Standard Operating Procedure (SOP) Front Office (FO) Team

Company: Favelin

FO Team Leader
Hanen Mohamed
2 - Feb - 2026

FO Team

The FO Team (Front Office Team) is responsible for managing customer communication across two main channels: **Chats** and **Calls**.

1. Chat Section:
The FO Team handles all social media platforms for Favelin, including Facebook, Instagram, TikTok, as well as live chat via Tawk.
This also includes responding to customer comments on social media. Depending on the case, responses are either provided publicly or handled privately to ensure that all customer inquiries are properly addressed.

2. Calls Section:
This section manages both outbound and inbound phone communications, including order confirmations, customer feedback collection, follow-ups on failed deliveries and failed payment cases, as well as situations where customers prefer phone communication over chat.

Order Status Flow:

- **Pending** – Order is received from the website or created by CX team
- **Processing** – Order is sent to the warehouse after confirmation for preparation.
- **Shipment Created** – Order is ready for pickup by the shipping company and tracking number has been created
- **Shipped** – Shipping company has collected the order.
- **Delivered** – Customer has successfully received the order.
- **Failed Delivery** – It is returned to the warehouse.

Order Confirmation Process Overview

<u>Pending orders confirmation methods:</u>

1-SMS confirmation: Some pending orders are automatically confirmed via an SMS sent to the customer.

2-System auto-confirmation: Orders from trusted customers can be automatically confirmed by the system without manual intervention.

3-FO team: For other orders, the FO team manually confirms pending orders.

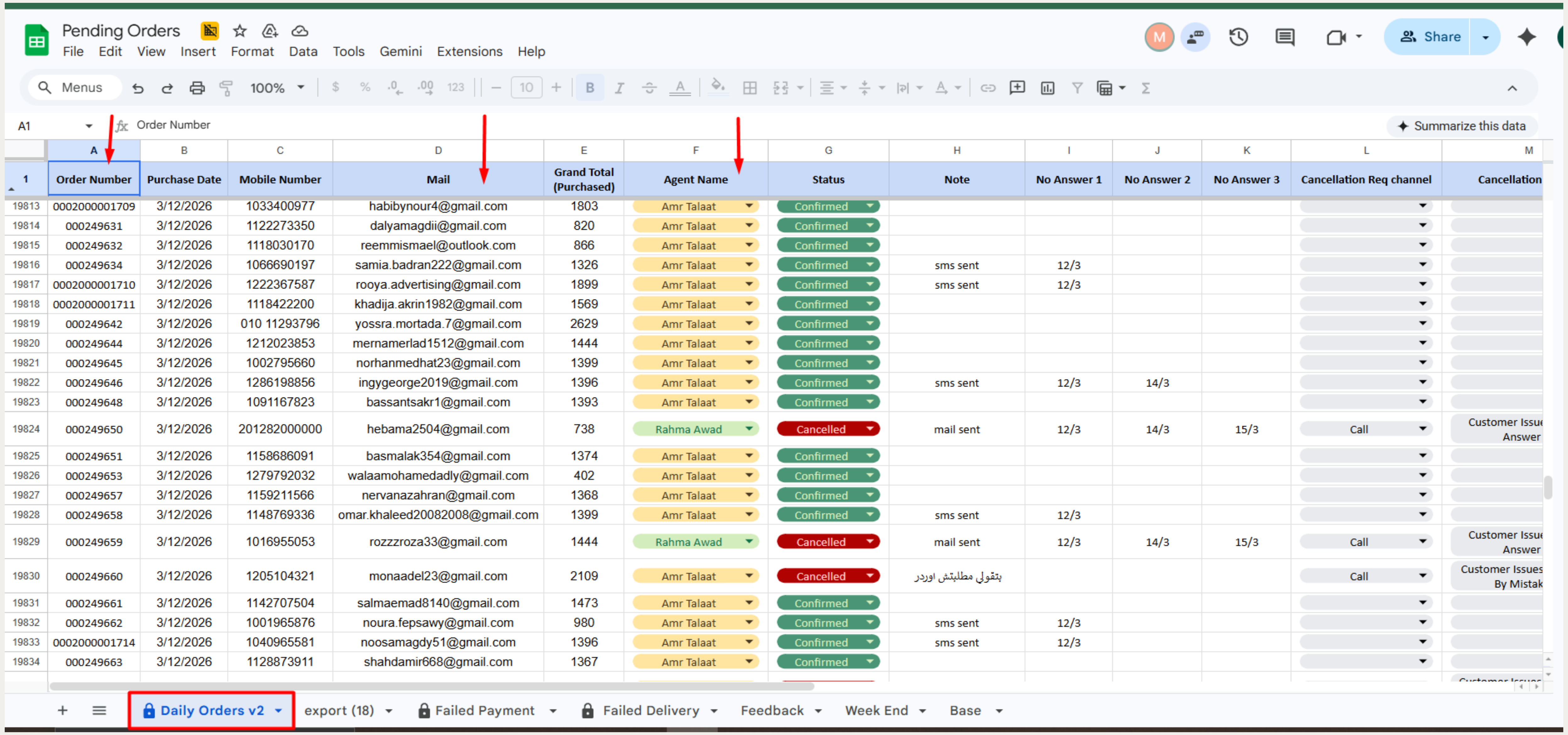
Order Confirmation Process by CX

- **Prepare** – Open the system and verify customer data and order number.
- **Call** – Contact the customer, confirm order details, delivery time, and answer any questions.
- **Action** – Take any required actions based on the call outcome.
- **Documentation** – Record the call details and actions taken.

1. Preparation:

- Open the pending orders sheet and review the orders assigned by name.
https://docs.google.com/spreadsheets/d/1WpW54clQs2pp8qb_L88BnWLhwtp0381DyOfcsBJmwgY/edit?gid=489779968#gid=489779968

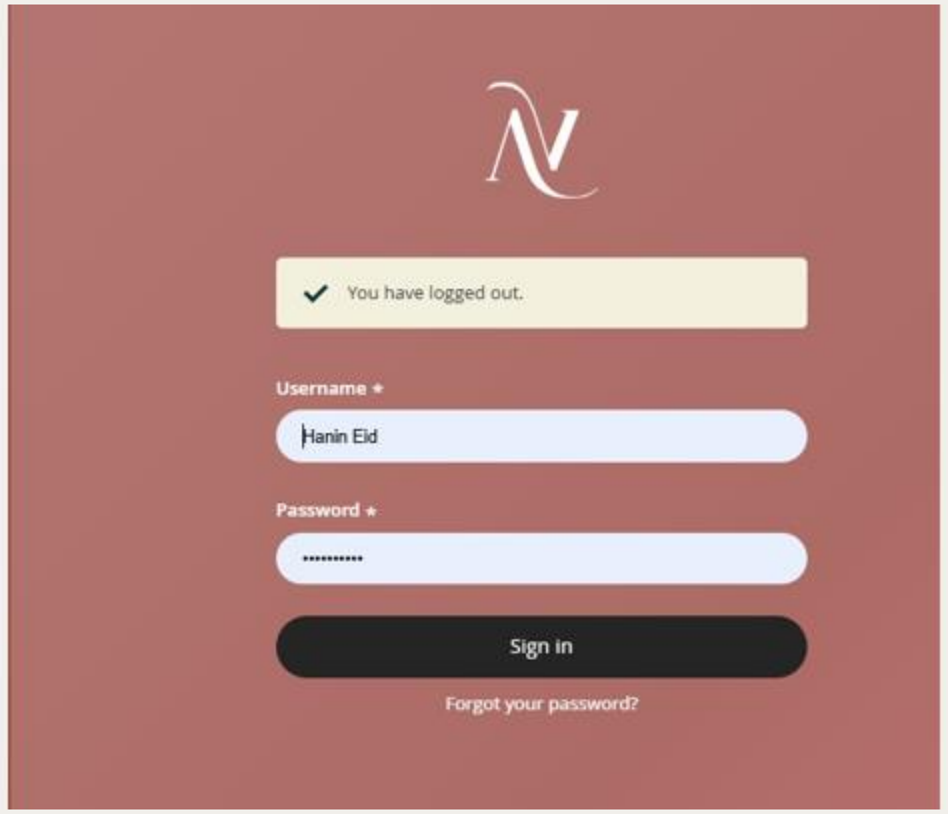
- Select the customer email to verify the order number on Magento and ensure the customer has no other pending orders.

