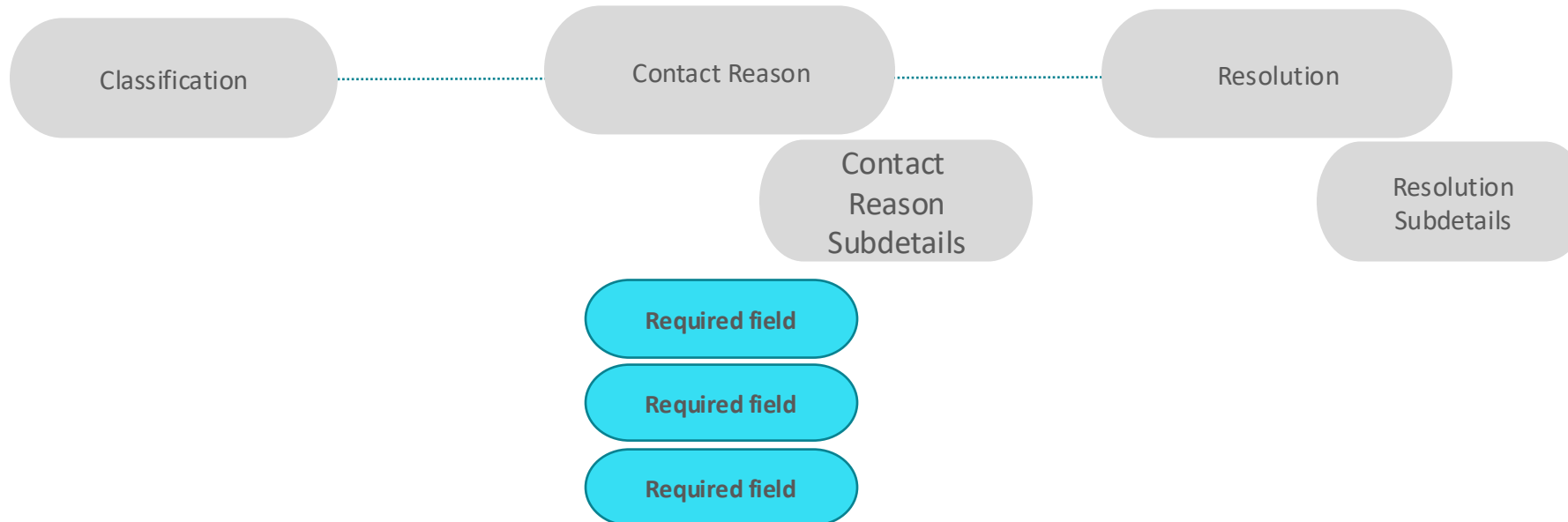
As these details are rarely provided by the customer, they are not part of the taxonomy related to customer concerns (contact reason and their subdetails). They appear separately for users mainly due to the following reasons:

1. To indicate details that cannot be selected or integrated into the data automatically (e.g., Return status).
2. To avoid typing manually details related to a specific scenario.
3. To have details of a category that will help create reports and provide granularity to the specific scenario.



2 things to consider:

1. A contact reason might have several *Required fields*.
2. Also, when *Required fields* exist, they will be mandatory to select prior to resolving the case.



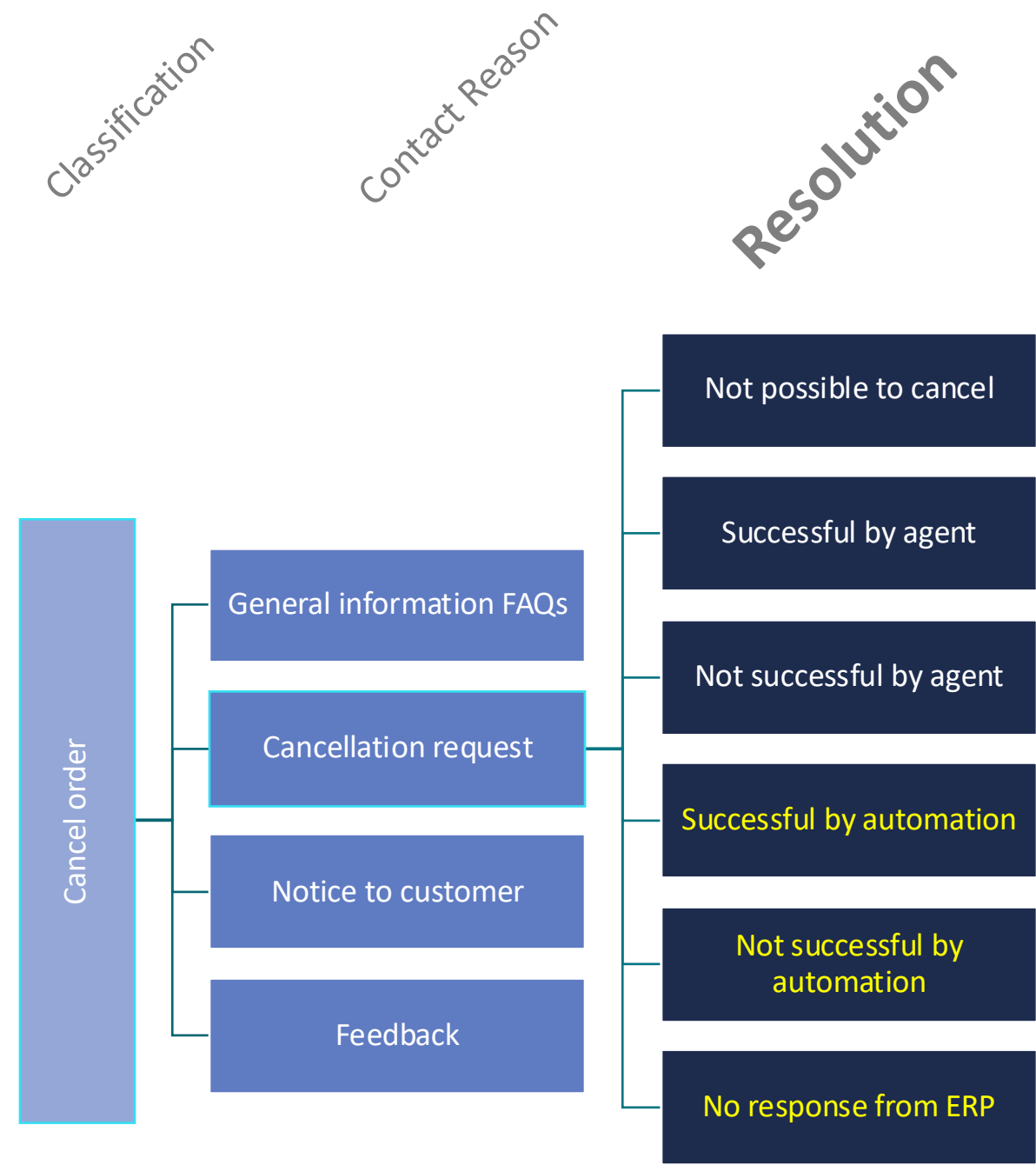
Resolutions

Resolutions

Resolutions

Once the user reaches the point of selecting a Resolution, they have likely established a correct relationship between the issue, classification, and contact reasons, as Resolution(s) will be the only possible outcome for the chosen path.

Note that some Resolutions are automatically inserted, with no need from agent and depending on the outcome of the requested action, typically due to asynchronous processes outside of the agent's control. (i.e: Yellow ones).



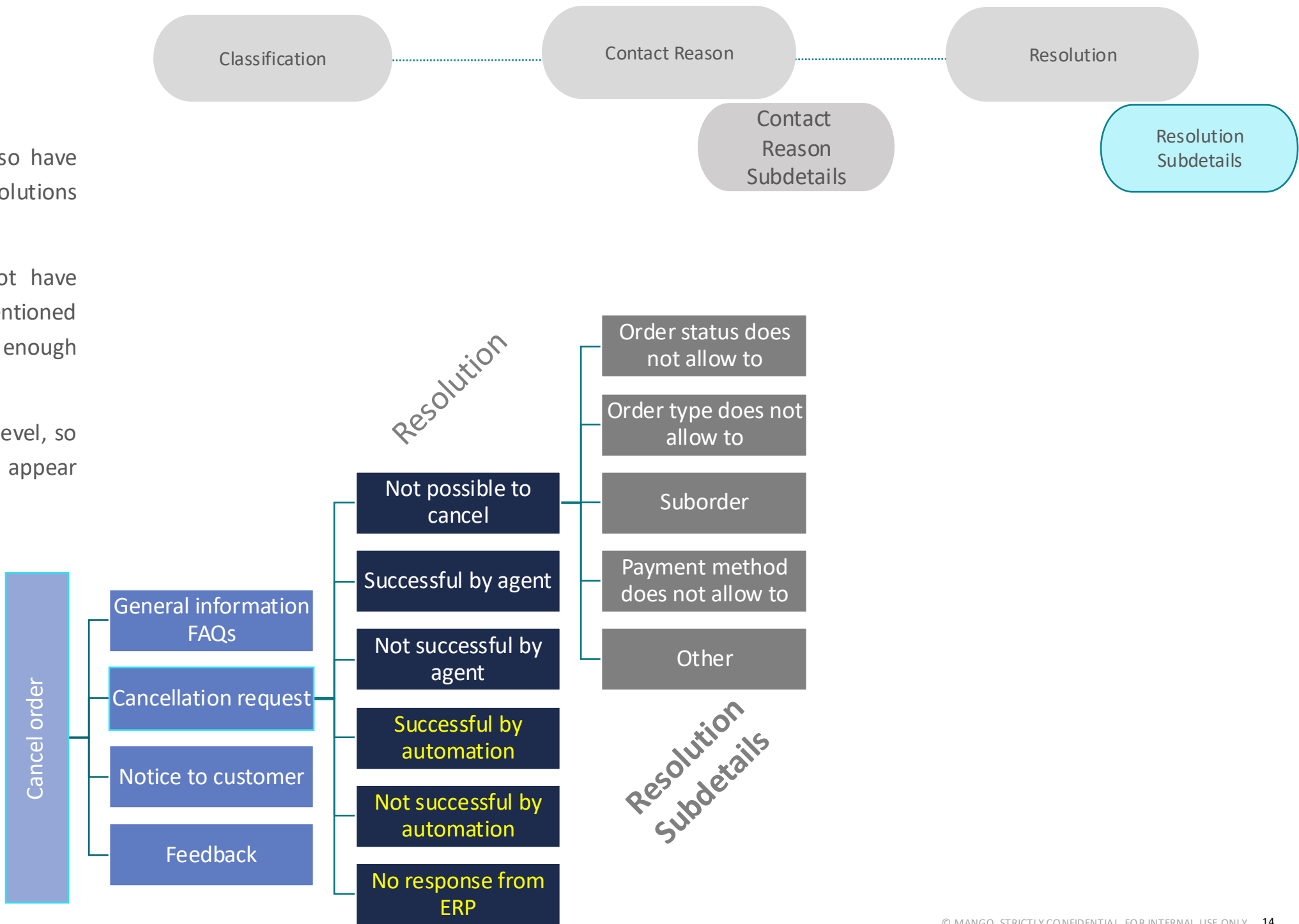
Resolutions

Resolution Subdetails

Like contact reasons, Resolutions might also have **subdetails** to reflect more granularity of solutions offered to customers.

