



CUSTOMER CARE

Favelin

Mariam Ashraf



x x x

- × . OUR VISION
- × . COMPLAINT SOURCES
- × . ACTIONS
- × . SYSTEM AGENDA



CUSTOMER CARE VISION

Our vision is to build strong customer loyalty by providing caring, efficient, and solution-oriented support. We aim to enhance the customer experience in ways that make them feel valued and understood, while ensuring our service remains sustainable and cost-effective for the company

COMPLAINT SOURCES

- 1-operation (Warehouse -CX- Category team)
 - 2-Delivery Company (Aramex)
 - 3- Customer

× × × ×

1-operation

Warehouse

Missing items
Wrong items
Extra item
Poor Packing
Item Damaged
(Poor Packing)

CX Team

Wrong Information
Wrong Amount
Wrong Order
Bad Behavior

Category Team

Defects
Quality
Marketing



2-Delivery Company (Aramex)

Operation

Late Delivery
Fake updates

Courier

Bad Attitude
Item Damaged
(Damaged Box)

× × × ×



3-Customer

Changed Mind
Lack of Information
Personal Issues



1.MISSING ITEM:

If a customer receives an incomplete order, we will send the missing item, even if the 14-day return/exchange period has passed. Since we do not yet have a fully integrated system to track such cases accurately, we handle them with flexibility to ensure customer satisfaction.

2.WRONG ITEM SENT:

If the customer receives an incorrect item and provides a clear image as proof, we will proceed with a replacement regardless of the 14-day return policy, as the image confirms the mistake. The product must be unused.

3.EXTRA ITEM RECEIVED:

If the customer receives an extra item by mistake, we will arrange for its pickup through our shipping company. If we are unable to reach the customer after multiple attempts, the case will be closed. We may also offer the customer the option to keep the item and pay for it if they wish.

4.DAMAGED ITEM OR POOR PACKAGING:

If reported within 14 days, we will offer an exchange. If reported after 14 days, we will assess: Whether there have been multiple reports of issues with the same product. Whether the customer is a loyal buyer who frequently shops with us. Based on these factors, we will decide on a fair resolution.

5.INCORRECT AMOUNT CHARGED:

If the customer forgot to apply a discount code, we will refund the difference via Instapay, wallet transfer, or Pay mob (for online payments)

6.LATE DELIVERY:

If a customer's shipment is delayed, we take the following actions: If the order is returned due to the delay, we send a replacement. If the order is still in transit, we escalate the case with the shipping company to speed up delivery.

7. CUSTOMER CHANGED THEIR MIND:

If the products are in perfect condition but the customer no longer wants them, they will need to cover the shipping costs for the return.

If the product has an issue (either damaged packaging or a product defect) and the customer wishes to return everything, we will process the return without deducting shipping costs—but first, we will offer a product exchange as a solution.

Please note that returns are accepted within 14 days from the date of order delivery, and all products must be sealed and in their original condition.

8. 3PL BEHAVIOR ISSUES:

If a delivery agent behaves rudely or charges the customer extra fees, we will: Report the issue to the shipping company via email. Follow up with the customer to ensure resolution

9. SIDE EFFECTS:

If a customer experiences irritation or an allergic reaction from a product, we will raise the issue for review with supply chain team and the manufacturing team. Based on their assessment, we will decide whether an exception should be made

10. PRODUCT QUALITY CONCERNS:

- If a product is known to have internal quality issues—such as a bad or unusual odor (e.g., smelling spoiled), a change in color, or an abnormal/compromised texture—we will offer an exchange or refund after proper verification.
- If the product is performing as intended but the customer is not seeing the expected results, we will take the following approach:
 - Understand their hair type and determine whether they need hydration, volume, or another solution.
 - Review their usage method and provide guidance on proper application if needed.
 - Recommend a more suitable product based on their needs.Please note that in such cases, exchanges or refunds will not be offered, as the product is functioning as intended.