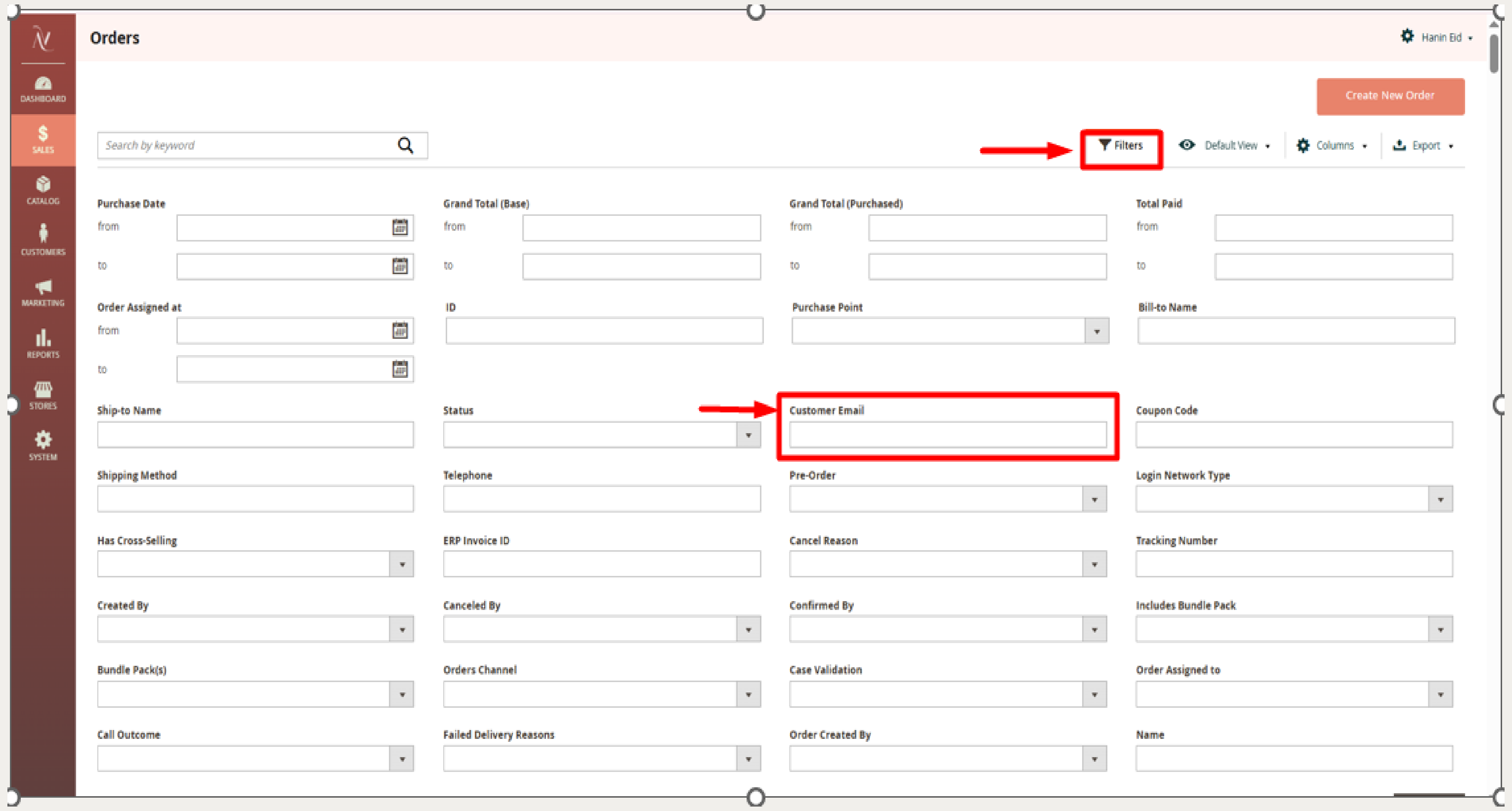


1	Order Number	Purchase Date	Mobile Number	Mail	Grand Total (Purchased)	Agent Name	Status	Note	No Answer 1	No Answer 2	No Answer 3	Cancellation Req channel	Cancellation
19813	0002000001709	3/12/2026	1033400977	habibynour4@gmail.com	1803	Amr Talaat	Confirmed						
19814	000249631	3/12/2026	1122273350	dalyamagdii@gmail.com	820	Amr Talaat	Confirmed						
19815	000249632	3/12/2026	1118030170	reemmismael@outlook.com	866	Amr Talaat	Confirmed						
19816	000249634	3/12/2026	1066690197	samia.badran222@gmail.com	1326	Amr Talaat	Confirmed	sms sent	12/3				
19817	0002000001710	3/12/2026	1222367587	rooya.advertising@gmail.com	1899	Amr Talaat	Confirmed	sms sent	12/3				
19818	0002000001711	3/12/2026	1118422200	khadija.akrin1982@gmail.com	1569	Amr Talaat	Confirmed						
19819	000249642	3/12/2026	010 11293796	yossra.mortada.7@gmail.com	2629	Amr Talaat	Confirmed						
19820	000249644	3/12/2026	1212023853	mernamerlad1512@gmail.com	1444	Amr Talaat	Confirmed						
19821	000249645	3/12/2026	1002795660	norhanmedhat23@gmail.com	1399	Amr Talaat	Confirmed						
19822	000249646	3/12/2026	1286198856	ingygeorge2019@gmail.com	1396	Amr Talaat	Confirmed	sms sent	12/3	14/3			
19823	000249648	3/12/2026	1091167823	bassantsakr1@gmail.com	1393	Amr Talaat	Confirmed						
19824	000249650	3/12/2026	201282000000	hebama2504@gmail.com	738	Rahma Awad	Cancelled	mail sent	12/3	14/3	15/3	Call	Customer Issue Answer
19825	000249651	3/12/2026	1158686091	basmalak354@gmail.com	1374	Amr Talaat	Confirmed						
19826	000249653	3/12/2026	1279792032	walaamohamedadly@gmail.com	402	Amr Talaat	Confirmed						
19827	000249657	3/12/2026	1159211566	nervanazahran@gmail.com	1368	Amr Talaat	Confirmed						
19828	000249658	3/12/2026	1148769336	omar.khaleed20082008@gmail.com	1399	Amr Talaat	Confirmed	sms sent	12/3				
19829	000249659	3/12/2026	1016955053	rozzzroza33@gmail.com	1444	Rahma Awad	Cancelled	mail sent	12/3	14/3	15/3	Call	Customer Issue Answer
19830	000249660	3/12/2026	1205104321	monaadel23@gmail.com	2109	Amr Talaat	Cancelled	بتقولي مطلبتش اوردر				Call	Customer Issues By Mistak
19831	000249661	3/12/2026	1142707504	salmaemad8140@gmail.com	1473	Amr Talaat	Confirmed						
19832	000249662	3/12/2026	1001965876	noura.fepsawy@gmail.com	980	Amr Talaat	Confirmed	sms sent	12/3				
19833	0002000001714	3/12/2026	1040965581	noosamagdy51@gmail.com	1396	Amr Talaat	Confirmed	sms sent	12/3				
19834	000249663	3/12/2026	1128873911	shahdamir668@gmail.com	1367	Amr Talaat	Confirmed						

1. Preparation:

➢ Log in to Magento using your credentials.
https://favelin.com/admin



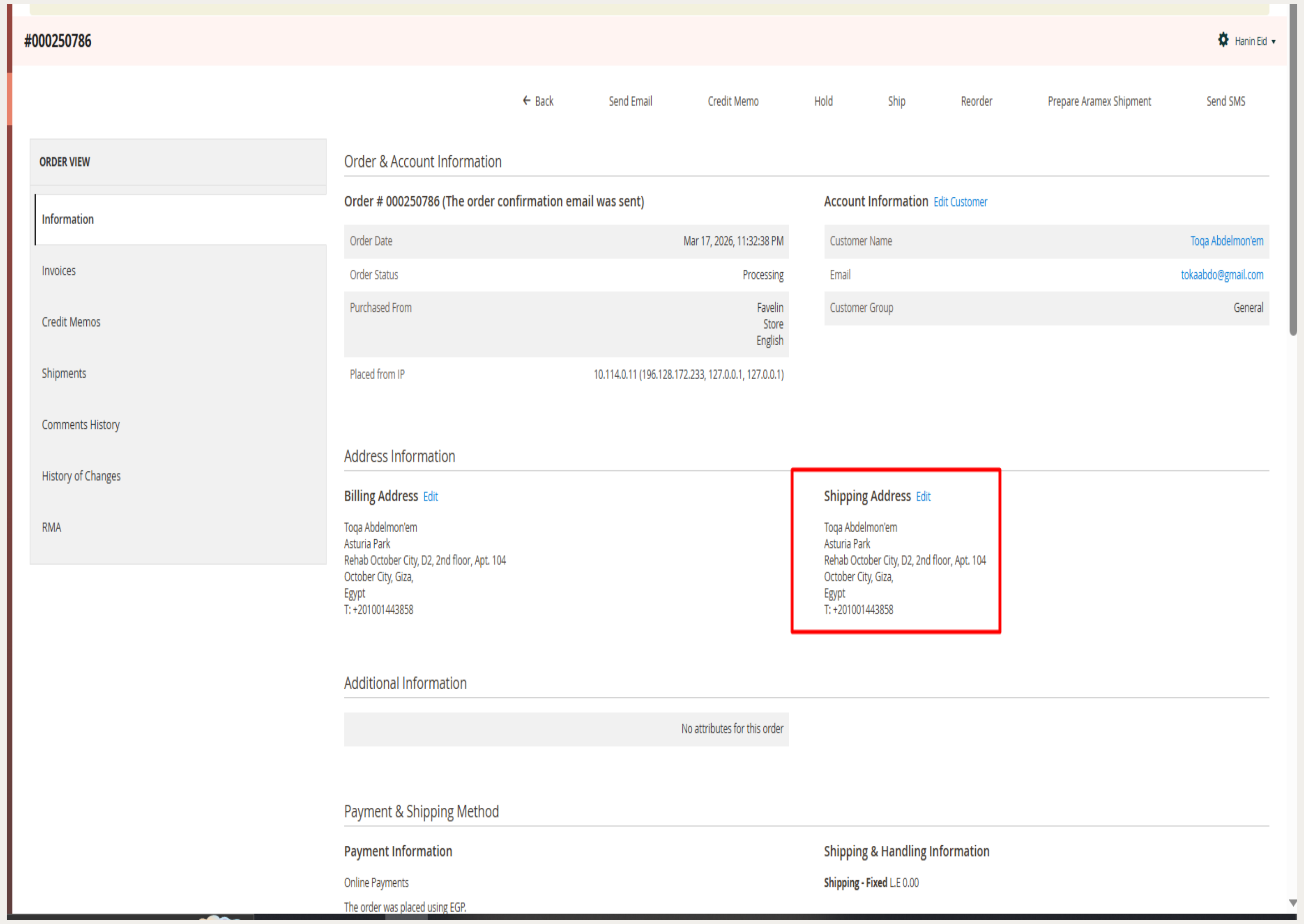


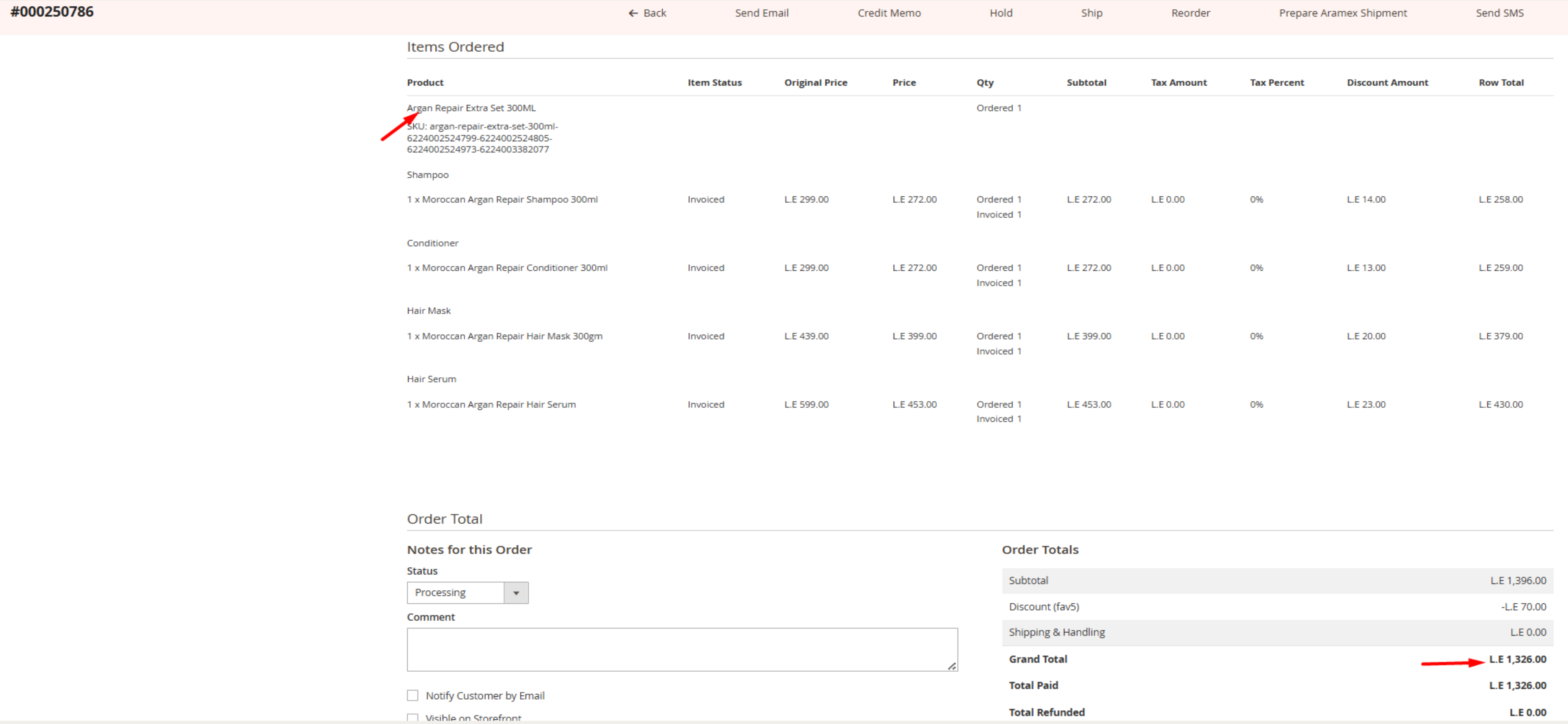
➢ Go to **Sales** → **Orders**, click **Filter**, and paste the customer email in the customer Email field.

➢ Open the relevant order and ensure all required data is complete and accurate.

2-Order Confirmation Call Procedure

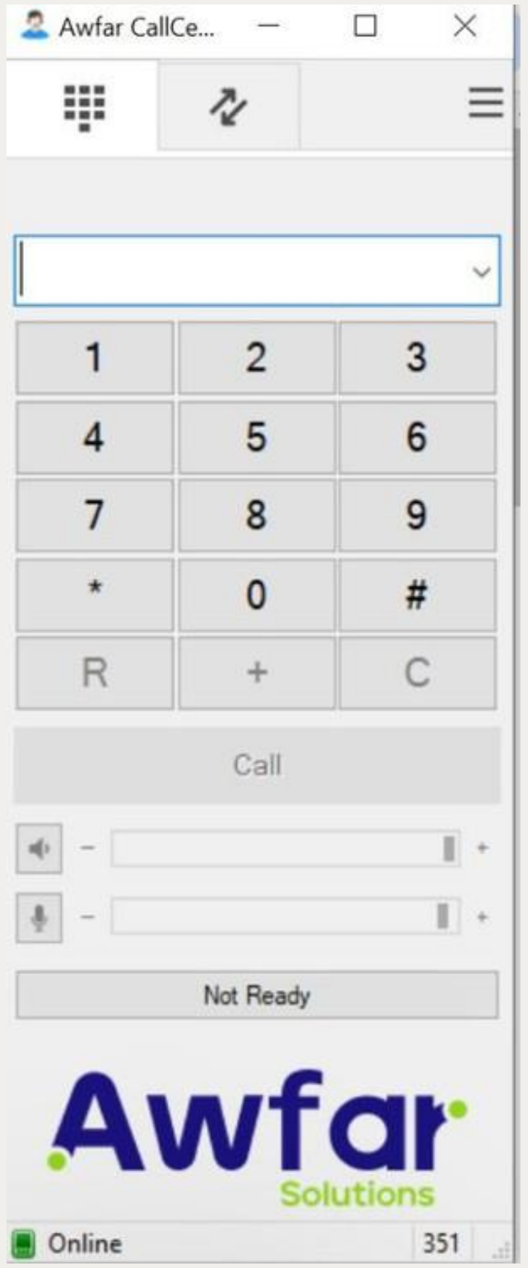
1. **Greeting & Introduction:** Begin the call with a polite greeting. Introduce yourself and mention that you are calling on behalf of the **Favelin**.
2. **Order Confirmation:** Confirm the customer's order details, including the products, total price (after any discount code), and applicable shipping fees.
3. **Address Verification:** Verify the delivery address with the customer to ensure accuracy.
4. **Delivery Information:** Inform the customer that delivery will occur within **3–5 working days**. Explain that the courier will contact them directly to coordinate the delivery.
5. **Closure & Assistance:** Ask the customer if they require any further assistance. End the call courteously by wishing them a pleasant day.