Remember: A resolution may or may not have subdetails, and for the same reason mentioned before, as long as the Resolution itself has enough substance, it will not need subdetails.

Subdetails are dependent on the previous level, so whenever there is one or more, they will appear dependent on the resolution.

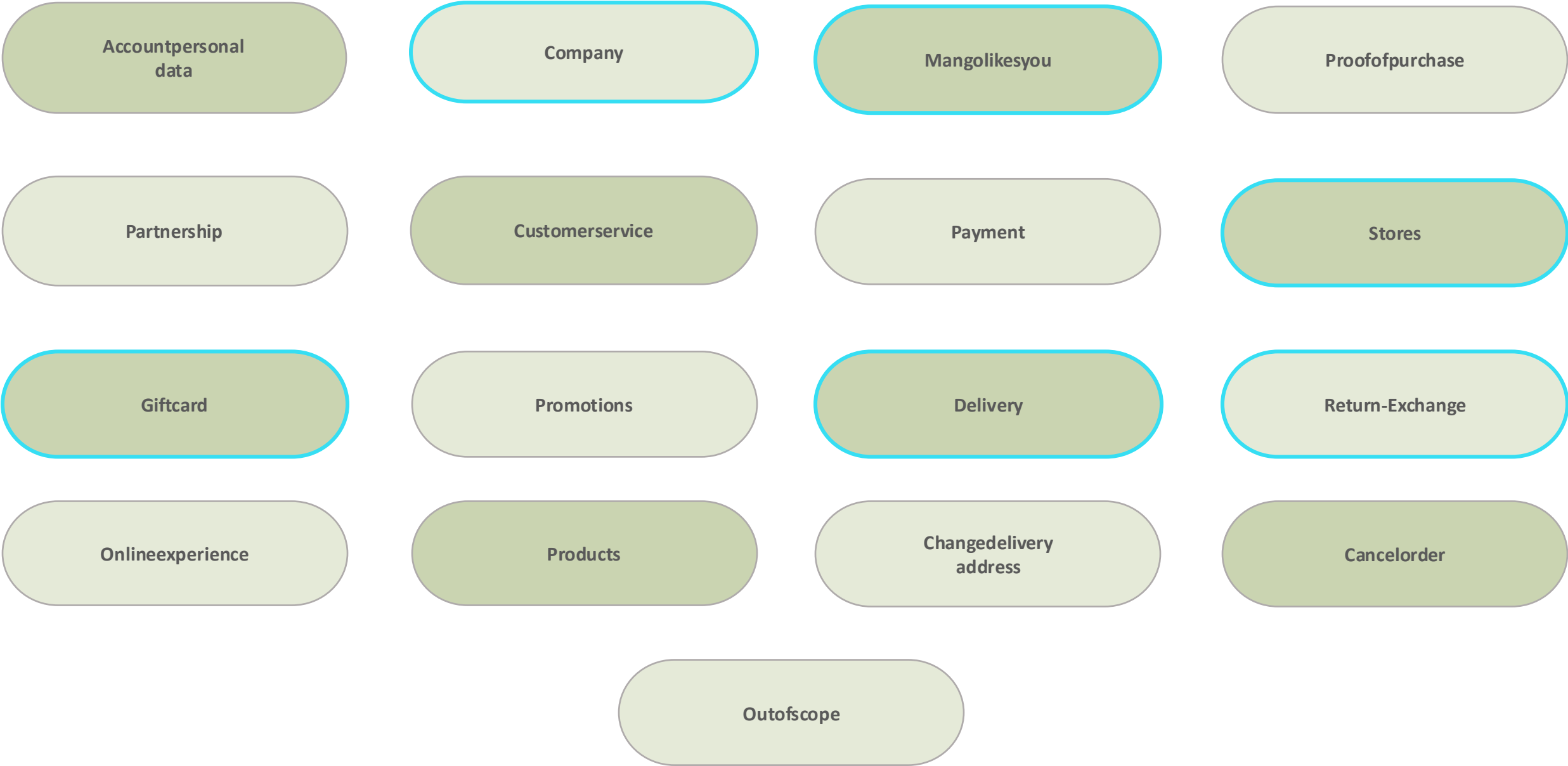


By classifications

The names of classifications, contact reasons, resolutions, and their respective subdetails might be subject to changes in the final version.

Taxonomy

Classification examples



Company
Details/Detalles



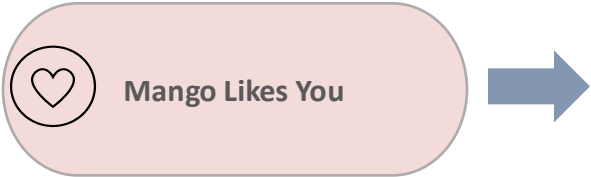
Contact Reason	Contact Reason Subdetail
General Information (FAQs)	<ul style="list-style-type: none">* Composition & origin (General)* Sustainability* Advertising campaign details* Model inquiry* Threat* Suicide* Political issues* Animal welfare policy* Bags cost* Exploitation* Data breach* Web mangofashiongroup.com* Other company concerns
Notice to customer	N/A
Feedback	<ul style="list-style-type: none">* Plagiarism* Opinion on web / app* Political issues* Ethical issues* Opinion about models* Exploitation* Animal welfare policy* Other company concerns



Resolution	Resolution Subdetail
Information provided	N/A
Information requested/provided	N/A
Refund and/or replacement processed	N/A
Negative feedback registered	N/A
Positive feedback registered	N/A
Suggestion registered	N/A

Mango Likes You

Details/Details



Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail
General Information (FAQs)	<div><div>* What is MLY</div><div>* How to join MLY</div><div>* MLY card or ID</div><div>* MLY advantages</div><div>* How to obtain Likes</div><div>* Redeem Likes</div><div>* Likes expiration</div></div> <div><div>* Birthday Likes</div><div>* Transfer or gift Likes</div><div>* Check Likes balance</div><div>* Guest mode and Likes</div><div>* Returns and Likes</div><div>* Other MLY concerns</div></div>	Information provided	N/A
Likes request	<div><div>* Guest purchase</div><div>* Transfer to other account</div><div>* Balance clarification</div></div>	<div>Information provided</div> <div>Likes added</div> <div>Likes subtracted</div> <div>Likes transferred</div> <div>Likes request denied</div>	N/A
Error redeeming in purchase	<div><div>* Order placed</div><div>* Order not placed</div></div>	<div>Information provided</div> <div>Error solved</div>	<div>If info provided:</div> <div>-Does not meet conditions</div> <div>-Redeemed correctly</div> <div>-Cannot be applied once order placed</div>
Error redeeming for experience-donation	N/A	<div>Information provided</div> <div>Partner code resent</div> <div>New partner code reserved</div> <div>Likes added</div>	N/A
Error accumulating Likes	<div><div>* Likes for purchase not added</div><div>* Likes for purchase wrongly added</div><div>* Likes for action not added</div><div>* Likes for action wrongly added</div></div>	<div>Information provided</div> <div>Likes added</div>	N/A
Notice to customer	<div><div>* Draw/Contest</div><div>* Other</div></div>	<div>Information requested/provided</div> <div>Refund and/or replacement processed</div>	N/A
Feedback	<div><div>* Not available in country</div><div>* Not available in Outlet</div><div>* Other MLY concerns</div></div>	<div>Negative feedback registered</div> <div>Positive feedback registered</div> <div>Suggestion registered</div>	N/A


Delivery

Details/Detalles



Delivery




In "Delivery" the status of the order is collected automatically; there is no need to select it.

*There will be **Required fields** to indicate extra info.

Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail	
General Information (FAQs)	<ul style="list-style-type: none">* Delivery types* Delivery periods* Delivery costs* Merge orders* Store/DRP collection concerns* Questions about delivery carrier* Shipping restrictions* Other delivery concerns	Information provided	N/A	
*Order status	N/A	Information provided	N/A	
*Lost order	N/A	Refund and/or replacement processed No action taken	N/A	
*Missing items	N/A	Refund and/or replacement processed No action taken	N/A But must select garments indicating reason of each one for: Item damaged in transport / Missing item	
*Crossed order	N/A	Information provided Refund and/or replacement processed No action taken	N/A	
Notice to customer	<ul style="list-style-type: none">* Tax numbers* Carrier asks for passport/KYC* BOFA asks for customer details* Delivery delay notice* Lost/damaged/stolen* Order returned to sender* Cancelled order –incorrect country* Out of stock* Cancelled order –incorrect address* Multiwarehouse order* Multibox order* Damaged parcel - items ok* Delivered "safe place"	<ul style="list-style-type: none">* Delivery address information* BOPO without store* Notice about store closure* Payment platform dispute* VOC/Recovery plan* Other delivery information	Information requested/ provided Refund and/or replacement processed	N/A
Feedback		Negative feedback registered Positive feedback registered	Suggestion registered	N/A