11. MANUFACTURING DEFECTS:

If a product has a known internal defect (such as packaging issues, leakage in the Scalp Serum or Hair Oil, or missing product quantities in the Hair Mask) and the customer reports it within 14 days from the date of delivery, we will offer an exchange, as this issue is already acknowledged internally.

12.ONLINE PAYMENT:

If a customer inquires about their order but no order is found in our system, and they have paid online, we will collect the following details to track the payment in Pay mob: Full name, date of transaction, time of transaction, and deducted amount. This information will help us efficiently locate the payment and resolve the issue.



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Notes



If a customer reports a quality issue with a product after 14 days from purchase, we will still follow the standard quality procedures. The product can be sent for inspection by the Supply Chain team, and the customer has up to 45 days from the order date to report a confirmed quality issue.

Reporting Unusual Issues: If you come across any unusual problems, whether quality-related or anything else that seems out of the ordinary, please report them immediately so we can address them properly.

WORKING TOOLS

System



2. MAGENTO

<https://favelin.com/admin/admin/>

Magento is the company's internal system.

3. ARAMEX

<https://www.aramex.com/eg/en/home>

Aramex is the shipping company used for order delivery and tracking



4. AWFAR

<https://phone.awfarcc.com/agent>

Awfar is the system used for handling calls

CUSTOMER CARE FORM

https://docs.google.com/forms/d/e/1FAIpQLSfvkHWyoXGbjb1bC6illZr4d_9AhVrzhOPU3QzIEikB5reqlw/viewform

- This form is where all tickets are entered, and the information from each ticket is recorded in the Customer Care sheet. They come through the FO team via Instagram, Facebook, or calls, or through inbound calls. All ticket information is collected, including the order number, customer name, phone number, full details of the ticket, and a clear photo of the products.

CUSTOMER CARE GOOGLE SHEET

https://docs.google.com/spreadsheets/d/1l_jW-QdBCc2v7vYzjtNBQAKU39dqzghTBOBTZBVLgKE/edit?gid=1713924715#gid=1713924715



Daily Complaints

[mariam.ashraf@favelin.com](#) [Switch account](#)

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

Email *

☒ Record [mariam.ashraf@favelin.com](#) as the email to be included with my response

#SO *

Your answer

Order Source (customer segment) *

☐ B2B

☒ B2C

Ticket Source *

1-CUSTOMER CARE SHEET

When documenting a customer complaint, please make sure the following fields are filled correctly and completely:

SO (Order Number)

Record the correct order number linked to the complaint.
This ensures we can track the order history properly.

Order Source

Specify where the customer placed the order (e.g., Website, Noon, Amazon, etc.).

Ticket Source

Indicate the platform from which the complaint was raised (e.g., Email, Phone, WhatsApp, Social Media, etc.).

Customer Name

Enter the full name of the customer who raised the complaint.

Phone Number

Document the phone number the customer wants to be contacted on.

Ticket Details

Provide a clear and complete description of the complaint.
Make sure all details are included to help us understand and resolve the issue smoothly.

Ticket Image

Attach any photos provided by the customer as evidence
This is necessary to validate the issue.

Responsible Agent

The name of the agent documenting the case.

Priority

Classify the case based on urgency:
(Top Urgent – Urgent - Normal)



New Customer Care Data Base 2025										
Timestamp										
	#SO	Order Source (customer segment)	Ticket Source	Customer Name	Additional Phone Number	Ticket Details	Ticket Image, Video Reference	Responsible Agent	Priority	
1										
1567	2025 14:47:40 000221535	B2C	Instagram	toqa_elashmawy	01020940113	الدرای انویک وصل بالخط من فوق مش شغل	https://drive.google.com/	Rahma Awad	Normal Case	
1588	2025 15:42:41 000221117	B2C	Instagram	hebaghoneimm	01002973946	سعر Anti Frizz وصل قوت ومبهدل الیوکن کله	https://drive.google.com/	Rahma Awad	Normal Case	

DETAILS AND ACTION

From SKU Name : we choose the item that has the issue.