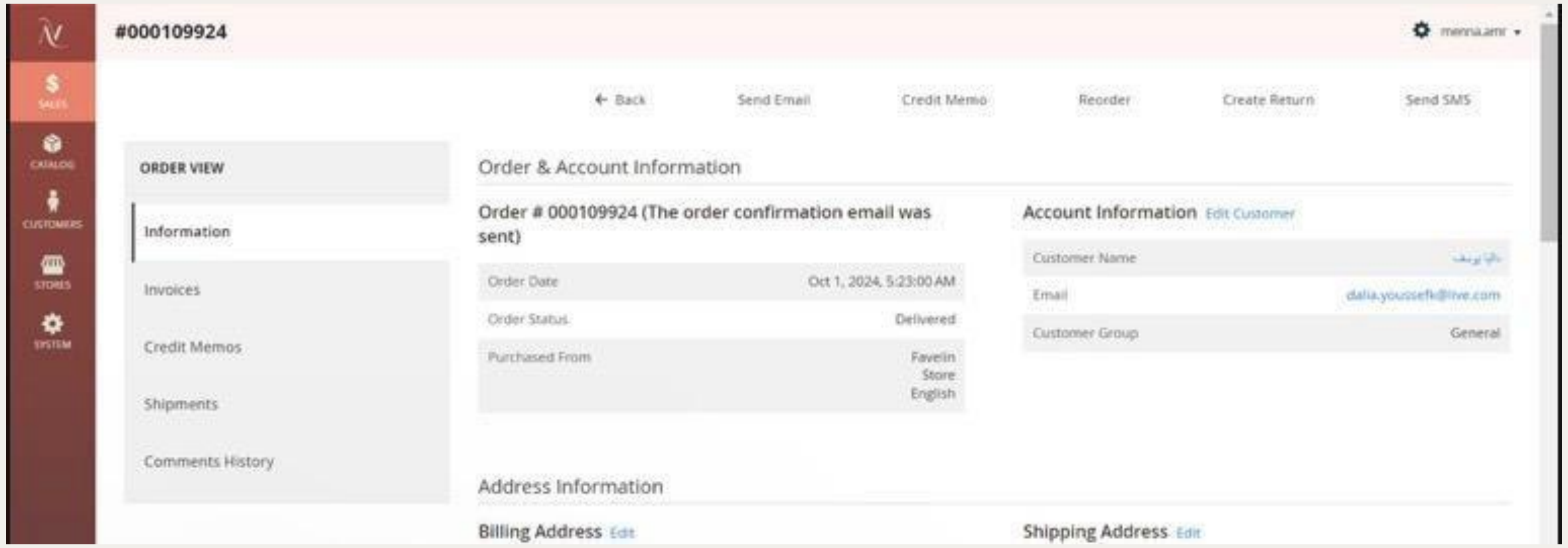


Tools and systems used

Awfar CC: calling system used to contact customers.



Magento:used to open and review customer and order details ,and take the actions

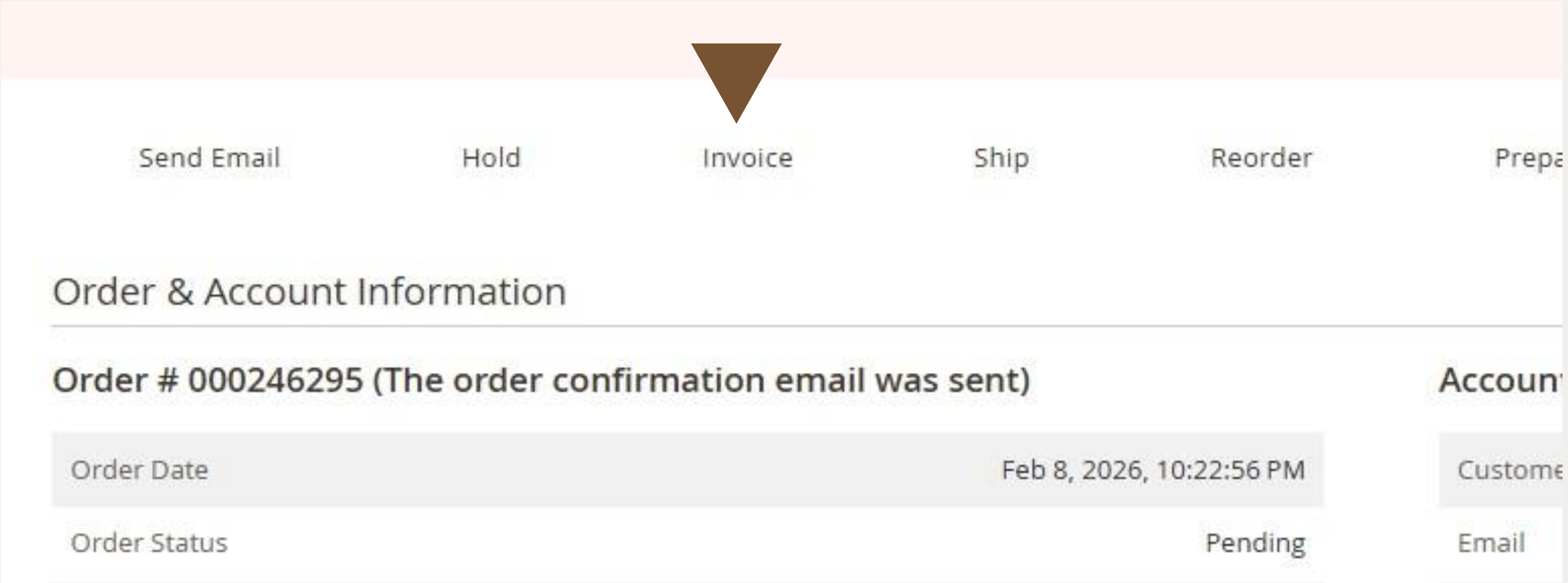


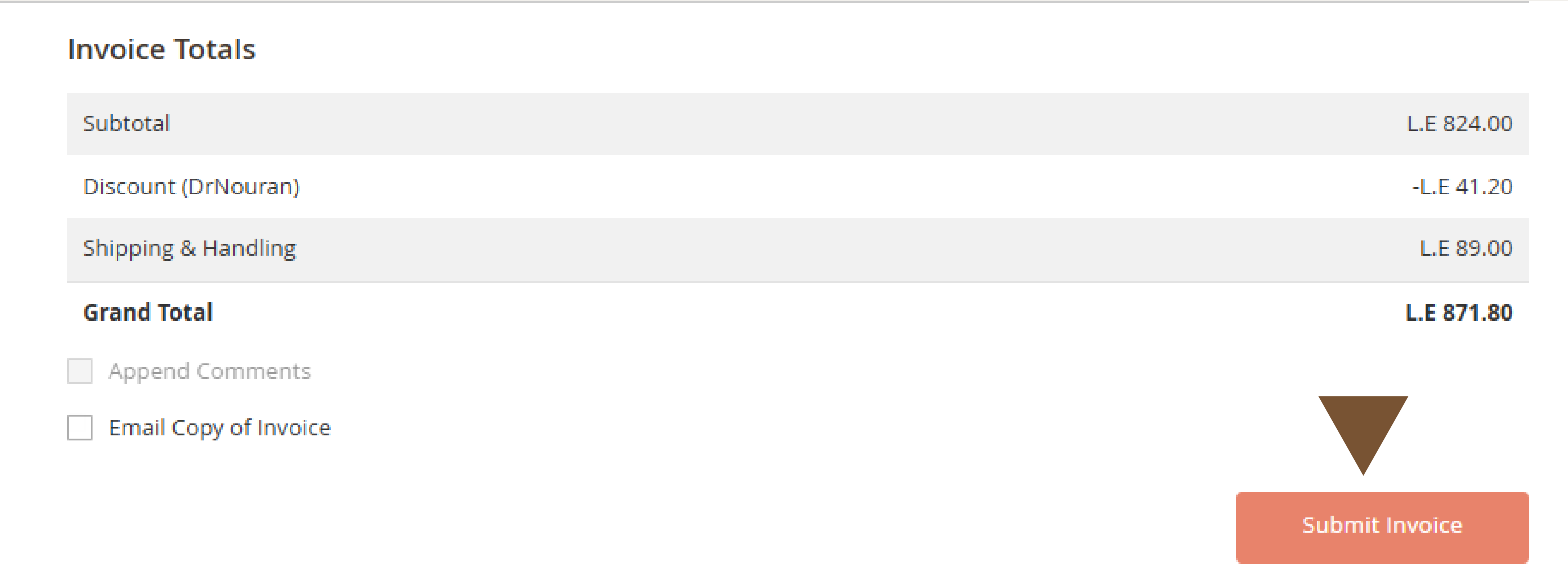
3-Action Taken After Call

1-If the customer confirms the order

If the order is confirmed click “Invoice”

The order status will then be updated to “Processing”.