Return-Exchange

Details/Detalles

Return-Exchange

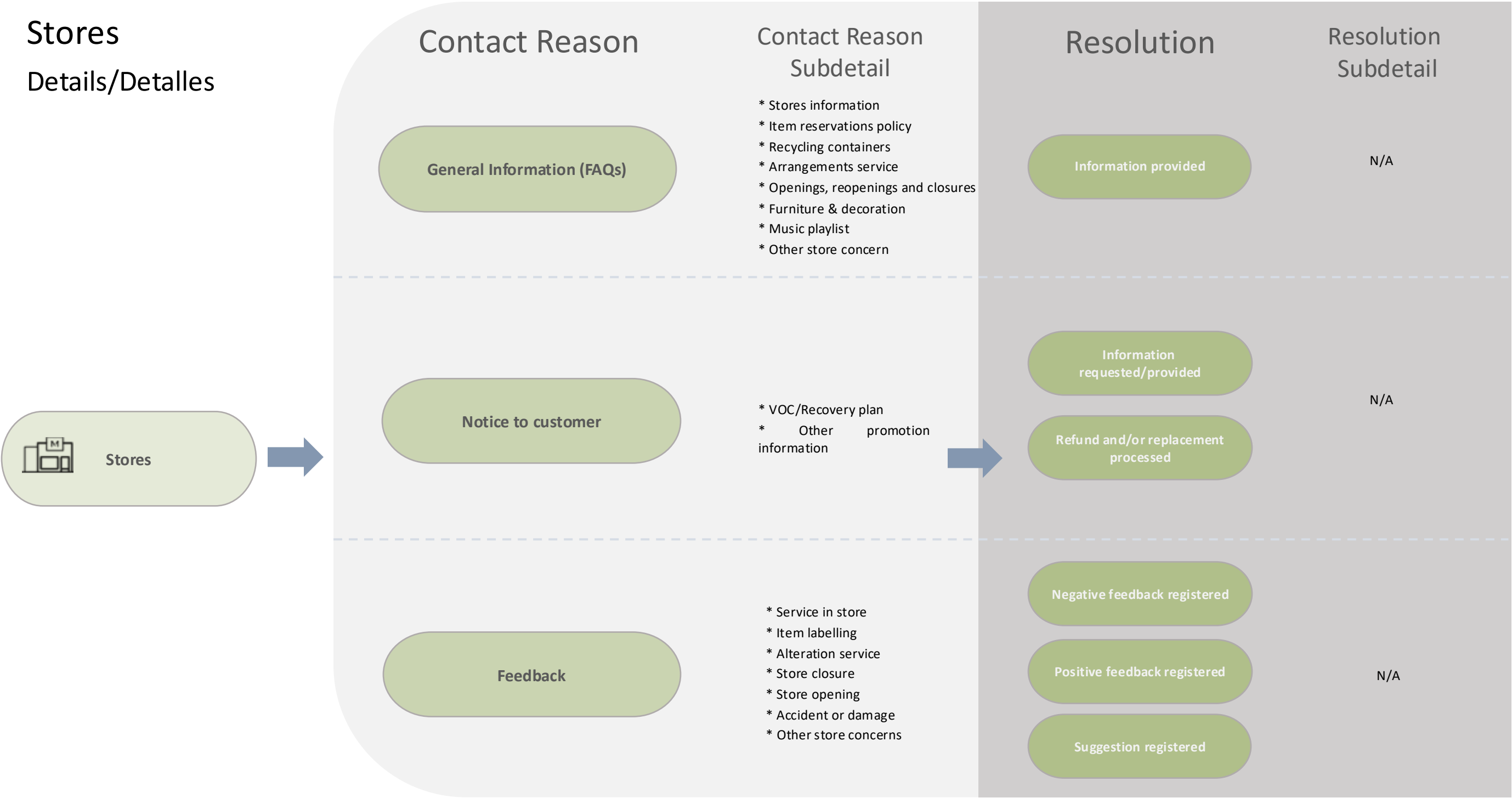
In this classification to indicate the **status** of return/exchange a **Required field** will appear to be selected (mandatory)

*There will be **Required fields** to indicate extra info.

Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail
General Information (FAQs)	<ul style="list-style-type: none"> * How to return * Return methods * Return periods * Return costs * Policy exception * Return 2 orders in 1 	Information provided	N/A
*Return-exchange status	<ul style="list-style-type: none"> * Items return * Out of stock * Shipping costs 	Information provided Refund-Exchange corrected Refund and/or replacement processed	N/A
Return label-QR request	<ul style="list-style-type: none"> * Tech issue- within period * Not received in pack – WP * Quality issue– outside period 	Information provided Label-QR requested	Info provided: Active order, Order not active, Not applicable Label-QR requested: In platform, Reactivated online, To carrier, Done on customer's behalf
Home collection request	<ul style="list-style-type: none"> * Carrier did not collect * Tech issue- within period * Not received in pack – WP * Delayed order– outside period 	Information provided Home collection requested	Info provided: Active order, Order not active, Not applicable HC requested: In platform, Reactivated online, To carrier
*Lost return	N/A	Refund and/or replacement processed No action taken	N/A
*Incidence on items	<ul style="list-style-type: none"> * Item issue * Extra item * No mango item 	Information provided No action taken Refund and/or replacement processed	N/A
Notice to customer	<ul style="list-style-type: none"> * VOC/Recovery plan * Other return-exchange information 	Information requested/ provided Refund and/or replacement processed	N/A
Feedback	<ul style="list-style-type: none"> * Free returns * Technical issue * Other return-exchange concerns 	Negative feedback registered Positive feedback registered Suggestion registered	N/A

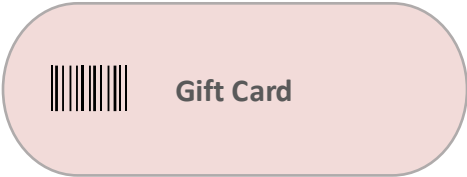
Stores

Details/Detalles



Gift Card


Details/Detalles




Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail
General Information (FAQs)	<ul style="list-style-type: none">* GC conditions* How to use GC* Merge GC* Recharge GC-Add money* GC balance check	Information provided	N/A
Gift card cancellation	<ul style="list-style-type: none">* Lost-stolen gift card* Disposed gift card* Customer decision* Unable to use	GC cancelled & refunded, Not possible to cancel GC	N/A
Resend gift card-CVV	<ul style="list-style-type: none">* Lost-stolen gift card* Disposed gift card* Unavailable-invalid CVV	Gift card resent, CVV provided, Not possible to resend GC-CVV, New gift card provided	N/A
Gift card error	<ul style="list-style-type: none">* Error paying in store* Error paying online	GC cancelled & refunded, New gift card provided, Error solved	N/A
Notice to customer	<ul style="list-style-type: none">* Draw / contest* Likes for purchase not added* Likes for purchase wrongly added	Information requested/ provided, Refund and/or replacement processed	N/A
Feedback	<ul style="list-style-type: none">* No ON-OFF* Replacement/cancellation policy* Combination with promo code	Negative feedback registered, Suggestion registered, Positive feedback	N/A

How does it look?


Classification system in Salesforce


 **05823737**
Management (Agent)

[Back to queue](#) [Resolve](#) [Escalate](#) [Request](#) 

Channel / Origin	Commercial Area / Language	Sender / Brand	Date/Time Opened
Chat / Web	Spain / Spanish	Customer / Mango	4/2/2025, 10:35 AM
Final Classification	Contact Reason		

[Edit](#)

 **05823737**
Management (Agent)

Channel Chat	Origin Web	Customer Pregitzer	Date/Time Opened 4/2/2025, 10:35 AM
Commercial Area  Spain	Language Spanish	Customer Customer	Brand Mango
Final Classification Delivery	Contact Reason General information (FAQs)	Contact Reason Subdetail Delivery types	Topic Select a Topic

[Save](#) [Cancel](#)

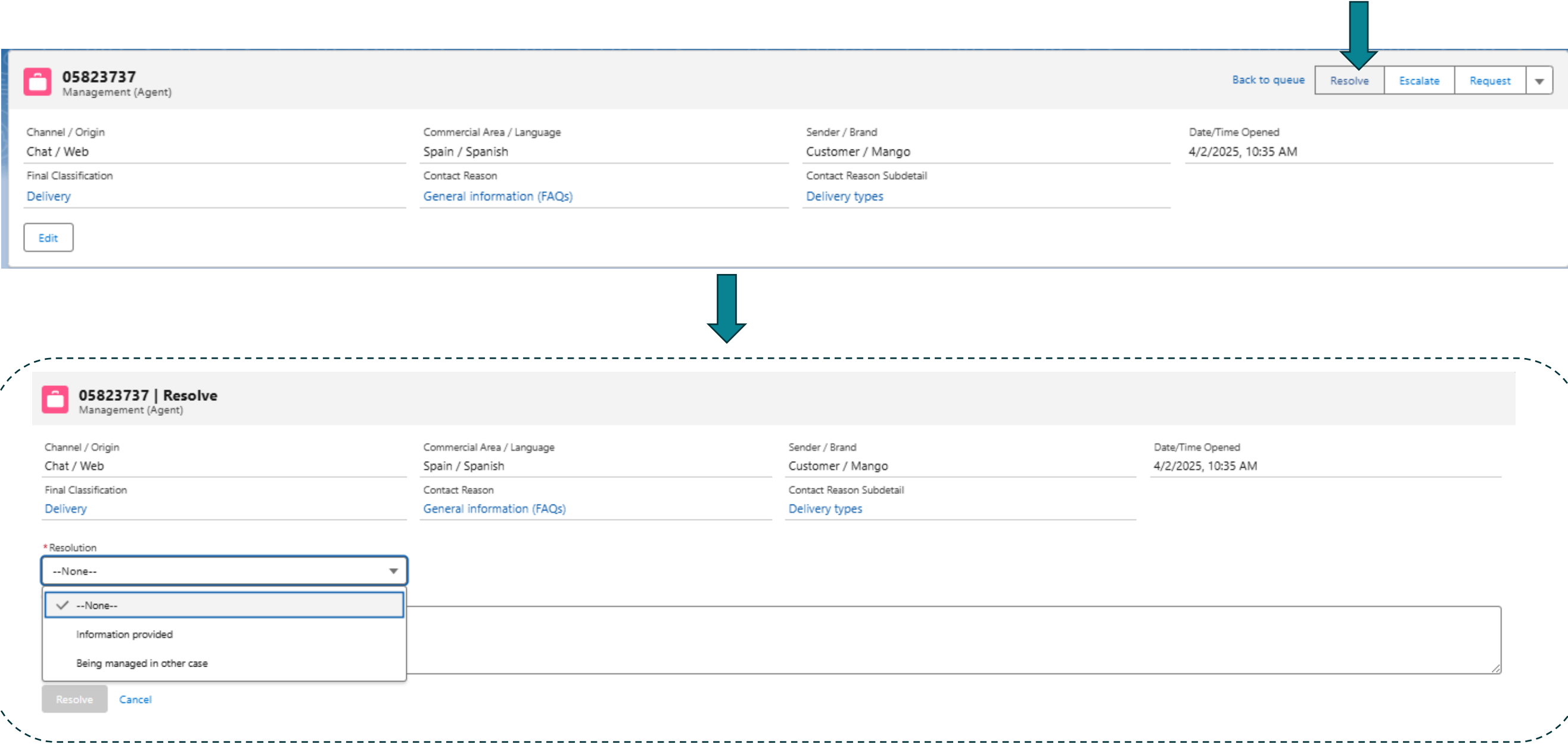
Final Classification
Delivery
--None--
✓ Delivery
Return-Exchange
Cancel order
Change delivery address
Products
Mango likes you
Payment
Gift card
Proof of purchase
Promotions
Stores

Contact Reason
General information (FAQs)
--None--
✓ General information (FAQs)
Order status
Lost order
Missing items
Crossed order
Notice to customer
Feedback

Contact Reason Subdetail
Select a Contact Reason Subdetail
--None--
Delivery types
Delivery periods
Delivery costs
Merge orders
Store-DRP collection concerns
Questions about delivery carrier
Shipping restrictions
Other delivery concerns

How does it looks?