From SKU Price : we document the price of the item that has the issue.

From Failure Mode : we document the issue type (missing – damage – etc.)

From Responsible Liability : (Who caused the problem) (Customer – WH- 3PL- CX – etc.)

From Action : (Resolution / Next Step) (Replacement-Return , Handled -Missing , Return , etc.

From To be replaced or missing : we document which product we need to send the customer

This is the Customer Service (CS) section to document the actions they are taking.



New Customer Care Data Base 2025						
File Edit View Insert Format Data Tools Gemini Extensions Help						
G2726						
	L	M	N	O	P	Q
1	SKU Name el feha moshkla	SKU Price el feha moshkla	Failure Mode	Responsible liability	Action	to be replaced or Missing Item if only replacement and handled Missing Item
1893	6 Moroccan Argan Repair Hair Mask 300	1,624	Wrong Item	WH -Operations Team	Replacement & Return	6 Holy Hydration Hair Mask
1894	Multi-Purpose	664	Damage Item	3PL - Operations Team	Unsolved - customer unreason...	
1895			Duplicated	Duplicated	Duplicated	
1896	Spring Petals Body Lotion 125ml Sunkissed Honey Body Lotion Fun Size	640	Product Bad Quality Customer changed his m...	Manufacture defects	Return - with refund	Spring Petals Body Lotion 125ml Sunkissed Honey Body Lotion Fun Size
1897	Advanced Anti frizz Hair Serum	499	Damage Item	3PL Behavior	Replacement & Return	Advanced Anti frizz Hair Serum
1898				Category Team	Replacement & Return	Cupcake Glaze Shower Gel 400ml 2 Playful Peach Lip Balm

REFUND & RETURN DOCUMENTATION FIELDS

Transfer Method: How we refund the customer

Options: Instapay – Wallet – Pay mob.

- . **Return AWB** : Pickup tracking number(s).Items must be returned before processing the refund.
- . **Transfer Method Number** : The phone number linked to the refund method (Instapay/Wallet).
- . **To Be Refunded Amount** : The exact amount to refund to the customer.
- . **Processed with payment** : Yes/No → Mark Yes when refund can be processed (after items are received back).
- . **Transfer Reference** : The transaction reference provided by the accounting team once refund is completed.



New Customer Care Data Base 2025									
File Edit View Insert Format Data Tools Gemini Extensions Help									
Menus									
G27									
		W	X	Y	Z	AA	AB	AC	AD
1	ng tuss	Transfer Method if refund	RMA (Track Number)	tranfer method number if refund	To be refunded amount	Proceed with payment	Date of Procedure	Transfer Reference	Finance Resolution n Time
2280			50626904440						
2281		Instapay	50626894216	1018522541	2,616.26	Yes		757071224750	

2-MAGENTO

1 – Search the Order:

- .Go to Sales → Orders.
- .Enter the order number in the search bar.
- .If the order number is not available, use the filter option to search by phone number or email.
- .Once found, check the order items to proceed with the case.