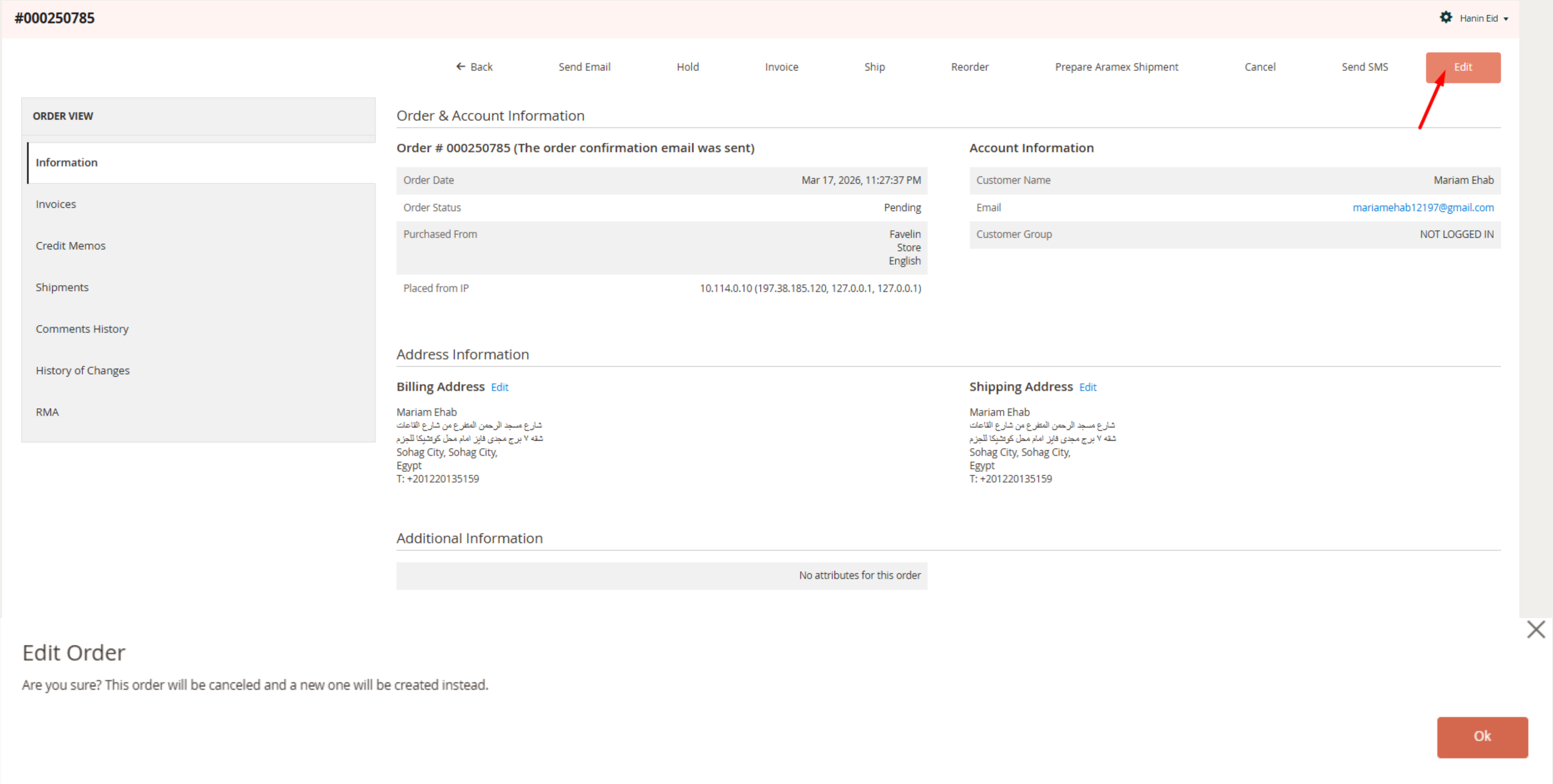


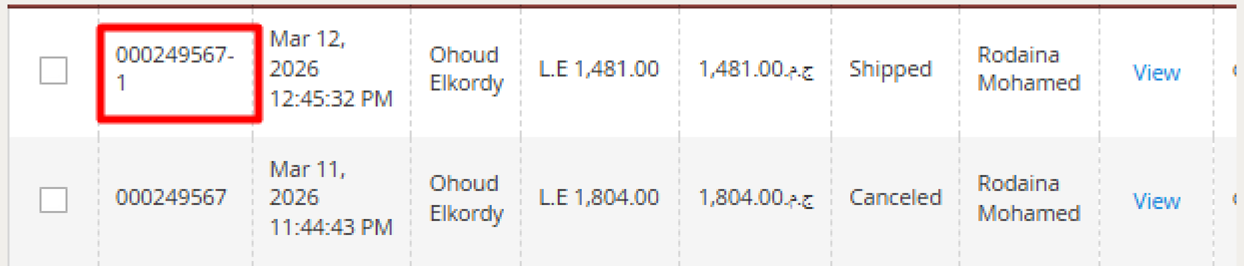


3-Action Taken After Call

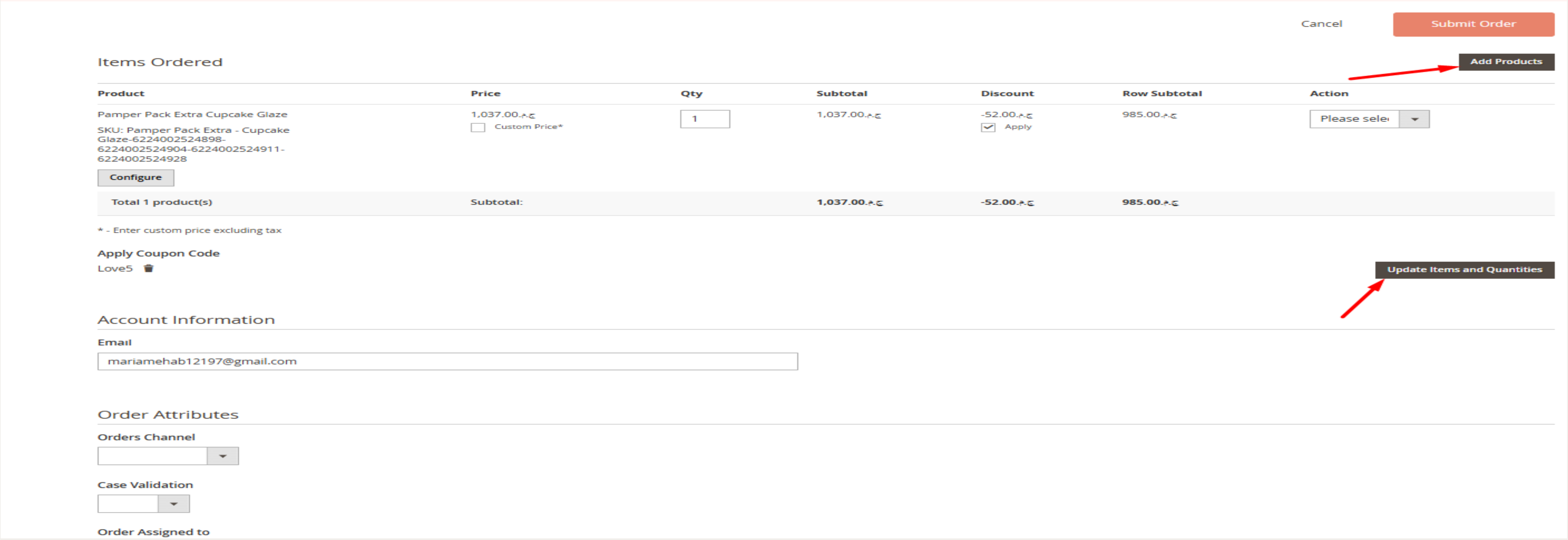
2-If the customer wants to edit the order

- Click **“Edit”** at the top of the page to start editing the order.
- The original order will be automatically cancelled.
- A new order will be created with the same products and customer details.
- Modify the order as needed:
  - ➢ Add new products
  - ➢ Remove existing products
  - ➢ Update product quantities or details
- Submit the updated order once changes are complete.
- The revised order will be saved with the same original Order ID, with a suffix (-1) to indicate it is an updated version.

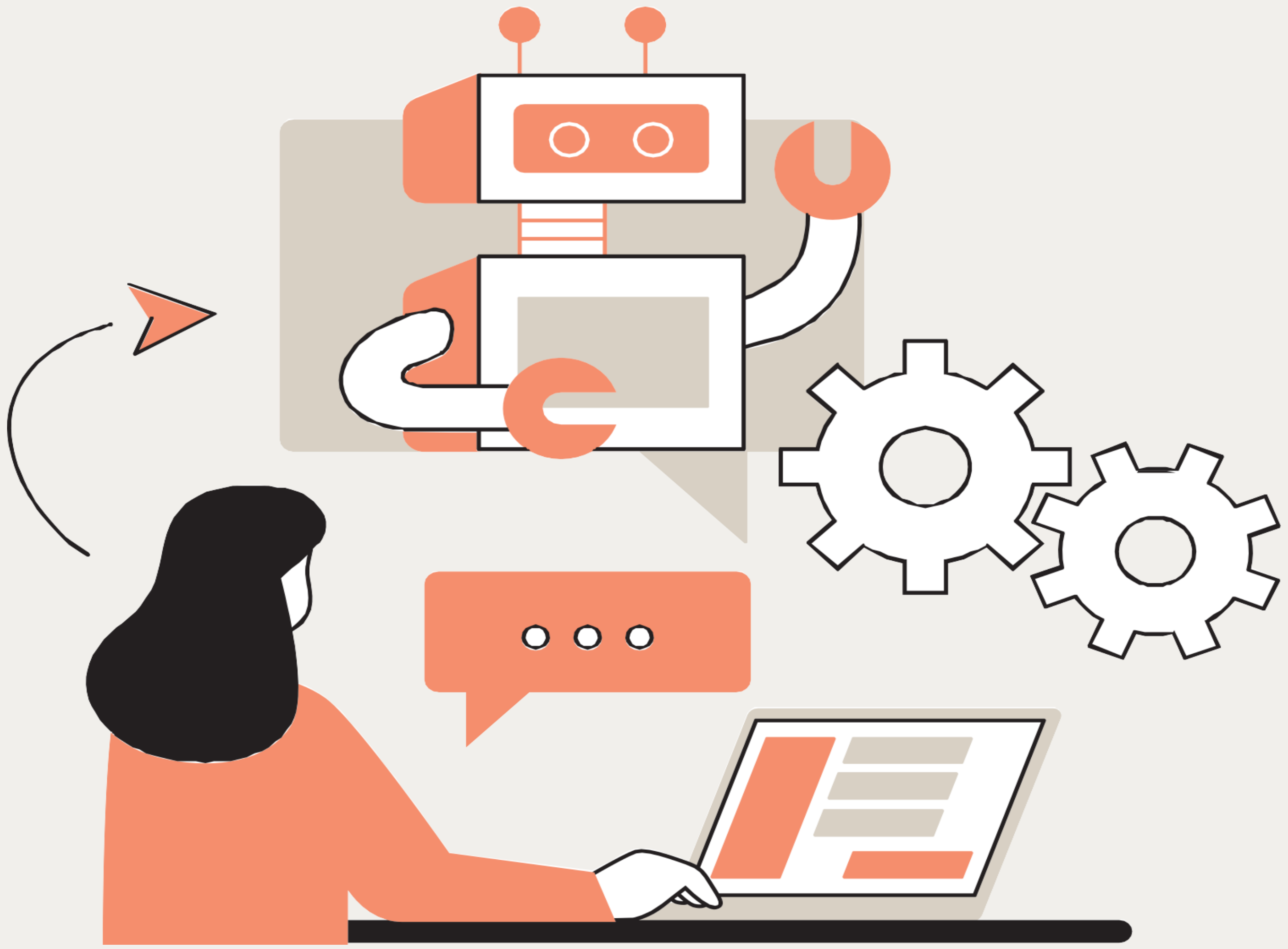




☐	000249567-1	Mar 12, 2026 12:45:32 PM	Ohoud Elkordy	L.E 1,481.00	1,481.00ج.م	Shipped	Rodaina Mohamed	View
☐	000249567	Mar 11, 2026 11:44:43 PM	Ohoud Elkordy	L.E 1,804.00	1,804.00ج.م	Canceled	Rodaina Mohamed	View



3-Action Taken After Call



Order cancellation actions

3-If the customer cancelled the order

If the order status is processing, we create credit memo on the system

If the order status is pending, we cancel directly from the system and choose the reason of cancellation.

If the Order status is shipment created, we send an email to the delivery success team requesting order cancellation

If the Order status is shipped, we submit cancellation request through the DS form

Cancellation Reasons

➢ Customer Related

- Changed Mind.
- Found Better Deal Elsewhere.
- Financial Reasons.
- Personal Emergency.
- Wrong Product Ordered.
- Duplicate Order.
- Refuses to Mention.
- No Answer.
- Wrong Phone Number.
- Change Payment Terms.

➢ Product Related

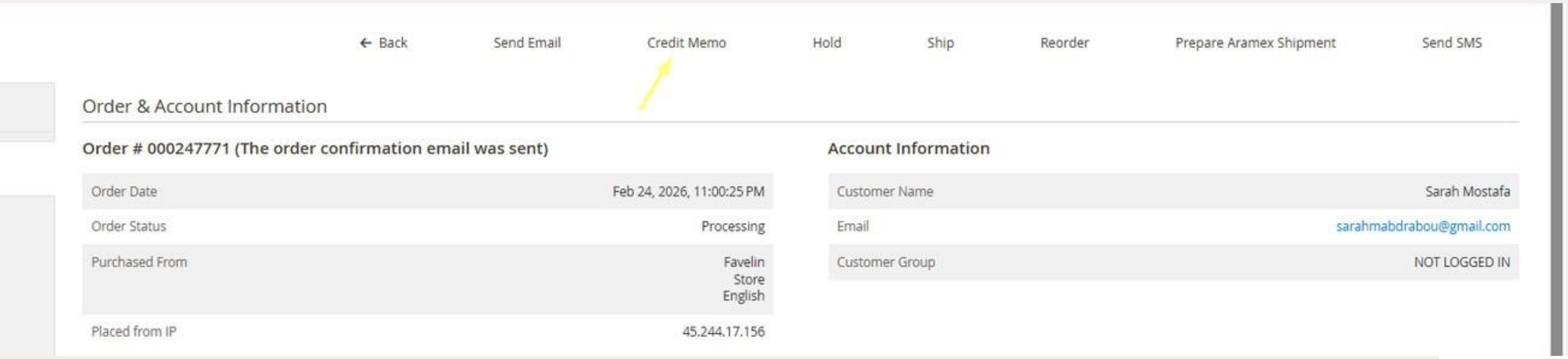
- Quality Concerns.
- Lack of Information.
- Concerns About Ingredients.