Resolution example in Salesforce



Extra info

Behind the Scenes

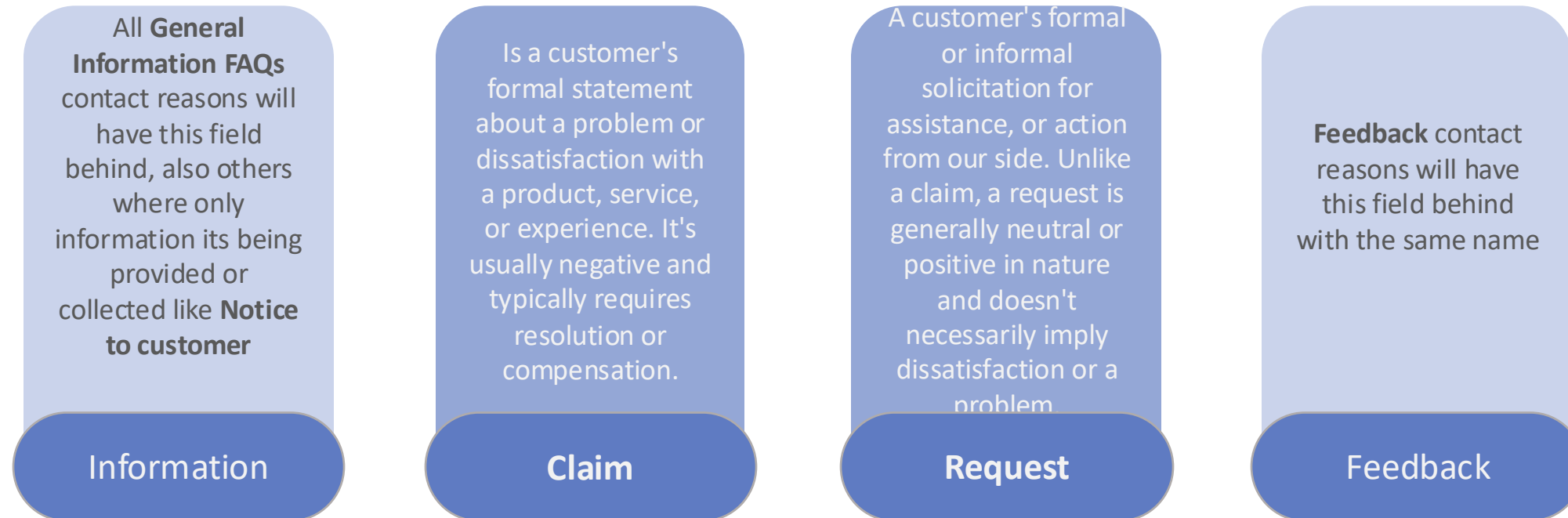
More than a classification

Behind the classification, there is a field hidden from users but linked automatically to the path initiated by the classification and ended with its resolution. The field is called "Resolution type" and it will reflect whether the customer query is coming from:

The 3 common reasons

A customer ***claim***

A customer ***request***



Appendix

Equivalences

Former taxonomy and new classifications/contact reasons, resolutions and more* (Just for reference)

First_Category	Second_Category	Third_Category	New Classification From September 2024	Contact Reason From September 2024	Contact Reason Subdetail From September 2024	Resolution From September 2024	Resolution Subdetail From September 2024	Data Recorded by SF From September 2024
Complaint	Corporate Issues	Personal Details	AccountPersonalData	Data incident-breach	-	-	-	-
Request	GDPR	Access	AccountPersonalData	Right of access	-	-	-	-
Request	GDPR	Opposition	AccountPersonalData	Opposition	-	-	-	-
Request	GDPR	Portability	AccountPersonalData	Portability	-	-	-	-
Request	GDPR	Rectification	AccountPersonalData	Rectification	-	-	-	-
Request	GDPR	Subscription	AccountPersonalData	General information (FAQs)	Create account	-	-	-
Request	GDPR	Suppression - Delete Account	AccountPersonalData	Suppression	-	-	-	-
Request	GDPR	Suppression Unsubscribe Advertising	AccountPersonalData	Delete advertising	-	-	-	-
Request	Notice to Customer	Order Cancelled - Incorrect Address	CancelOrder	Notice to customer	Other cancellation information	-	-	-
Request	Notice to Customer	Order Cancelled - Incorrect Country	CancelOrder	Notice to customer	Other cancellation information	-	-	-
Incidence	Order (Incidence)	Order Cancellation not Processed	CancelOrder	Feedback	All	Negative feedback registered	Request not successful	-
Request	Order (Request)	Order Cancellation	CancelOrder	Cancellation request	All	-	-	-
Request	Order (Request)	Change of the ShippingAddress	ChangeDeliveryAddress	Change address request	All	-Successful by agent (WTG) -Not successful by agent (WTG) -Successful by automation -Not successful by automation No response from ERP	-	-
Request	Order (Request)	Change of the Delivery Store	ChangeDeliveryAddress	Change address request	All	-Not possible to change	-Different store	-
Request	Order (Request)	Change of the Shipping Method	ChangeDeliveryAddress	Change address request	All	-Not possible to change	-Change delivery type	-
Request	Order (Request)	Customer won't Collect Order from Store	CancelOrder	Cancellation request	All	-	-	-
Information	Purchase Conditions	Registration Process	AccountPersonalData	General information (FAQs)	Create account	-	-	-
Incidence	Purchase Process Error	Issues with the Password	AccountPersonalData	General information (FAQs)	Password reset	-	-	-
Incidence	Purchase Process Error	Registered with Incorrect Email	AccountPersonalData	Account access issue	-	-	-	-
Incidence	Purchase Process Error	Web/APP didn't Save Correct Address	ChangeDeliveryAddress	Change address request	Website did not save correct address	-	-	-

Example (might differ from final version)

*To find out equivalences with current taxonomy and a glossary of what can be found within each new classification, you can take a look [here](#).

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THANK YOU!

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- Motivos de contacto
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- Campos obligatorios

> Resoluciones

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- > Subdetalles de las resoluciones

> Por clasificaciones

- > Company, Mango Likes You, Delivery, Return-Exchange, Stores y Gift Card

> Extra info

- > Entre bastidores

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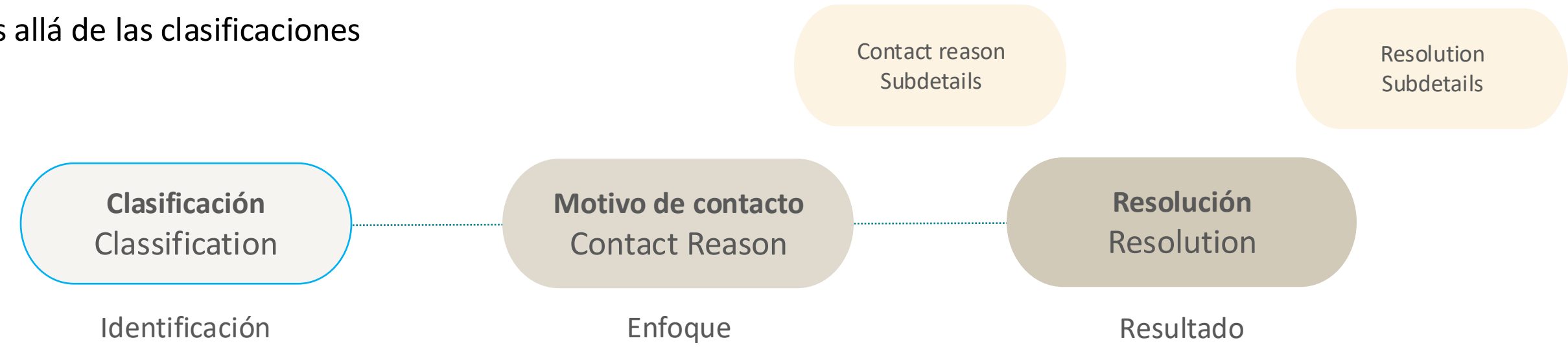
> Next Steps

ES

Recap

Next steps

Más allá de las clasificaciones



Dependiendo de la información inicial y de la solicitud del cliente que se obtenga a través de la automatización, nos conducirá a la siguiente etapa.

Partiendo de las 17 clasificaciones previamente enumeradas, el caso puede cerrarse con la clasificación inicial pero también la final, dependiendo del camino seguido.

¿Qué se debe hacer desde la perspectiva del cliente? Las acciones disponibles dependerán de la clasificación elegida.

Existen acciones que, a pesar de estar disponibles para una determinada clasificación, pueden aparecer deshabilitadas debido a la situación del pedido o del cliente. Las opciones a elegir dependerán de cada categoría inicial elegida.

Nos indicará cómo se resolverá el caso basado en el enfoque seguido anteriormente.

Las opciones para resolver la solicitud del cliente se mostrarán de acuerdo con el paso anterior, conduciendo a una resolución correcta y libre de errores. Equivalente a la tercera categoría.

Todos los resultados posibles según el camino seguido se enumerarán aquí y se usarán preguntas frecuentes si es una solicitud exclusiva de información.

Motivos de contacto (Contact Reasons)

Motivos de contacto (Contact reasons)

Motivos comunes

Por defecto, cada clasificación tendrá 3 motivos de contacto comunes, independientes del concepto, pero con posibilidad de contenido autónomo dentro de ellas. Las opciones que se encuentren después de seleccionarlas serán específicas para la clasificación seleccionada en primer lugar.

General Information (FAQs)

Mucho más que preguntas frecuentes. Toda la información o temas se pueda proporcionar sin realizar o activar ninguna acción específica dentro de las herramientas internas, deberán encontrarse aquí.

Notice to Customer

En caso de que se necesite un contacto proactivo, debe realizarse dependiendo del escenario de la clasificación específica.

Feedback

Si no existe una consulta específica por parte del cliente, sino solo Feedback sobre algo relacionado con Mango que se encuentre dentro de la lógica de la clasificación.