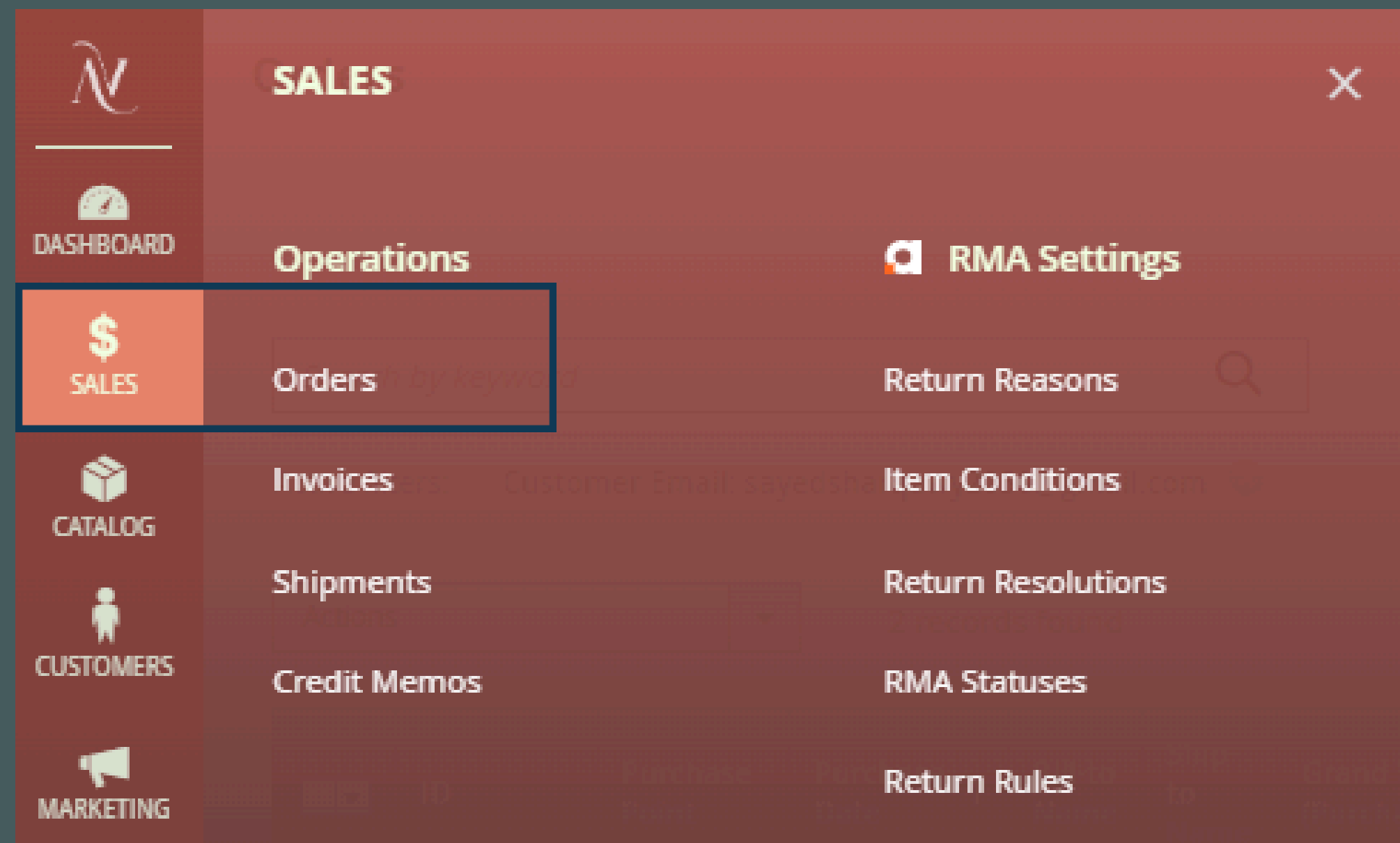
Actions through Magento:

1.New Order

Used when we want to send an item to the customer.