➢Operations Related

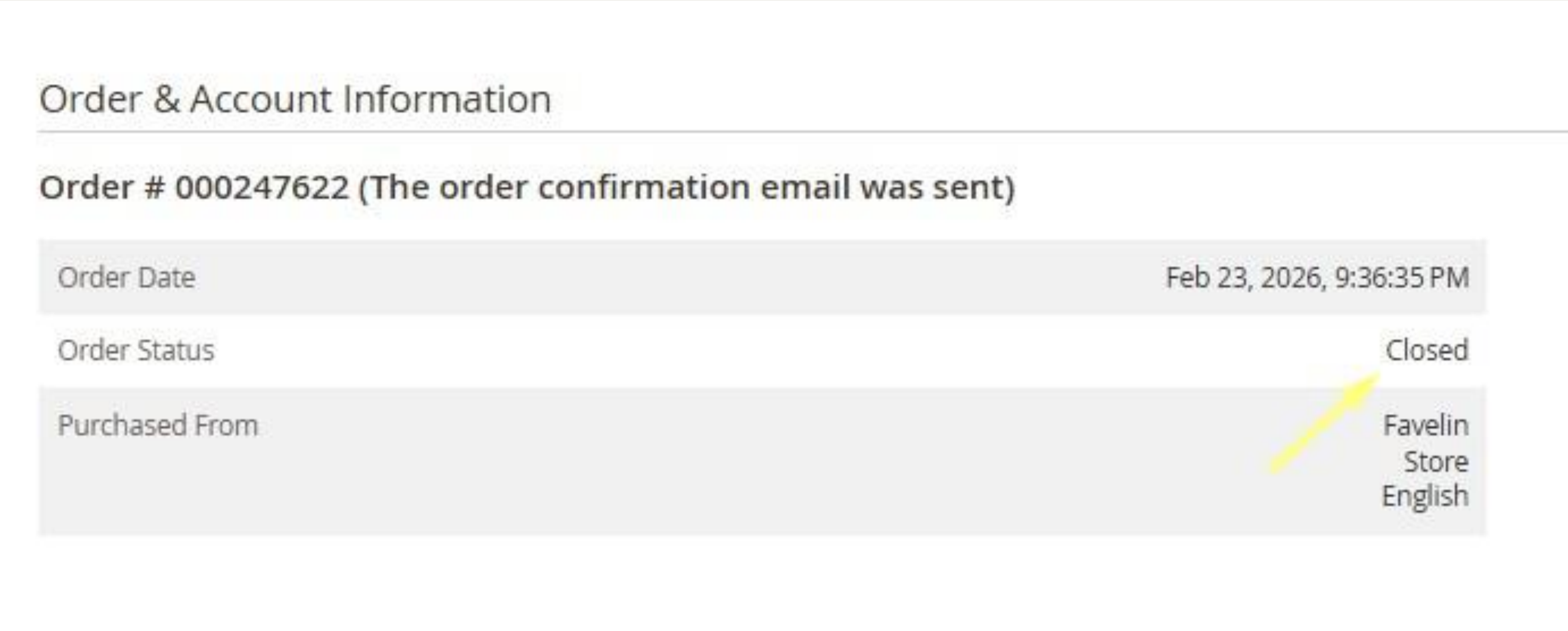
- Fulfillment Delays.
- Technical Issues.
- Stock Issues.
- Confirmation issue.
- Uncovered Delivery Area.
- Late Delivery.
- Customer Service Experience.

3-Action Taken after call

To cancel" Processing" orders: we select Credit Memo, then choose Refund Offline.

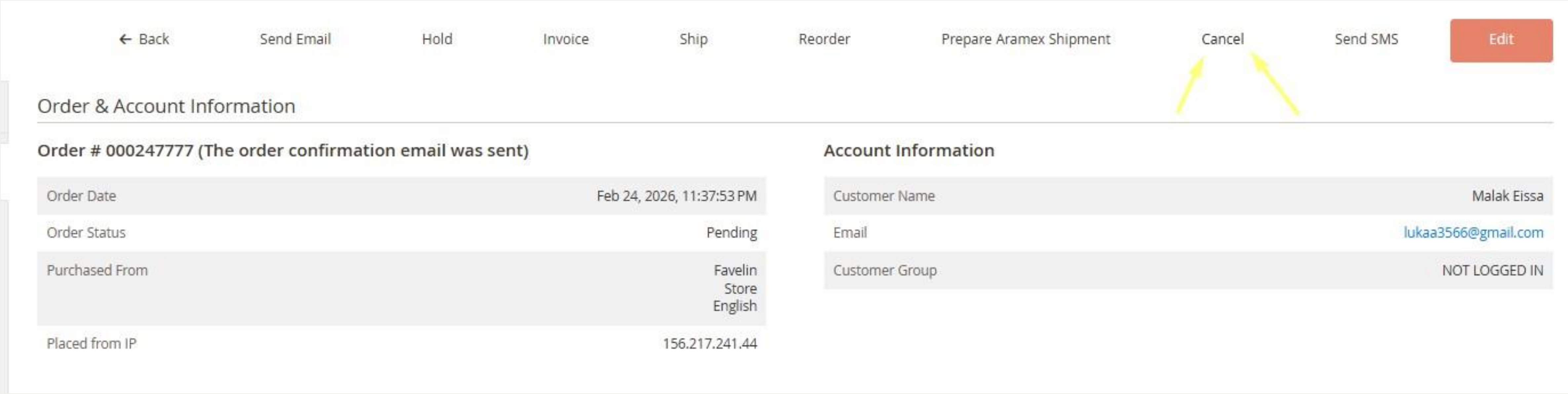


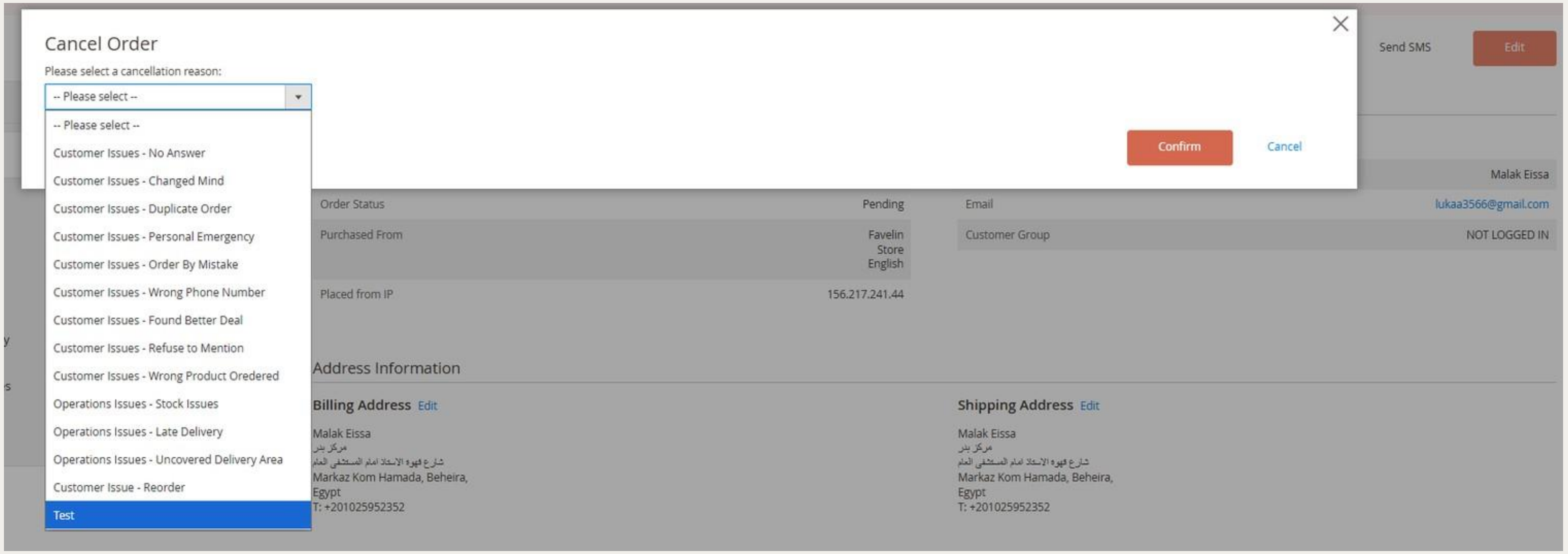
- The order status will change from Processing to Closed.



3-Action Taken after call

To cancel” Pending” orders: we select Cancel from the options, then a dropdown list will appear where we choose the cancellation reason.





3-Action Taken after call

No answer process

If the customer is unreachable

1. First Attempt:

•Call the customer.

•If no answer, send the following SMS:

عزيزي العميل حاولنا التواصل معك لتأكيد طلبك ولكن لم نتمكن من الوصول إليك. يرجى التواصل معنا حتى نتمكن من تجهيز وتوصيل طلبك في أقرب وقت ممكن

2. Second Attempt:

•Call the customer again.

•If there is still no answer, resend the same SMS.

3. Third Attempt:

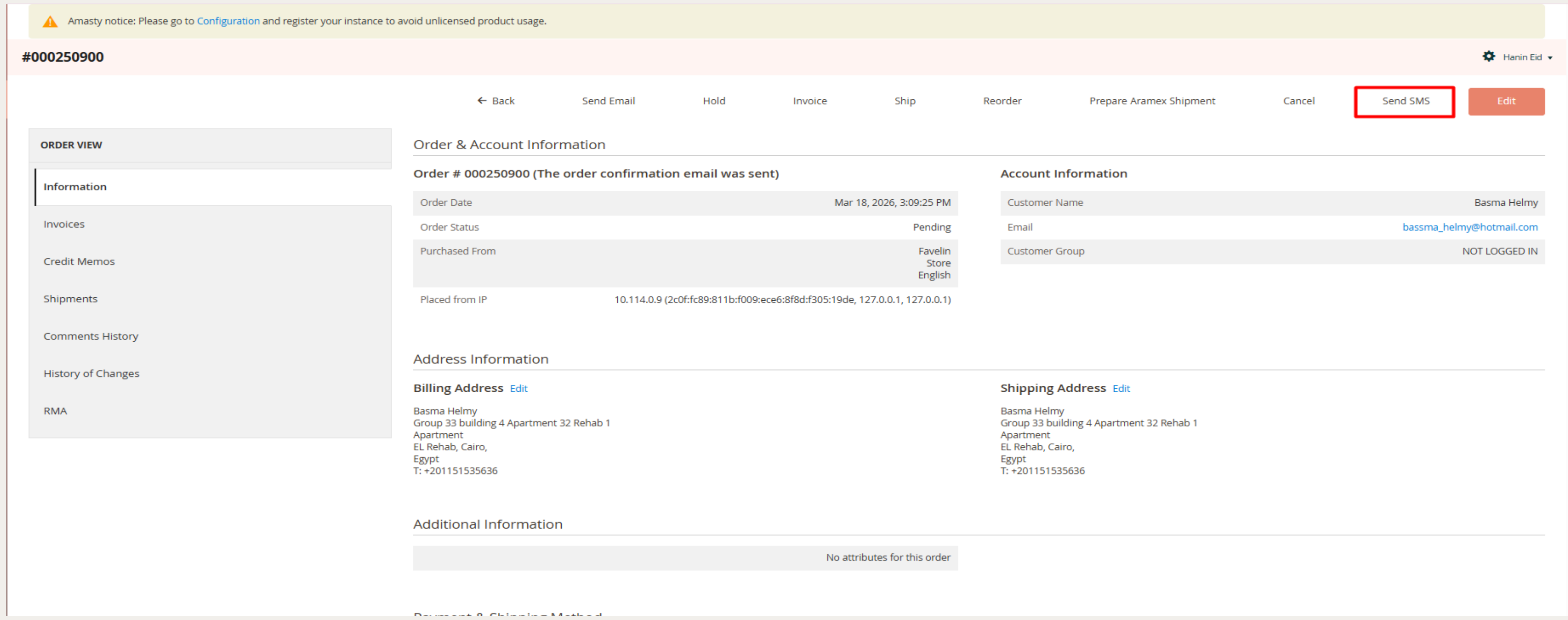
•Call the customer once more.