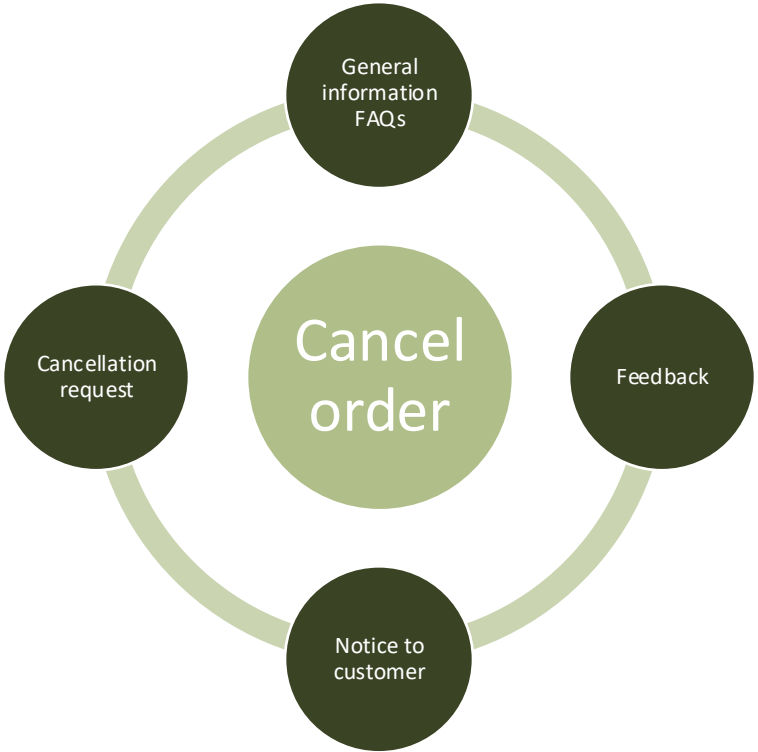
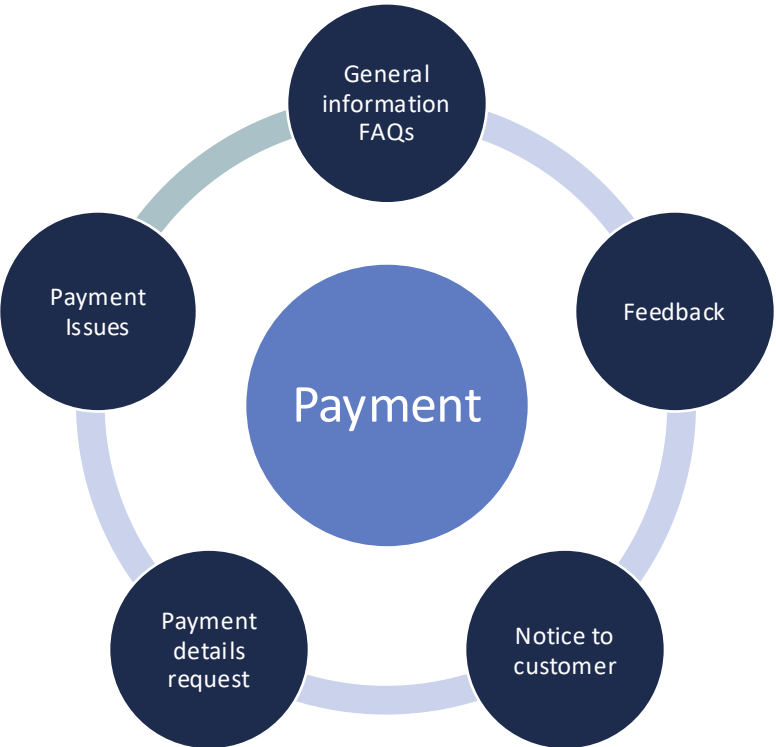
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Motivos de contacto

Motivos

Más allá de los elementos comunes, los Motivos de Contacto funcionarán como categorías distintas que representan las razones por las que los clientes se ponen en contacto con nosotros. Estos ayudarán a iniciar el proceso de atención al cliente y se derivan de la naturaleza inherente de cada clasificación.

La amplitud de los Motivos de Contacto variará según la clasificación. Algunas solo abarcarán las opciones estándar, mientras que otras se expandirán para acomodar una gama más amplia de casos específicos.



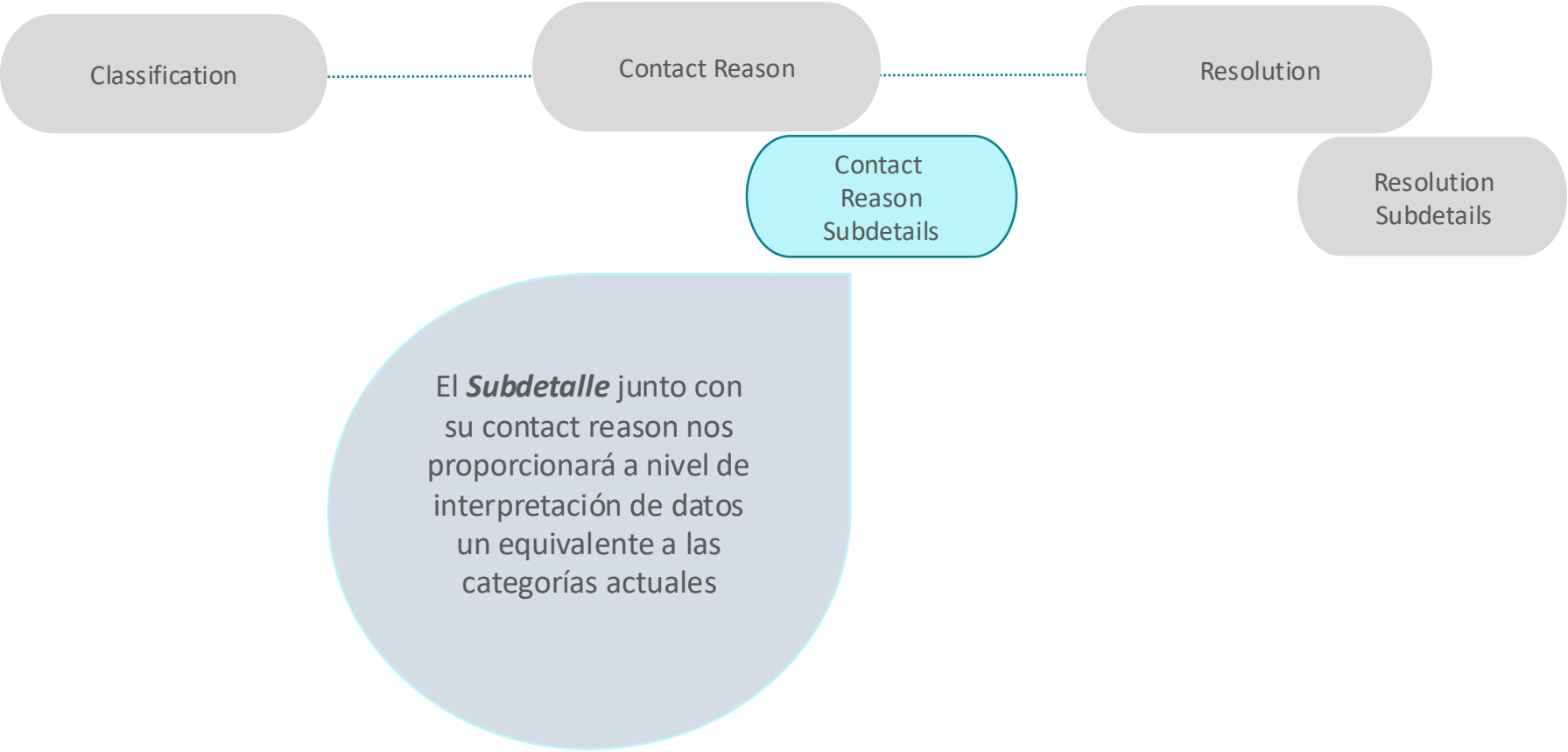
Motivos de contacto

Subdetalles de los motivos

Los **Subdetalles** reflejarán la granularidad de las razones por las que los clientes se ponen en contacto con nosotros y definirán el siguiente paso para encontrar la resolución más adecuada en nuestro proceso de atención al cliente.

Recuerda: Un motivo de contacto puede tener o no subdetalles, y eso dependerá de si el motivo de contacto tiene suficiente entidad para describir la razón por la que los clientes se comunican con nosotros.

Si un **motivo de contacto** tiene subdetalles, la pantalla de gestión mostrará un campo o una nueva pantalla que debe seleccionarse. De acuerdo con esa selección, se requerirá seleccionar la resolución específica. En caso contrario, el usuario tendrá que volver atrás y seleccionar el nivel anterior para identificar y encontrar la verdadera preocupación del cliente.




Contact reasons

Campos obligatorios

Los **Campos obligatorios (Required fields)** aparecerán según el motivo de contacto seleccionado para proporcionar detalles sobre el caso. Estos detalles son recopilados principalmente por el usuario después de efectuar algunas preguntas al cliente o revisando herramientas o recursos internos basados en la información inicial proporcionada por los clientes.

Dado que estos detalles rara vez son proporcionados por el cliente, no forman parte de la taxonomía relacionada con las razones de contacto del cliente (motivo de contacto y sus subdetalles). Aparecen por separado para los usuarios, principalmente por las siguientes razones:

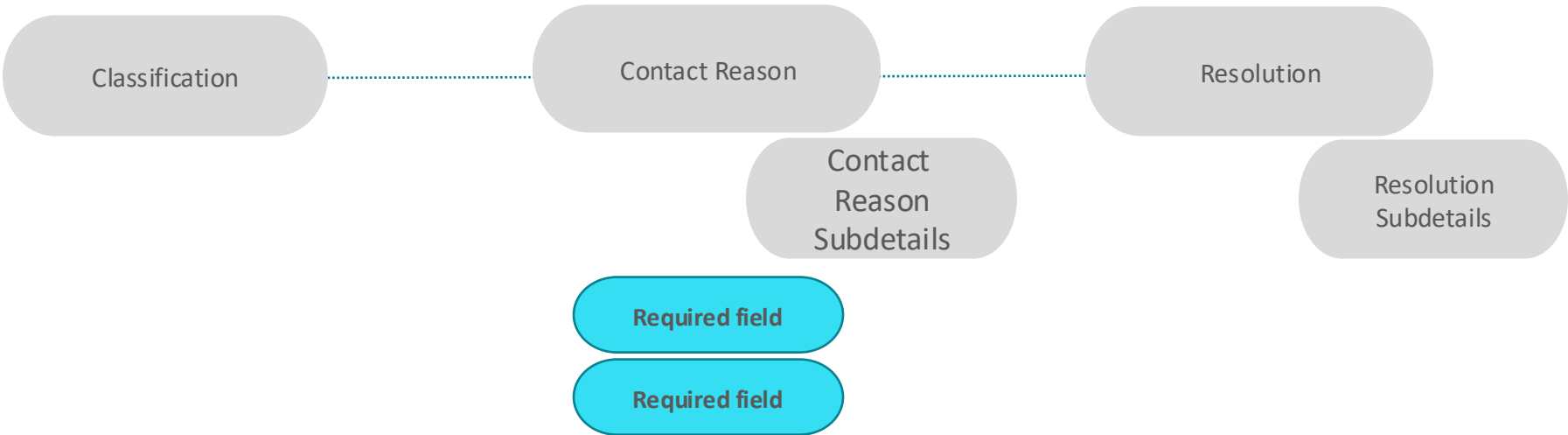
- 1. Para indicar detalles que no pueden ser seleccionados o integrados en los datos automáticamente (por ejemplo, el estado de la devolución).
- 2. Para evitar escribir manualmente detalles relacionados con un escenario específico.
- 3. Para tener detalles de una categoría que ayudarán a crear informes y proporcionar granularidad al escenario específico.