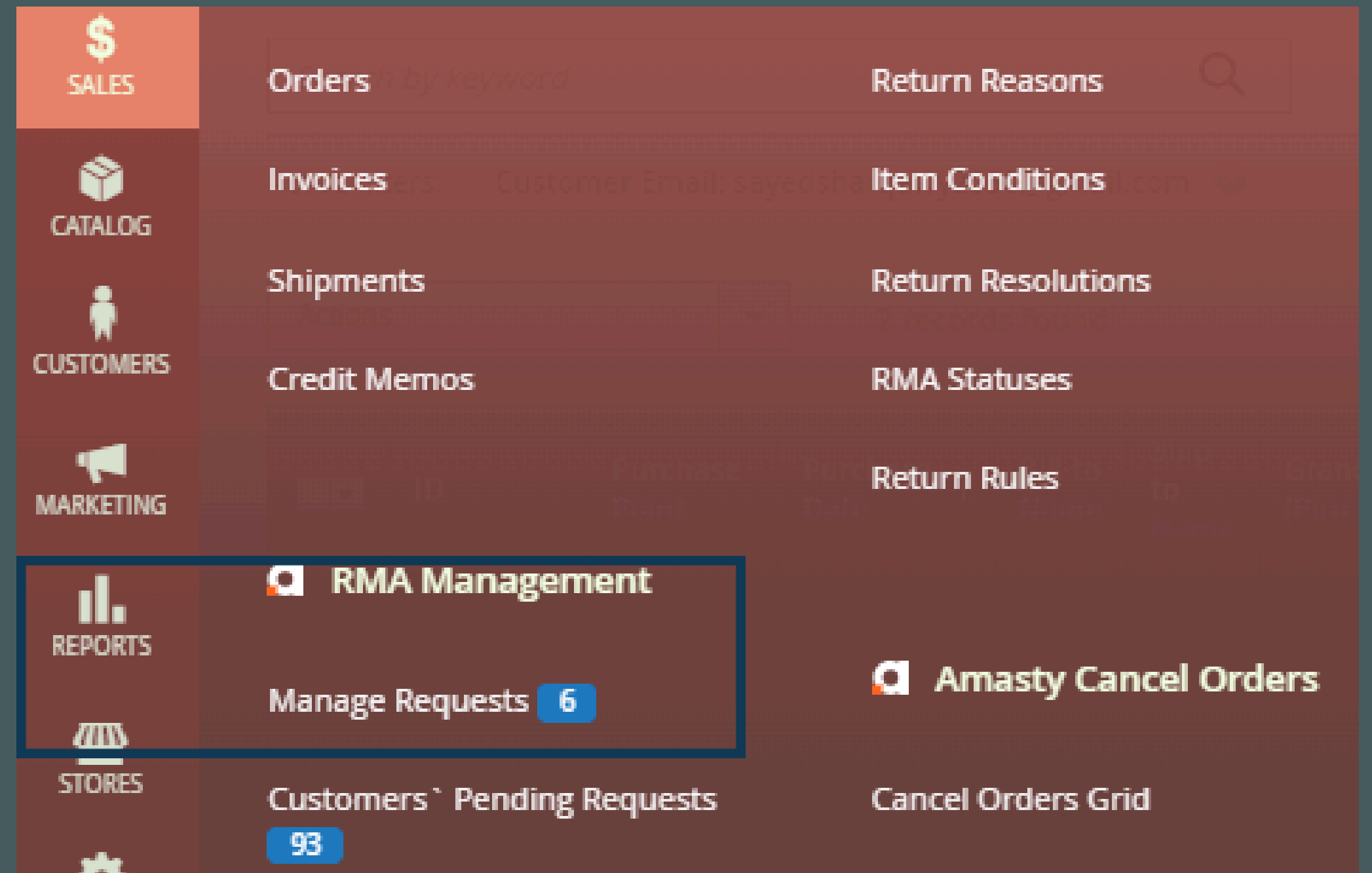
2.Return

Used to get the products back from the customer.



RETURN REQUESTS (RMA)

- 1- **From manage request** : we can access the new requests created by Customer or CX
- 2- **Customers' pending requests** : we can access pending return requests
- 3- **Archived requests** : Resolved Returned requests



HOW TO CREATE RETURN REQUEST

Ensure Order Delivery

- The order must be delivered before a return request can be created.

Create Return

- Click on “Create Return.”

The screenshot displays the 'ORDER VIEW' interface. On the left is a sidebar with navigation options: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, REPORTS, STORES, and SYSTEM. The main content area is titled 'ORDER VIEW' and contains a list of links: Information, Invoices, Credit Memos, Shipments, Comments History, History of Changes, and RMA. The 'Information' link is selected.