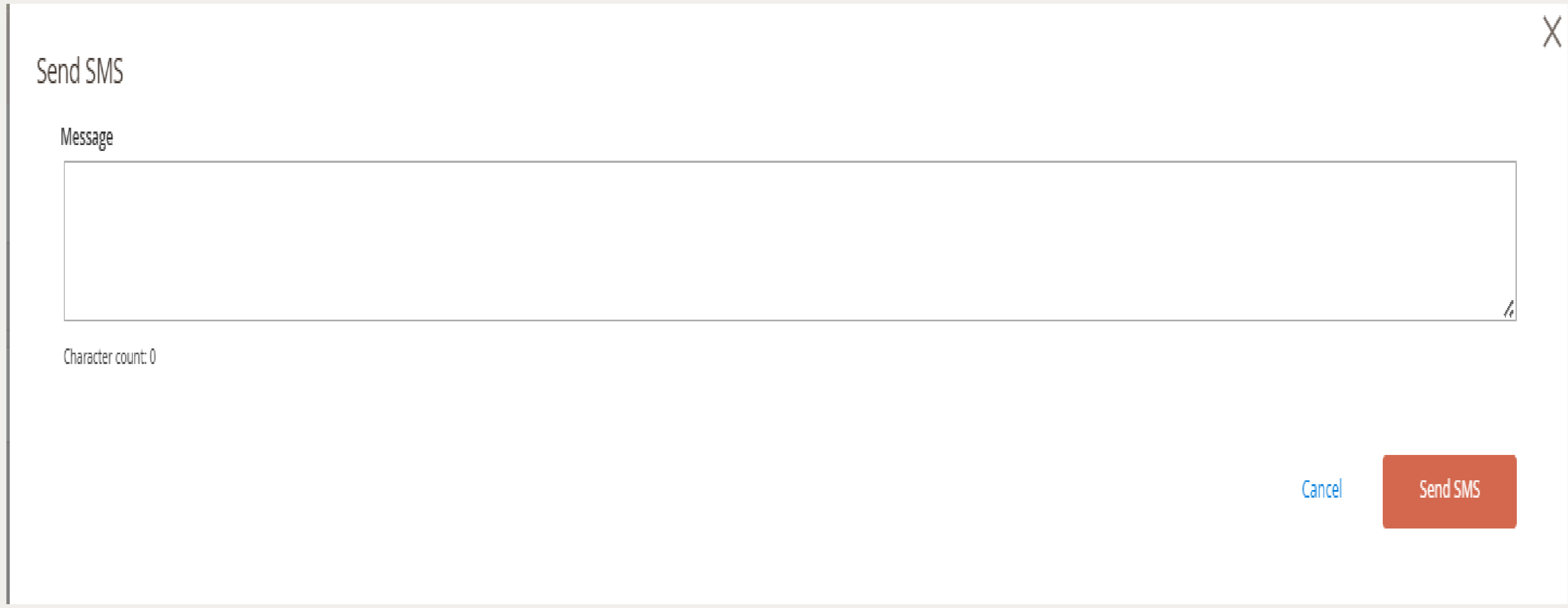
•If there is still no response: Send the following SMS, then cancel the order

" مساء الخير، حاولنا التواصل مع حضرتك لتأكيد الطلب ولكن لم يتم الرد، لذلك تم إلغاء الطلب. في حال الرغبة في إعادة الطلب، يُرجى التواصل معنا عبر رسائل الصفحة أو على الرقم 01111271232
فريق Favelin

English Version of Final SMS:

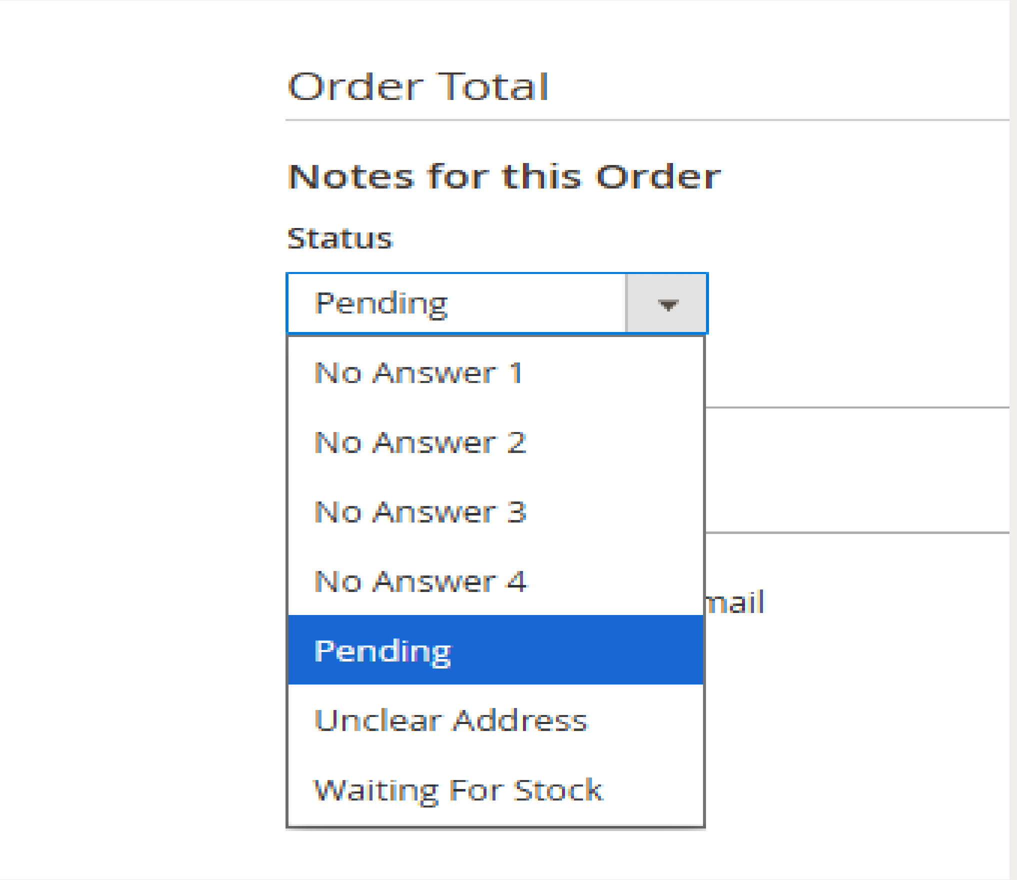
"Good evening, we attempted to contact you to confirm your order but didn’t receive a response, so the order has been cancelled.
If you would like to place it again, please reach out via page messages or call us at 01111271232.
Favelin Team."