2 cosas a tener en cuenta:

1. Un motivo de contacto puede tener varios campos obligatorios.

2. Además, cuando existan campos obligatorios, será necesario seleccionarlos antes de resolver el caso.



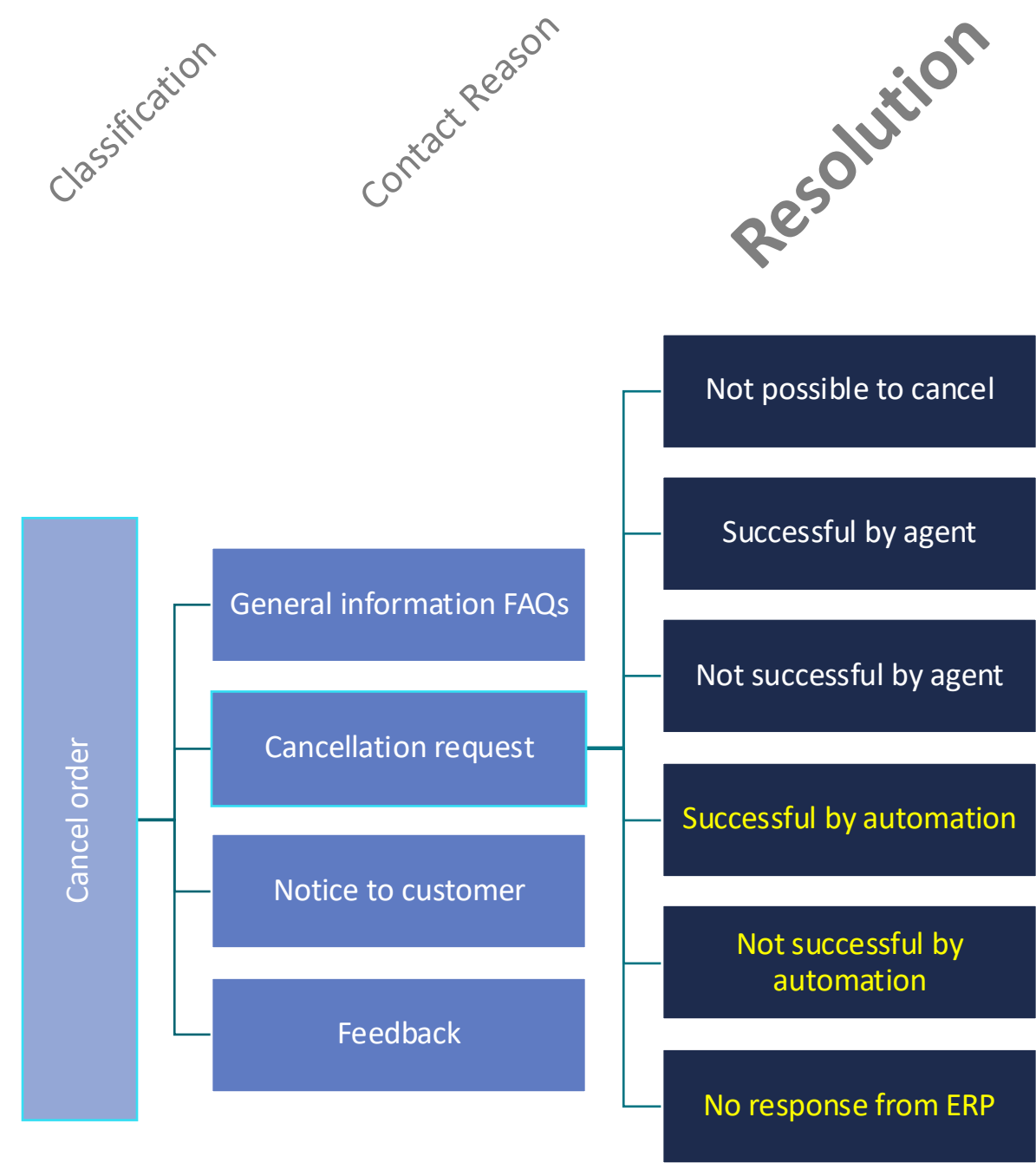
Resoluciones

Resoluciones

Resoluciones

Una vez que el usuario llega al punto de seleccionar una Resolución, probablemente ha establecido una relación correcta entre el problema, la clasificación y los motivos de contacto, ya que la(s) Resolución(es) será(n) el único resultado posible para el camino elegido.

Hay que considerar que algunas Resoluciones se insertan automáticamente, dependiendo del resultado de la acción solicitada, normalmente debido a procesos asíncronos fuera del control del agente.



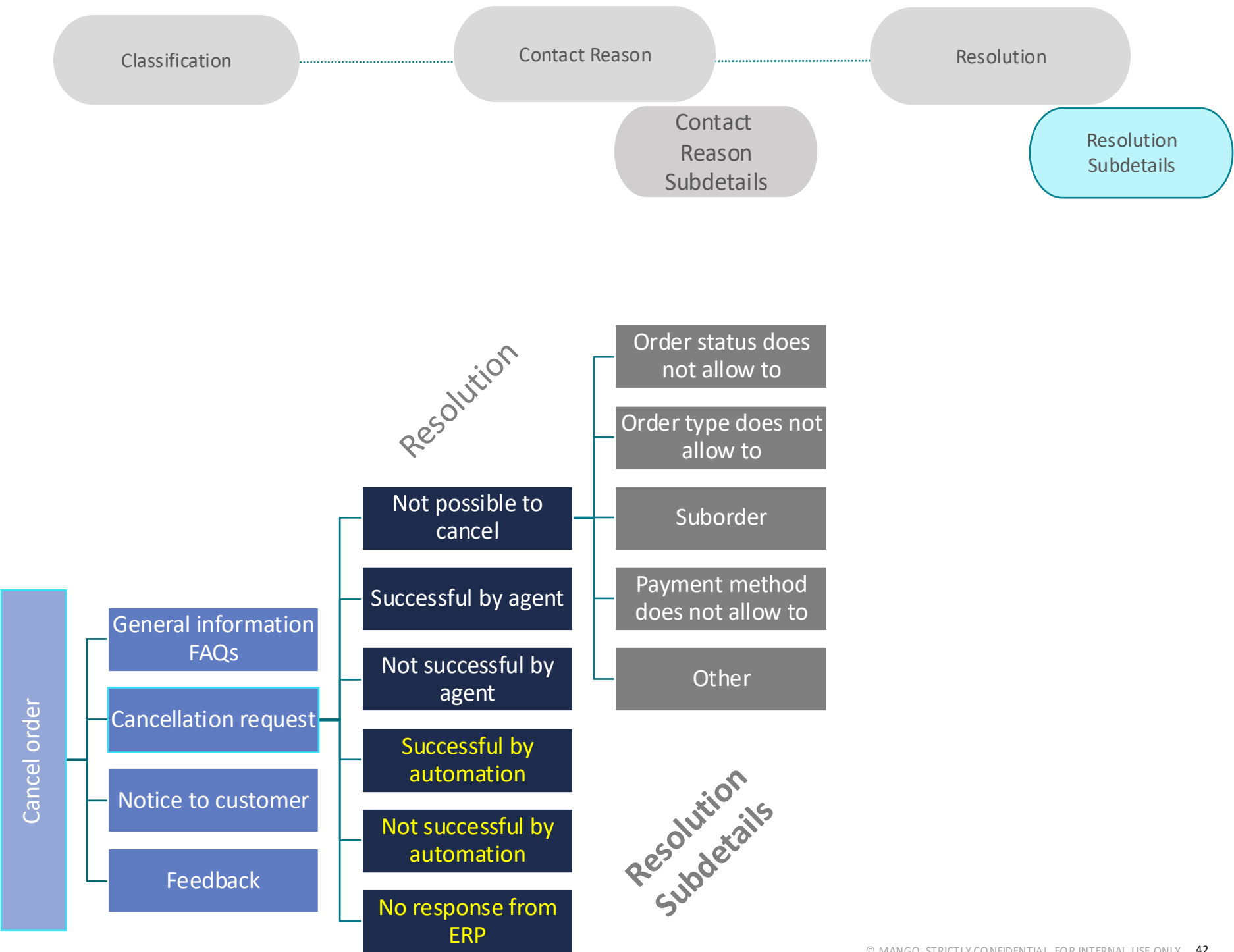
Resoluciones

Subdetalles de las Resoluciones

Al igual que los motivos de contacto, las Resoluciones también podrían tener subdetalles para reflejar una mayor granularidad de las soluciones ofrecidas a los clientes.

Recuerda: Una resolución puede tener o no subdetalles, y por la misma razón mencionada anteriormente, mientras la Resolución en sí tenga suficiente entidad, no necesitará subdetalles.

Los subdetalles dependen del nivel anterior, por lo que cuando haya uno o más, aparecerán dependiendo de la resolución.