At the top right of the main content area, there is a navigation bar with the following buttons: Back, Send Email, Credit Memo, **Create Return** (highlighted with a blue border), and Send SMS.

The main content area is divided into two columns. The left column is titled 'Order & Account Information' and contains the following details:

- Order # 000161318 (The order confirmation email was sent)
- Order Date: Feb 11, 2025, 6:42:00 AM
- Order Status: **Delivered** (highlighted with a blue border)
- Purchased From: Favelin Store English

The right column is titled 'Account Information' and contains the following details:

- Customer Name: - ياسمين
- Email: sayedsharqawy2050@gmail.com
- Customer Group: General

Below the 'Order & Account Information' section is the 'Address Information' section, which is divided into two columns:

- Billing Address** [Edit](#): - ياسمين, شارع المستشفى, عمارة صلاح بنوى, Kafr Saqr, Sharqia, - Egypt, T: 2001069295181
- Shipping Address** [Edit](#): - ياسمين, شارع المستشفى, عمارة صلاح بنوى, Kafr Saqr, Sharqia, - Egypt, T: 2001069295181

Fill in Return Details for each product:

- Return Reason → Select the failure mode (e.g., missing item, wrong item, damaged, poor packing, etc.).
- Item Condition → Choose whether the item is: (Opened - Unopened - Damaged)
- Resolution → Select the action requested: (Return - Exchange)

No Issue Case

- If the product does not have any issue, choose “No issue with this product.”

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SALES

CATALOG

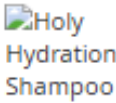
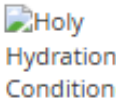
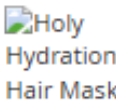
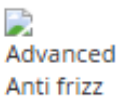
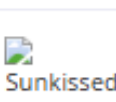
CUSTOMERS

MARKETING

REPORTS

STORES

SYSTEM

Items to Return									
	Product	Return Reason	Item Condition	Resolution	Who Pays for Shipping	Shipped QTY	Refunded QTY	Return QTY	Approved
	Holy Hydration Shampoo SKU: 6224003382046	Please choose	Please cho	Please cho		0	0	1	☐
	Holy Hydration Conditioner SKU: 6224003382053	Please choose	Please cho	Please cho		0	0	1	☐
	Holy Hydration Hair Mask SKU: 6224003382060	Please choose	Please cho	Please cho		0	0	1	☐
	Advanced Anti frizz Hair Serum SKU: 6224003382084	Please choose	Please cho	Please cho		0	0	1	☐
	Sunkissed Honey Body Splash SKU: 6224002524850	Please choose	Please cho	Please cho		0	0	1	☐

→ Then we click Submit to Create the pickup

From the **RMA Status**, we select “**Approved by Admin**” to proceed with the pickup process.

From the **RMA Manager**, we choose the name of the person creating the return request.

Once the updates are saved, by clicking on **Save**

The **shipment tracking number** will appear in the **Internal RMA Notes**, which allows us to follow up on the pickup.

The next step will be for the **warehouse team to receive the returned items**. After that, the status should be changed to “**Received by Admin.**” by the warehouse admins.

Once we follow up on the return request and ensure that the warehouse team has received the items, we will change the status to “**Resolved by Admin.**” At this point, the return request will be successfully moved to the **Archived** stage.

NOTE:

Any case that comes through Customer Care, even if it was handled directly, should still be documented in the RMA with all details by creating a return request and selecting “Resolve by Admin.”

The screenshot displays the RMA Manager interface for a product named "Honey Shower Gel 400ml" with SKU 6224002524874. The interface includes several sections:

- Order Information:** Order #000246211 (delivered) on 2026-02-07 at 16:44:49. Purchased from Favelin Store (English).
- Customer Information:** Name: Ahmed Salah, Email: hegazys166@gmail.com, Group: General. Address: المترو شارع الملك ابراهيم رويال بلازا برج الريفيلا جنب مستشفى القصر الملكي الدور الرابع حقة 405, Alexandria, Alexandria, Egypt. Phone: +201015998800.
- RMA Manager:** A dropdown menu currently set to "Unassigned".
- Internal RMA Note:** A text area for adding notes, with an "Attach File" button below it.
- RMA Status:** A section with a "New Request" button.
- Message:** A text area for sending messages.