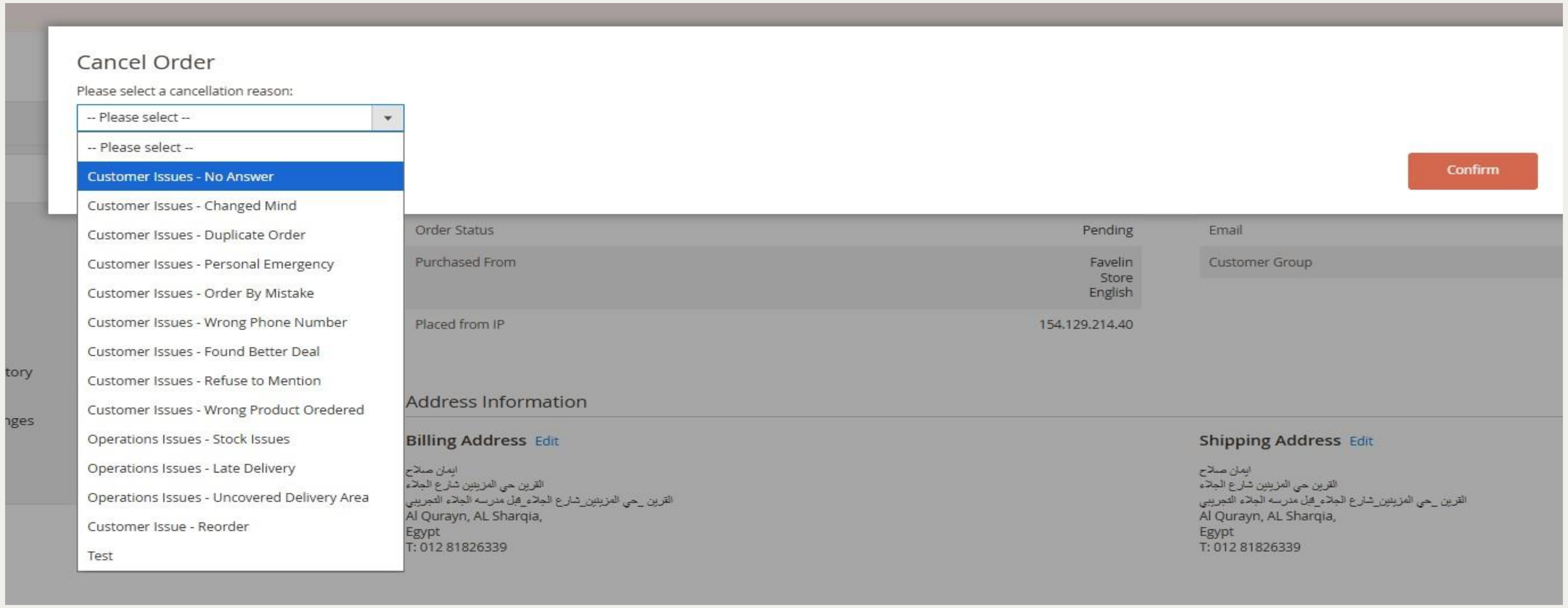




If the customer is unreachable

Note: The cancellation reason will be No answer - Phone call





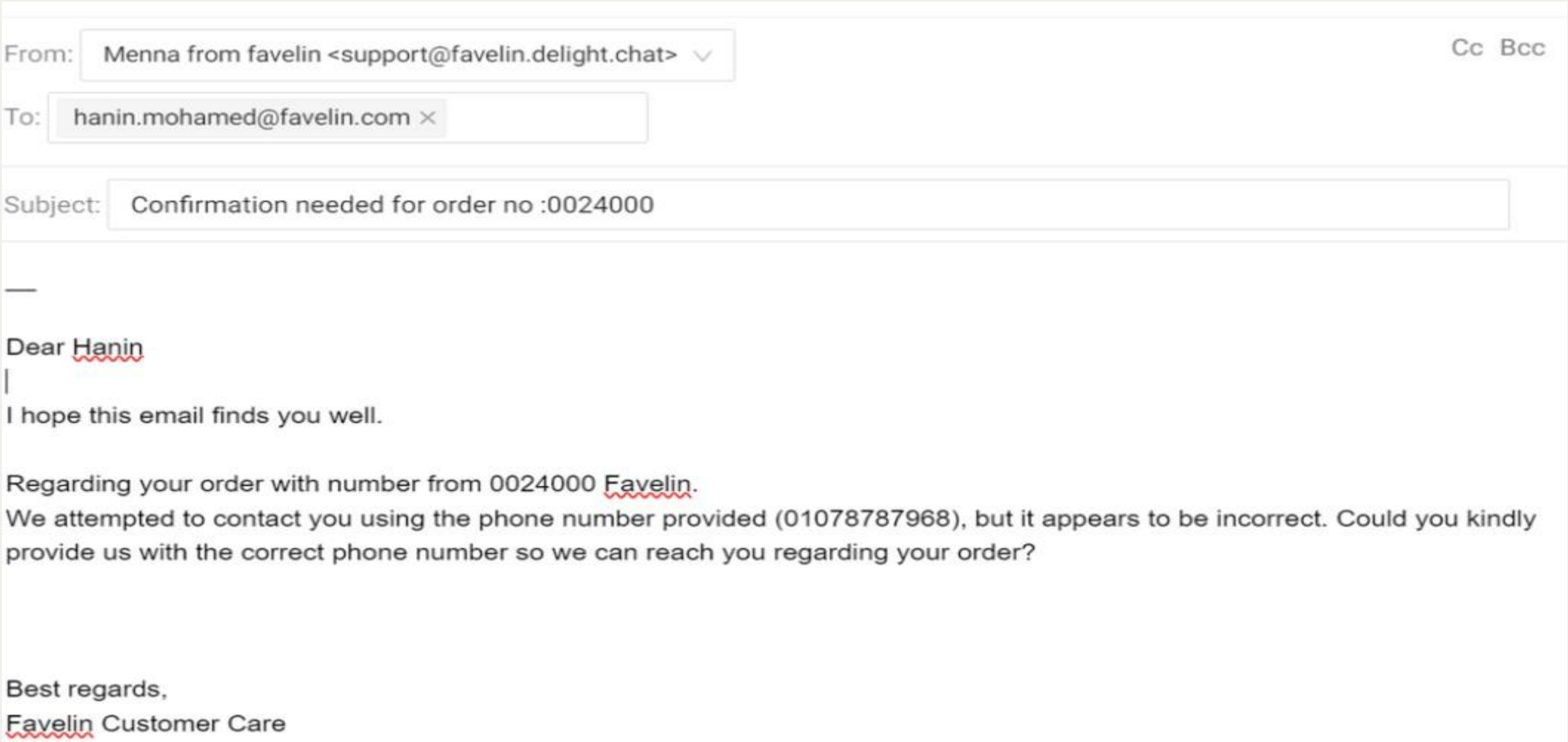
3-Action Taken after call

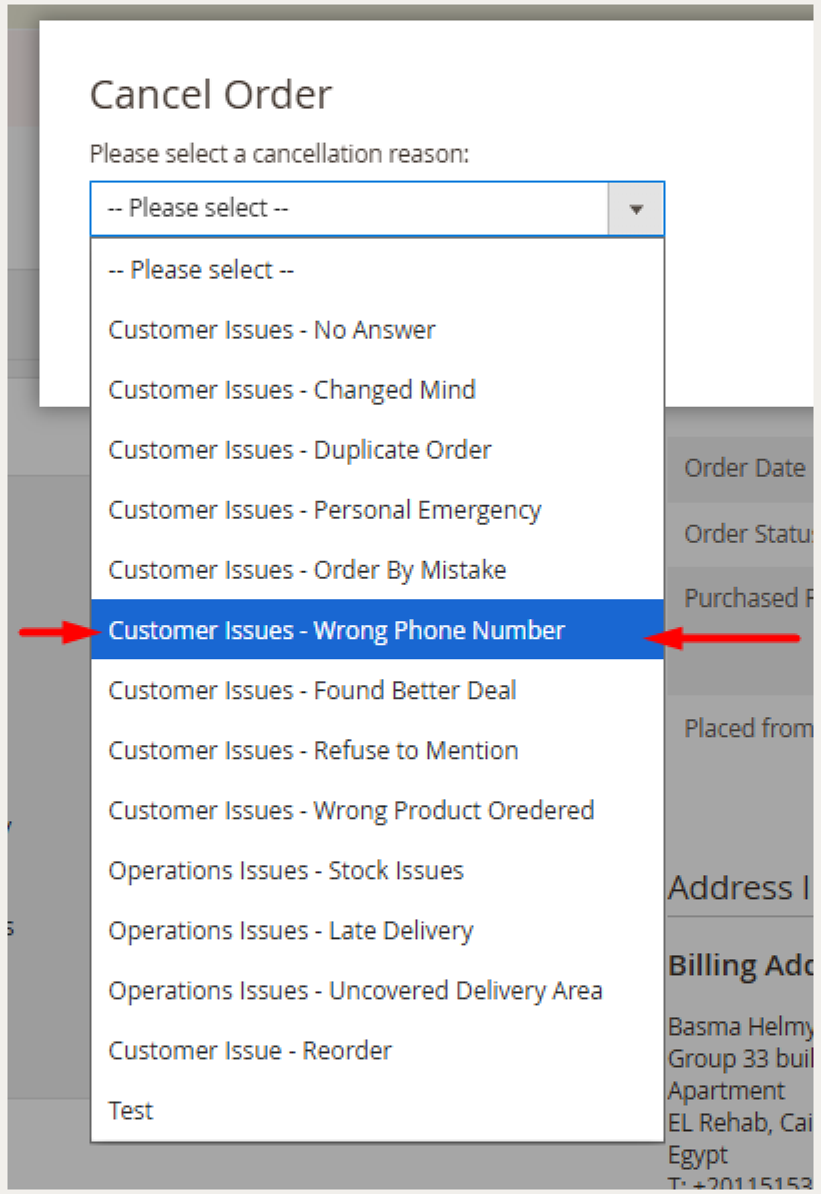
Email action and wrong number

Such emails are sent when the customer’s phone number is wrong and the customer is new.

Email subject: “Confirmation Needed for Order #000”. After choosing no answer template.

Note: If there is no response ,cancel the order and the cancellation reason will be wrong number

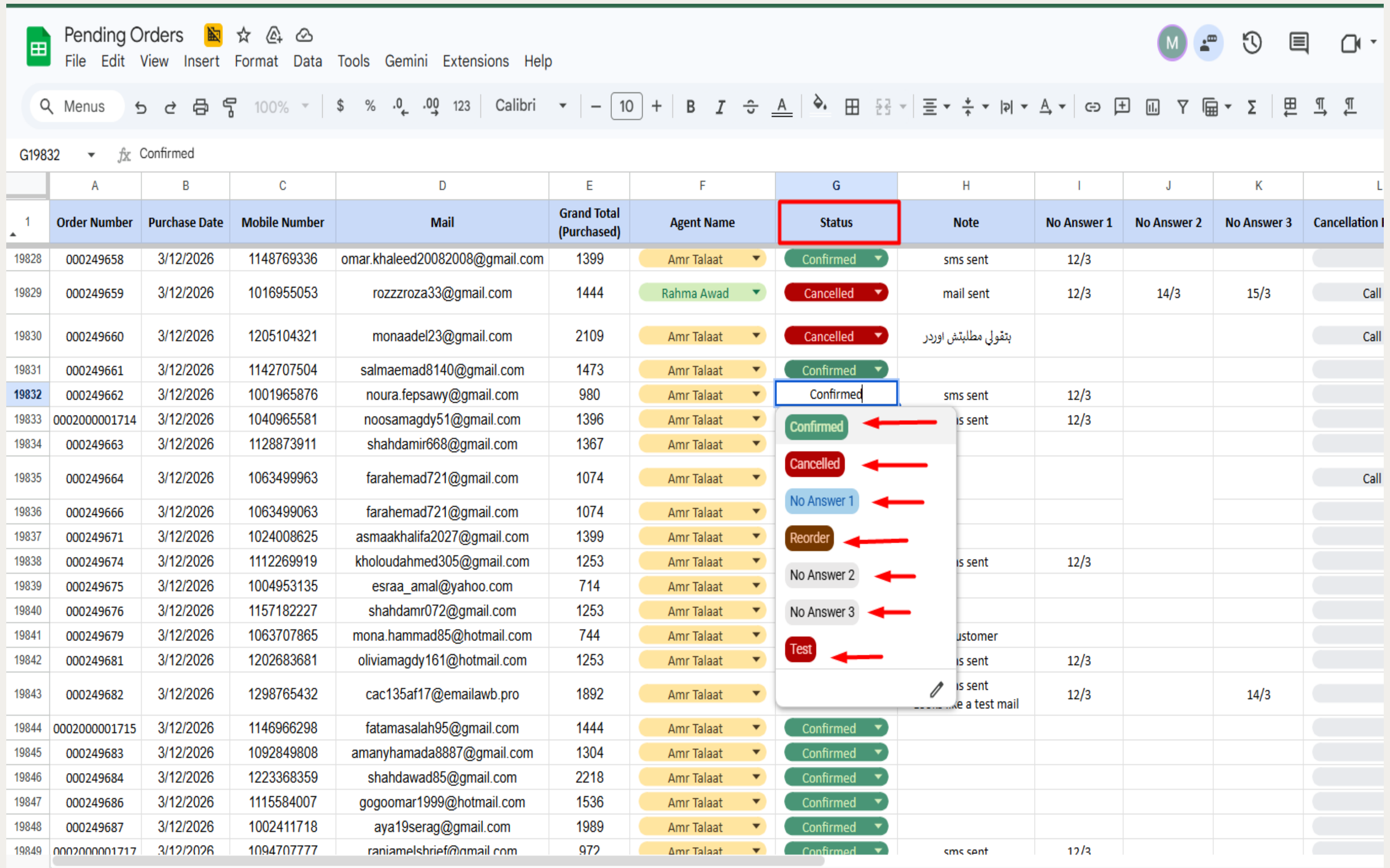


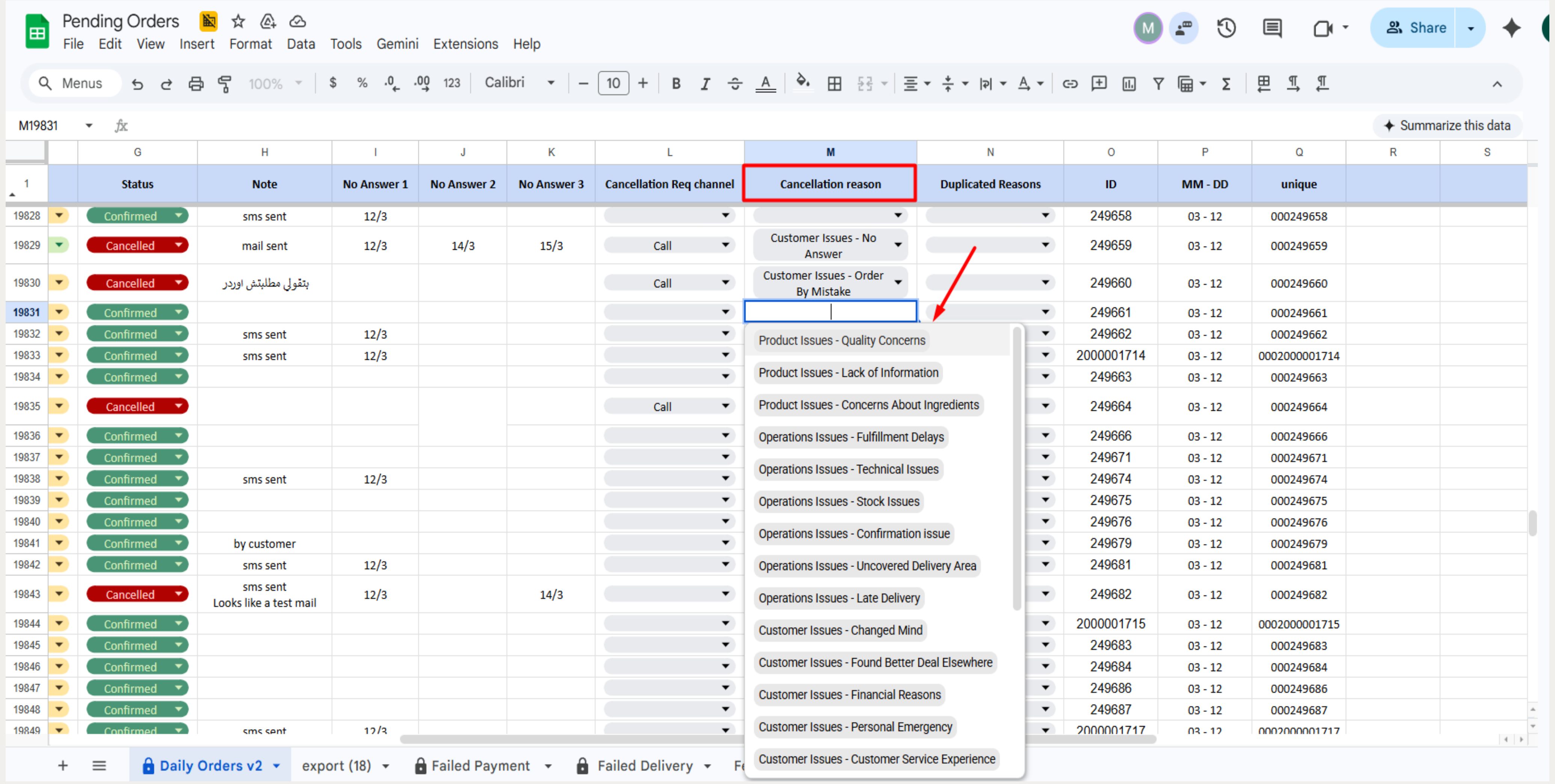


4-Documentation

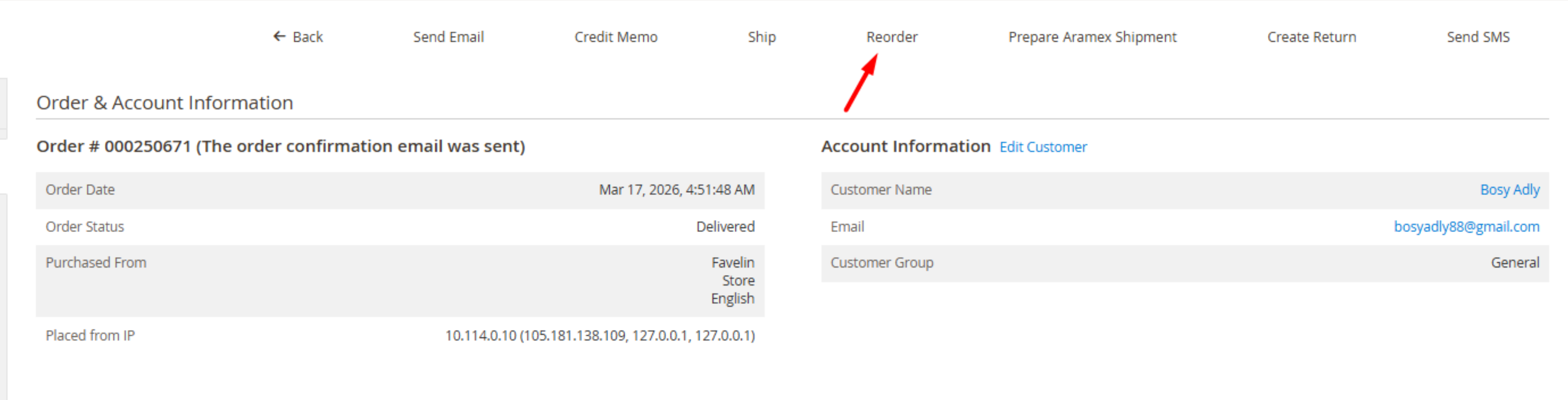
We document every step taken on Magento in the pending orders sheet as follows:

- **If the customer confirms:** Select **Confirmed** as the status.
- **If the customer requests edits:** Select **Re-order**, mention the new order number, and choose the cancellation reason as **Duplicate**.
- **If the customer cancels:** Choose **Cancelled** and document the cancellation reason.
- **If the customer is unreachable:** Record each call attempt as **No Answer 1, No Answer 2, and No Answer 3**.