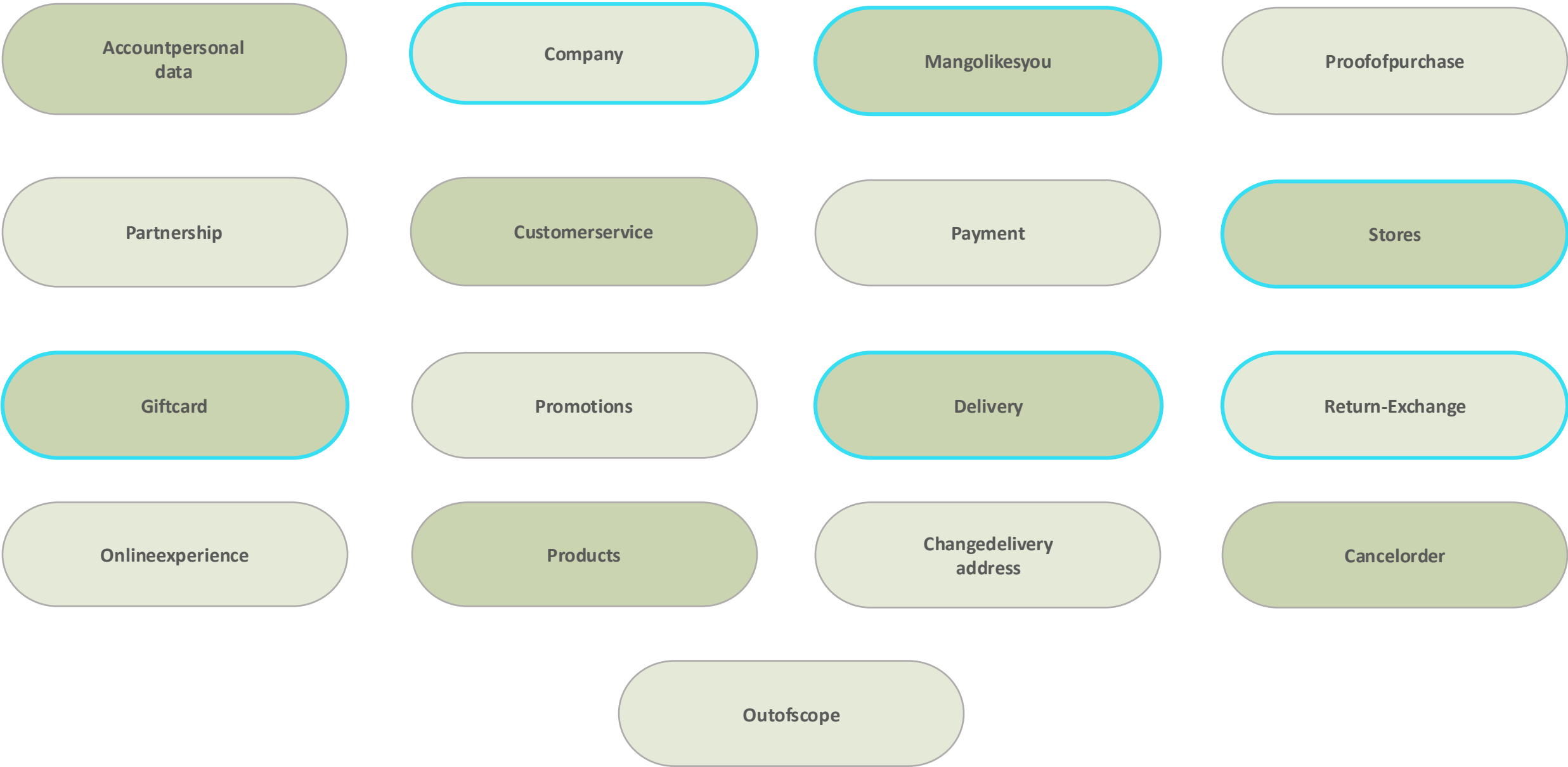


Por clasificaciones

Los nombres de las clasificaciones, motivos de contacto, resoluciones y sus respectivos subdetalles pueden estar sujetos a cambios en la versión final.

Nueva taxonomía

Nueva clasificación



Company Details/Detalles



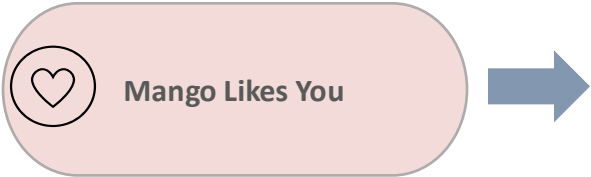
Contact Reason	Contact Reason Subdetail
General Information (FAQs)	<ul style="list-style-type: none">* Composition & origin (General)* Sustainability* Advertising campaign details* Model inquiry* Threat* Suicide* Political issues* Animal welfare policy* Bags cost* Exploitation* Data breach* Web mangofashiongroup.com* Other company concerns
Notice to customer	N/A
Feedback	<ul style="list-style-type: none">* Plagiarism* Political issues* Ethical issues* Opinion about models* Exploitation* Animal welfare policy* Opinion on web / app* Other company concerns



Resolution	Resolution Subdetail
Information provided	N/A
Information requested/provided	N/A
Refund and/or replacement processed	N/A
Negative feedback registered	N/A
Positive feedback registered	N/A
Suggestion registered	N/A

Mango Likes You

Details/Details



Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail
General Information (FAQs)	<div><div>* What is MLY</div><div>* How to join MLY</div><div>* MLY card or ID</div><div>* MLY advantages</div><div>* How to obtain Likes</div><div>* Redeem Likes</div><div>* Likes expiration</div></div> <div><div>* Birthday Likes</div><div>* Transfer or gift Likes</div><div>* Check Likes balance</div><div>* Guest mode and Likes</div><div>* Returns and Likes</div><div>* Other MLY concerns</div></div>	Information provided	N/A
Likes request	<div><div>* Guest purchase</div><div>* Transfer to other account</div><div>* Balance clarification</div></div>	<div><div>Information provided</div><div>Likes added</div><div>Likes subtracted</div></div> <div><div>Likes transferred</div><div>Likes request denied</div></div>	N/A
Error redeeming in purchase	<div><div>* Order placed</div><div>* Order not placed</div></div>	<div><div>Information provided</div></div> <div>Error solved</div>	<div>If info provided:</div> <div>-Does not meet conditions</div> <div>-Redeemed correctly</div> <div>-Cannot be applied once order placed</div>
Error redeeming for experience-donation	N/A	<div><div>Information provided</div><div>Partner code resent</div></div> <div><div>New partner code reserved</div><div>Likes added</div></div>	N/A
Error accumulating Likes	<div><div>* Likes for purchase not added</div><div>* Likes for purchase wrongly added</div><div>* Likes for action not added</div><div>* Likes for action wrongly added</div></div>	<div><div>Information provided</div></div> <div>Likes added</div>	N/A
Notice to customer	<div><div>* Draw / contest</div><div>* Likes for purchase not added</div><div>* Likes for purchase wrongly added</div></div> <div><div>* Likes for action not added</div><div>* Likes for action wrongly added</div><div>* VOC / Recovery plan</div><div>* Other MLY information</div></div>	<div><div>Information requested/provided</div></div> <div>Refund and/or replacement processed</div>	N/A
Feedback	<div><div>* Not available in country</div><div>* Not available in Outlet</div><div>* Other MLY concerns</div></div>	<div><div>Negative feedback registered</div><div>Suggestion registered</div></div> <div><div>Positive feedback registered</div></div>	N/A

Delivery

Details/Detalles



Delivery





En "Delivery" el estado del pedido se guarda de forma automática; no habrá necesidad de guardarlo manualmente.


*Tendrá
Required fields/ Campos obligatorios para indicar información extra.

Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail	
General Information (FAQs)	<ul style="list-style-type: none">* Delivery types* Delivery periods* Delivery costs* Merge orders* Store/DRP collection concerns* Questions about delivery carrier* Shipping restrictions* Other delivery concerns	Information provided	N/A	
*Order status	N/A	Information provided	N/A	
*Lost order	N/A	Refund and/or replacement processed No action taken	N/A	
*Missing items	N/A	Refund and/or replacement processed No action taken	N/A But must select garments indicating reason of each one for: Item damaged in transport / Missing item	
*Crossed order	N/A	Information provided No action taken Refund and/or replacement processed	N/A	
Notice to customer	<ul style="list-style-type: none">* Tax numbers* Carrier asks for passport/KYC* BOFA asks for customer details* Delivery delay notice* Lost/damaged/stolen* Order returned to sender* Cancelled order –incorrect country* Out of stock* Canceled order –incorrect address* Multiwarehouse order* Damaged parcel - items ok* Delivered "safe place"	<ul style="list-style-type: none">* Delivery address information* BOPO without store* Notice about store closure* Payment platform dispute* VOC/Recovery plan* Other delivery information	Information requested/ provided Refund and/or replacement processed	N/A
Feedback		Negative feedback registered Positive feedback	Suggestion registered N/A	

Return-Exchange

Details/Details

**Return-Exchange**



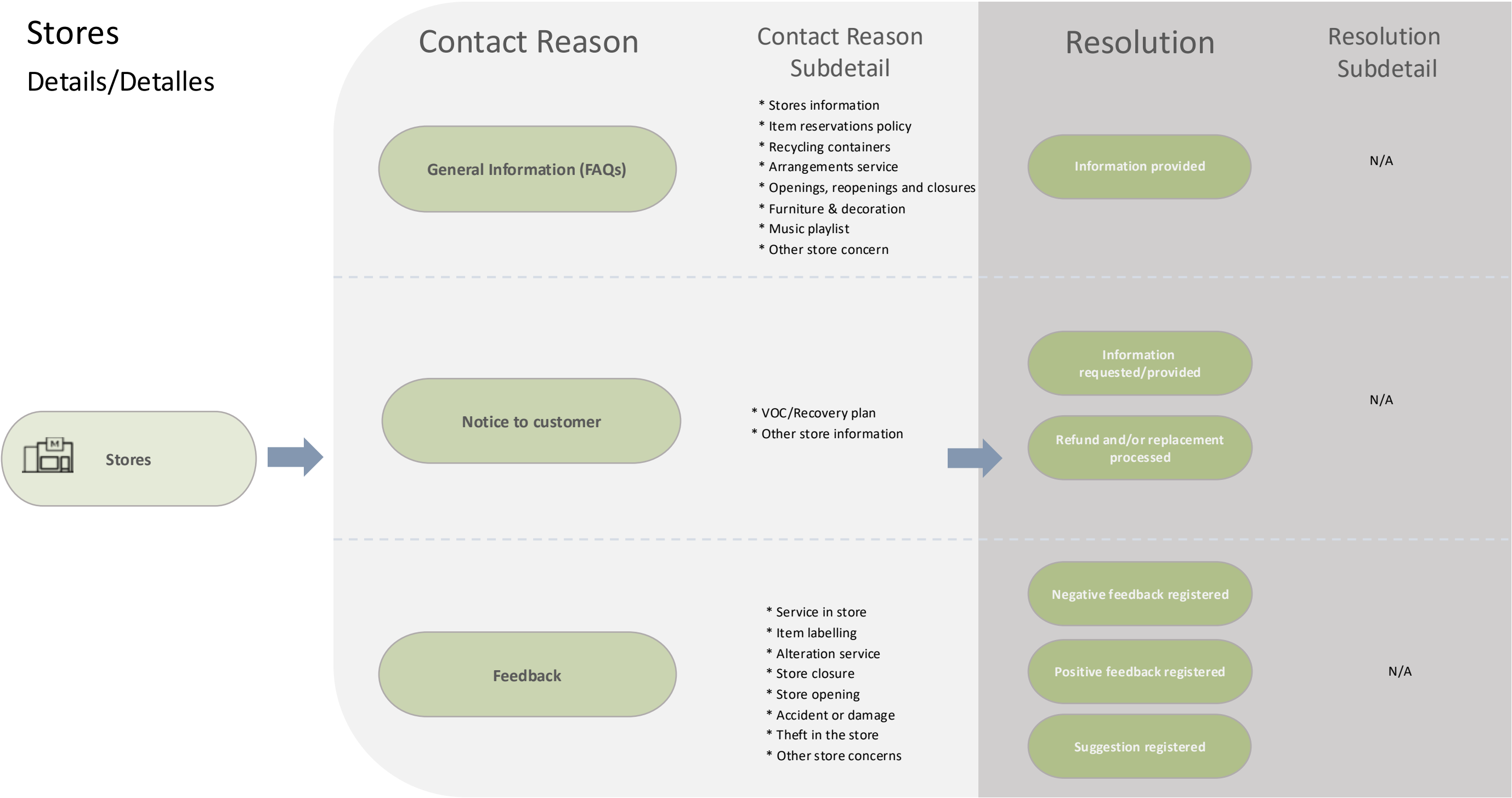
Para indicar el estado del cambio o devolución existirá un **Required field/Campo obligatorio** para ser seleccionado (obligatorio)