NOTE: We track the pickup using the shipment number until it reaches us and the warehouse confirms receipt. The status is updated from Approved by Admin to “Received by Admin”. The warehouse sends an email confirming the returned products, including details such as the specific items and quantities returned by the customer. After receiving the return, we update the ticket status to “Resolved by Admin” and create a new order for the customer, which will be the replacement order.



REPLACEMENT

To create an order replacement, we first open the original delivered order, choose Reorder, and review the details to ensure they are correct. Then, we add the products that will be part of the replacement and set their price to “zero”. The order is completed according to each case. If there are shipping fees, we include them. If we want to remove the shipping fees, we select Add Products → Free Shipping Service. After that, we Click on “invoice” to confirm the order and add a comment in “Order Comments” stating that it is from Customer Care, specifying whether it is a replacement and return, replacement only, or missing item

Items Ordered					
Product	Price	Qty	Subtotal	Discount	Row Subtotal
Groovy Growth Plus Set + Leave in SKU: groovy-growth-extra-set-leave-in	LE 0.00 ☒ Custom Price* 0	1	LE 0.00	LE 0.00 ☒ Apply	LE 0.00
Configure					
Total 1 product(s)			Subtotal:	LE 0.00	LE 0.00

3-ARAMEX

- From the **Aramex website**, we can follow up on shipments, whether it's a **new order** or a **pickup**
- Make sure you are logged in through the **Favelin account**
- From the **"Track Your Shipment"**, search for the shipment using the **tracking number**

- The tracking number can be obtained from the order, or the return request

Shipping & Handling Information

[Track Order](#)

Shipping - Fixed L.E 0.00

OR

Once the case is fully resolved and closed, we change its status from Pending to “Done”, as shown. This also affects the next field, called Resolution Time, which records the duration it took to close the case.

Note: Our SLA is 8 working days, this is the Service Resolution Time we take to close cases within each month.

Workflow:

First, we carefully read the case and review it thoroughly. We check the photos carefully to determine whether they are valid or invalid. Then, we prepare for the call and make the call to the customer, taking the necessary details over the phone.

After that, we process the return. Once the returned products reach the warehouse and the WH is confirmed, we proceed with a replacement or refund for the customer, depending on the case. Finally, the case is closed.

Note: During the case workflow, it is essential to follow up with the customer only when needed. It is not necessary to contact them repeatedly; follow-ups should be done as required until the issue is fully resolved.

AE	AF	AG
Case Details	Case_Status	Delay Responsibility
الرجوع بـ كلمتها مرتين مرادف و بعث مرسلاً - بشت 2-16 كلمتها اتفقت معها على الاستبدال و الاسترجاع رقم البيك اب 50760521313 لما يرجع هعملها الأوردر البيك اب لسه - بشت 2-17 البيك اب لسه - بشت 2-18 البيك اب لسه و روان يتابعه - بشت 2-19 البيك اب لسه و روان يتابعه - بشت 2-22	Pending	
الأوردر لسه مسجع shipped // كلمتها قاتلي شويه و كلميني كلمتها المشكلة التعطيل مش احسن حاجه و البوكس كان كانه حد فاتحه و الباب الشاور جيل مكسور بس هي مش هتبدل و اتصرفت عشان مفيش عندها وقت و الحاجة مترية و كانت بس بتبلغنا عشان حاجه زي كده متكرره و نشوف المشكلة من مين - بشت 2-16	Done	
كلمته اتفقت معاه على الاستبدال و الاسترجاع رقم البيك اب 50760762765 لما يرجع هعمل الأوردر مش عابن يبقى في تأخير عشان هيسلمه الاسبوع الجي - بشت 2-18 البيك اب لسه - بشت 2-19 البيك اب لسه - بشت 2-22	Pending	
كلمتها كان مسجع بس يرجع هعملها الأوردر - بشت 2-18 البيك اب لسه - بشت 2-19 البيك اب وصل مستقبه تأكيد المخزن - بشت 2-22	Pending	
كلمتها اتفقت معاه على الاستبدال و الاسترجاع رقم البيك اب 50760802945 لما يرجع هعملها الأوردر - بشت 2-18 البيك اب لسه - بشت 2-19 البيك اب اكسل لسه هكلمها بشت 2-22 كلمتها قالت محدش كلمها و دخلته لروان يتابعه	Pending	
كلمتها اتفقت معاه على الاستبدال و الاسترجاع رقم البيك اب 50760811942 لما يرجع هعملها الأوردر - بشت 2-18 البيك اب وصل مستقبه تأكيد المخزن - بشت 2-22	Pending	

KPIS

Productivity	AHT	AHT Calls	25%	0:02:30
Quality	Maintain service quality	Quality Score	45%	95%
Efficiency	Meet ticket SLA	SLA	30%	8 Working Days

AHT (Average Handle Time) should be balanced—not too short, so the customer doesn’t feel rushed or miss important information, and not too long, to avoid repeating information or putting the customer on hold excessively

SLA CALCULATION

RMA SLA		
Open RMA And Reaching Customer	24 HR	8 Working Days
If customer did not answer 2 times within the first 24 hrs we send this sms	عزيزتنا العميلة	
Pick Up (Collection)	24 hrs	
Pick Up (Return to warehouse)	24 hrs	
Received By Admin	24 hrs	
Replacement	48-72	
Refund	48-72	
Feedback	24 hrs	

If the customer doesn’t respond, I send them this message

عزيزتنا العميلة،
تمت محاولة التواصل معك مرتين
بخصوص طلبك، ولكن لم نلقَ أي رد
حتى الآن.
بناءً على ذلك، سيتم إغلاق الطلب مؤقتًا
في الوقت الحالي.
بمجرد تواصلك معنا مرة أخرى، سيتم
إعادة فتح الطلب ومساعدتك على الفور.
يرجى التواصل معنا في أقرب وقت
ممكن.
مع خالص الشكر،
Favelin Customer Care Team

DAILY TASKS - AGENT

Follow-up on Pending Cases:

- Ensures they are progressing according to the normal workflow
- If any issues are noticed (pickup delays), informs DS by email or through the DS form
- If warehouse problems are noticed, informs the team leader

For Completed Cases:

- Follows up with the customer - Checks feedback - Closes the case

For New Cases:

- Starts making calls after 11 AM, preferably around 12 PM
- Tracks the RTN status of pickups through the warehouse email
- Closes the RMA in the system



DAILY TASKS - TEAM LEADER

- Sends the daily Customer Care report
- Ensures that all cases are accurate, properly recorded, and clearly documented
- Monitors completed cases (DONE) to confirm they are processed correctly
- Monitors pending and new cases to ensure their workflows are progressing properly
- Coordinates with the warehouse when necessary
- Ensures that cases are resolved accurately, workflows are properly followed, RTNs are sent, and all details are correct

MONTHLY TASKS – TEAM LEADER

Customer Care Monthly Quality Report

- Total valid and invalid issues + percentage
- Total replacement cases “amount, issue type, root cause”
- Total refund cases “amount, issue type, root cause”

Product Issues Monthly Report

- Tab 1 – Issues Summary “ Product Name - Issues Count - Issue % ”
- Tabs 2+ – One Tab per Product
“ Product Name -Quantity - Action (refund / replacement / etc.) - Responsible ”.
- Track SLA - AHT
- Calculate and monitor KPIs.

THE HIERARCHY

Customer Care Agents

CC & DS Team Leader

Supervisor

CX Manager





THANK YOU

x x x x

Mariam Ashraf