***Tendrá Required fields/Campos obligatorios** para indicar información extra.

Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail
General Information (FAQs)	<ul style="list-style-type: none">* How to return* Return methods* Return periods* Return costs* Policy exception* Return 2 orders in 1	Information provided	N/A
Return-exchange status	<ul style="list-style-type: none"> Items return* Out of stock* Shipping costs	Information provided Refund-Exchange corrected Refund and/or replacement processed	N/A
Return label-QR request	<ul style="list-style-type: none">* Tech issue- within period* Not received in pack – WP* Quality issue – outside period* Delayed order -OP* Policy exception - OP* Does not mention* Other	Information provided Label-QR requested	Info provided: Active order, Order not active, Not applicable Label-QR requested: In platform, Reactivated online, To carrier, Done on customer's behalf
Home collection request	<ul style="list-style-type: none">* Carrier did not collect* Tech issue- within period* Not received in pack – WP* Delayed order – outside period* Policy exception - OP* Does not mention* Other	Information provided Home collection requested	Info provided: Active order, Order not active, Not applicable HC requested: In platform, Reactivated online, To carrier
*Lost return	N/A	Refund and/or replacement processed No action taken	N/A
Incidence on items	<ul style="list-style-type: none"> Item issue* Extra item* No mango item	Information provided Refund and/or replacement processed No action taken	N/A
Notice to customer	<ul style="list-style-type: none">* VOC/Recovery plan* Other return-exchange information	Information requested/ provided Refund and/or replacement processed	N/A
Feedback	<ul style="list-style-type: none">* Free returns* Technical issue* Other return-exchange concerns	Negative feedback registered Positive feedback registered Suggestion registered	N/A

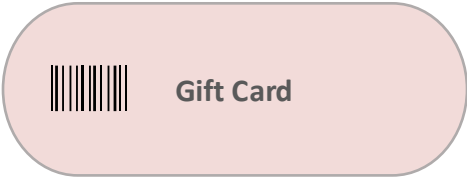
Stores

Details/Detalles



Gift Card

Details/Detalles



Contact Reason	Contact Reason Subdetail	Resolution	Resolution Subdetail
General Information (FAQs)	<ul style="list-style-type: none">* GC conditions* How to use GC* Merge GC* Recharge GC-Add money* GC balance check* Other gift card concerns	Information provided	N/A
Gift card cancellation	<ul style="list-style-type: none">* Lost stolen gift card* Disposed gift card* Customer decision* Unable to use	GC cancelled & refunded Not possible to cancel GC	N/A
Resend gift card-CVV	<ul style="list-style-type: none">* Lost-stolen gift card* Disposed gift card* Unavailable-invalid CVV	Gift card resent CVV provided Not possible to resend GC-CVV New gift card provided	N/A
Gift card error	<ul style="list-style-type: none">* Error paying in store* Error paying online	GC cancelled & refunded New gift card provided Error solved	N/A
Notice to customer	<ul style="list-style-type: none">* VOC/Recovery plan* Other Gift card information	Information requested/provided Refund and/or replacement processed	N/A
Feedback	<ul style="list-style-type: none">* No ON-OFF* Replacement/cancellation policy* Combination with promo code* Only one GC per purchase* Use in other country* Technical issue* Other gift card concerns	Negative feedback registered Suggestion registered Positive feedback	N/A

¿Cómo se ve?

Clasificación en Salesforce

05823737
Management (Agent)

[Back to queue](#)[Resolve](#)[Escalate](#)[Request](#)

Channel / Origin	Commercial Area / Language	Sender / Brand	Date/Time Opened
Chat / Web	Spain / Spanish	Customer / Mango	4/2/2025, 10:35 AM
Final Classification	Contact Reason		

Edit

05823737
Management (Agent)

[Back to queue](#)[Resolve](#)[Escalate](#)[Request](#)

Channel	Origin	Commercial Area	Language	Sender	Date/Time Opened
Chat	Web	Spain	Spanish	Customer	4/2/2025, 10:35 AM
Final Classification	Contact Reason	Contact Reason Subdetail	Brand		
Delivery	General information (FAQs)	Delivery types	Mango		
			Topic		
			Select a Topic		

[Save](#)[Cancel](#)

Final Classification

Delivery

--None--

✓ Delivery

Return-Exchange

Cancel order

Change delivery address

Products

Mango likes you

Payment

Gift card

Proof of purchase

Promotions

Stores

Contact Reason

General information (FAQs)

--None--

✓ General information (FAQs)

Order status

Lost order

Missing items

Crossed order

Notice to customer

Feedback

Contact Reason Subdetail

Select a Contact Reason Subdetail

--None--

Delivery types

Delivery periods

Delivery costs

Merge orders

Store-DRP collection concerns


Questions about delivery carrier


Shipping restrictions


Other delivery concerns

¿Cómo se ve?

Ejemplo resolución en Salesforce




 **05823737**
Management (Agent)

[Back to queue](#) [Resolve](#) [Escalate](#) [Request](#) 

Channel / Origin	Commercial Area / Language	Sender / Brand	Date/Time Opened
Chat / Web	Spain / Spanish	Customer / Mango	4/2/2025, 10:35 AM
Final Classification	Contact Reason	Contact Reason Subdetail	
Delivery	General information (FAQs)	Delivery types	

[Edit](#)



 **05823737 | Resolve**
Management (Agent)

Channel / Origin	Commercial Area / Language	Sender / Brand	Date/Time Opened
Chat / Web	Spain / Spanish	Customer / Mango	4/2/2025, 10:35 AM
Final Classification	Contact Reason	Contact Reason Subdetail	
Delivery	General information (FAQs)	Delivery types	

*Resolution

--None--

✓ --None--

Information provided

Being managed in other case

Resolve

Cancel

Extra info

Entre bastidores

Más que una clasificación

Detrás de la clasificación, hay un campo oculto para los usuarios pero vinculado automáticamente a la ruta iniciada por la clasificación y definida por la resolución. El campo se llama "Resolution type" y reflejará si la consulta del cliente procede de:

Las 3 razones comunes

Una **Reclamación / Claim** del cliente

Una **Solicitud / Request** del cliente

Todos los motivos de contacto **General Information FAQs** tendrán este campo seleccionado automáticamente, así como otros donde se proporcione u obtenga solo información, como **Notice to customer**

Information

Es una declaración formal del cliente de problema o insatisfacción con un producto, servicio o experiencia. Suele ser de carácter negativo y normalmente requiere una resolución o compensación

Claim

Petición formal o no del cliente de ayuda o acción por nuestra parte. A diferencia de una reclamación, es generalmente neutral o positiva y no implica necesariamente insatisfacción o un problema.

Request

Cuando el motivo de contacto sea Feedback tendrá este campo de Management

Feedback

Appendix

Equivalencias

Antiguas categorías y nuevas clasificaciones, motivos de contacto, resoluciones y más* (solo referencia)

First_Category	Second_Category	Third_Category	New Classification From September 2024	Contact Reason From September 2024	Contact Reason Subdetail From September 2024	Resolution From September 2024	Resolution Subdetail From September 2024	Data Recorded by SF From September 2024
Complaint	Corporate Issues	Personal Details	AccountPersonalData	Data incident-breach	-	-	-	-
Request	GDPR	Access	AccountPersonalData	Right of access	-	-	-	-
Request	GDPR	Opposition	AccountPersonalData	Opposition	-	-	-	-
Request	GDPR	Portability	AccountPersonalData	Portability	-	-	-	-
Request	GDPR	Rectification	AccountPersonalData	Rectification	-	-	-	-
Request	GDPR	Subscription	AccountPersonalData	General information (FAQs)	Create account	-	-	-
Request	GDPR	Suppression - Delete Account	AccountPersonalData	Suppression	-	-	-	-
Request	GDPR	Suppression Unsubscribe Advertising	AccountPersonalData	Delete advertising	-	-	-	-
Request	Notice to Customer	Order Cancelled - Incorrect Address	CancelOrder	Notice to customer	Other cancellation information	-	-	-
Request	Notice to Customer	Order Cancelled - Incorrect Country	CancelOrder	Notice to customer	Other cancellation information	-	-	-
Incidence	Order (Incidence)	Order Cancellation not Processed	CancelOrder	Feedback	All	Negative feedback registered	Request not successful	-
Request	Order (Request)	Order Cancellation	CancelOrder	Cancellation request	All	-	-	-
Request	Order (Request)	Change of the Shipping Address	ChangeDeliveryAddress	Change address request	All	-Successful by agent (WTG) -Not successful by agent (WTG) -Successful by automation -Not successful by automation No response from ERP	-	-
Request	Order (Request)	Change of the Delivery Store	ChangeDeliveryAddress	Change address request	All	-Not possible to change	-Different store	-
Request	Order (Request)	Change of the Shipping Method	ChangeDeliveryAddress	Change address request	All	-Not possible to change	-Change delivery type	-
Request	Order (Request)	Customer won't Collect Order from Store	CancelOrder	Cancellation request	All	-	-	-
Information	Purchase Conditions	Registration Process	AccountPersonalData	General information (FAQs)	Create account	-	-	-
Incidence	Purchase Process Error	Issues with the Password	AccountPersonalData	General information (FAQs)	Password reset	-	-	-
Incidence	Purchase Process Error	Registered with Incorrect Email	AccountPersonalData	Account access issue	-	-	-	-
Incidence	Purchase Process Error	Web/APP didn't Save Correct Address	ChangeDeliveryAddress	Change address request	Website did not save correct address	-	-	-

Ejemplo (Puede diferir de la version final)

*Para las equivalencias con la actual taxonomía y un breve diccionario de cada clasificación, puede consultarse [aquí](#).

¡GRACIAS!

MANGO