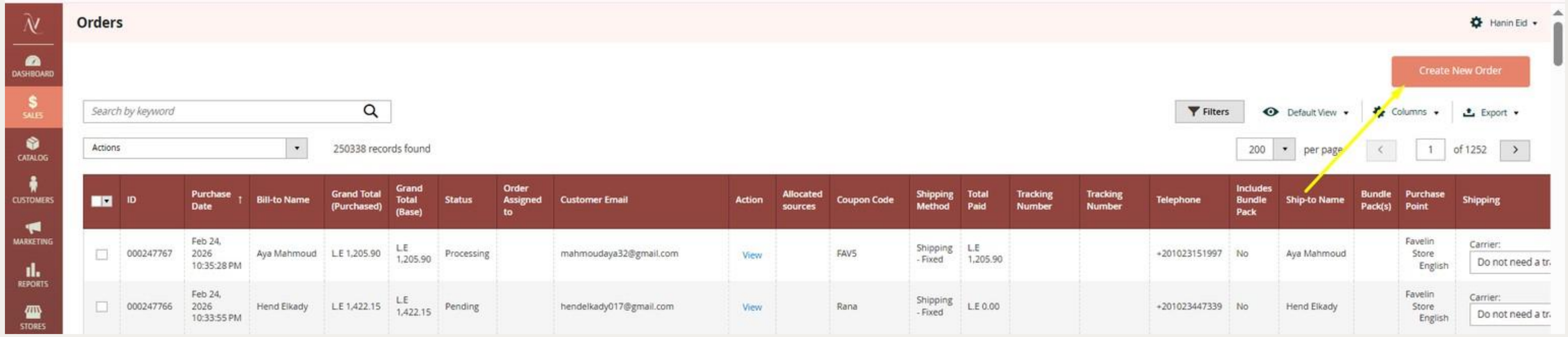


New Order Creation

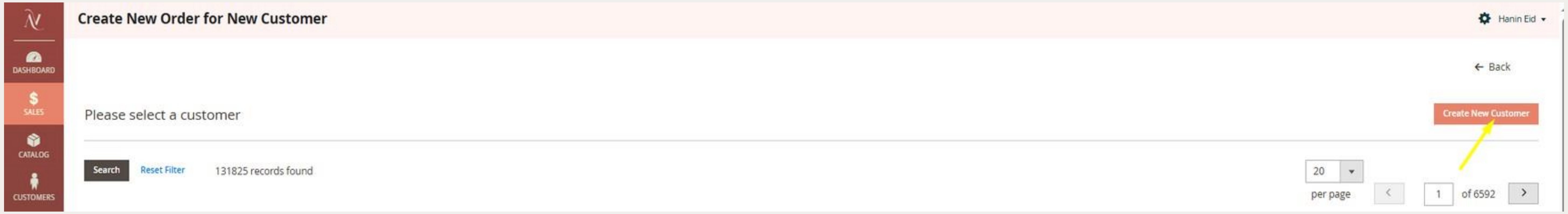


- Either click “**create new order**” or click “**Reorder**”

IF The customer’s data is already saved a new order can be created using this information."

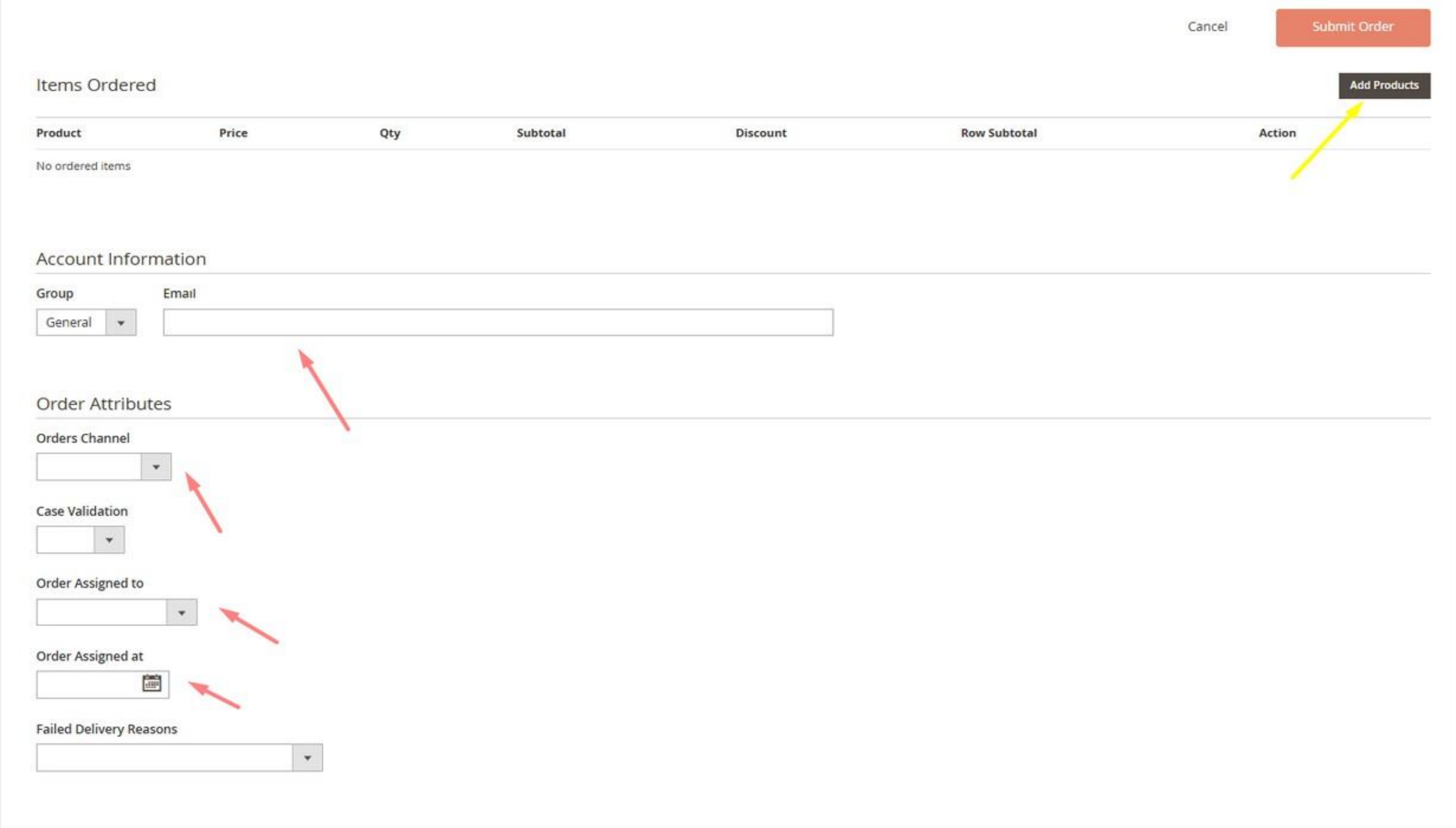


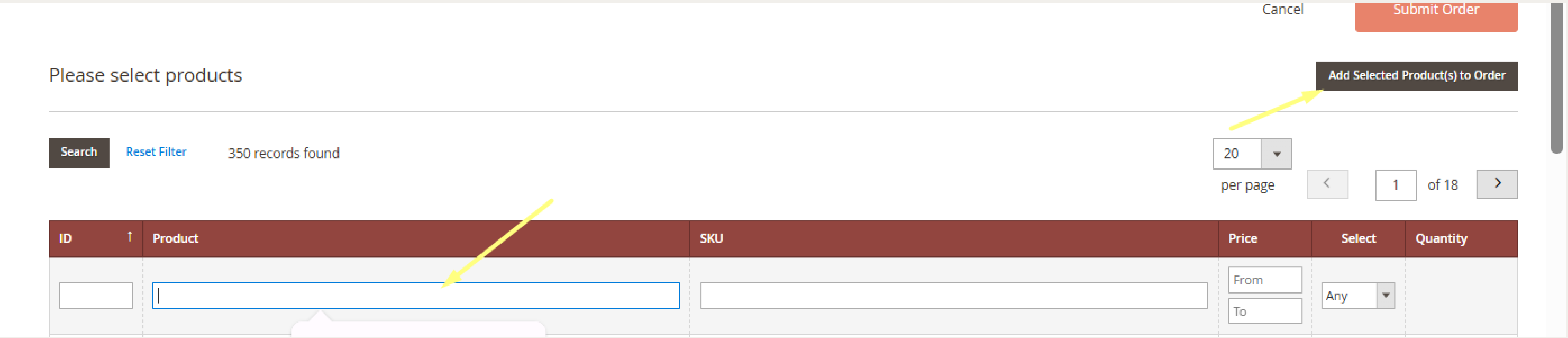
- If the customer is new, you select Create New Customer.



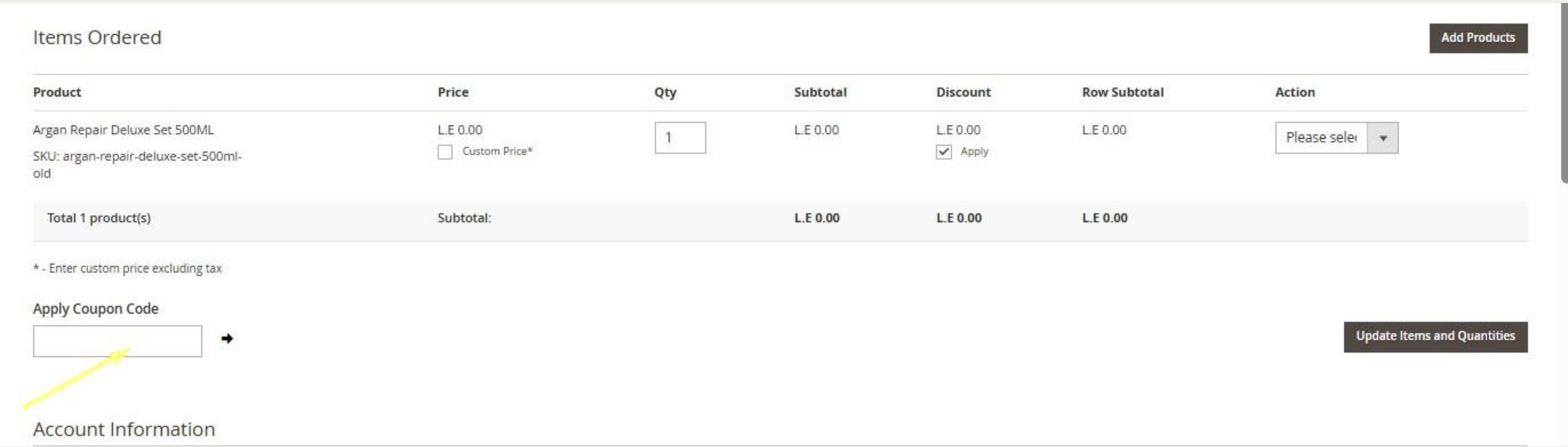
New order Creation

1-Select Products: Choose the products you want to add from the **Add Products** option.
2-Order Channel: Select the channel through which the customer contacted us, e.g., **Facebook**, **WhatsApp**, **Instagram**, or **Phone Call**.
3-Case Validation: Leave this field blank, as it is only relevant for the Customer Care team.
4-Order Assigned To: The admin who creates the order.
5-Order Assigned At: The date and time when the order was created.

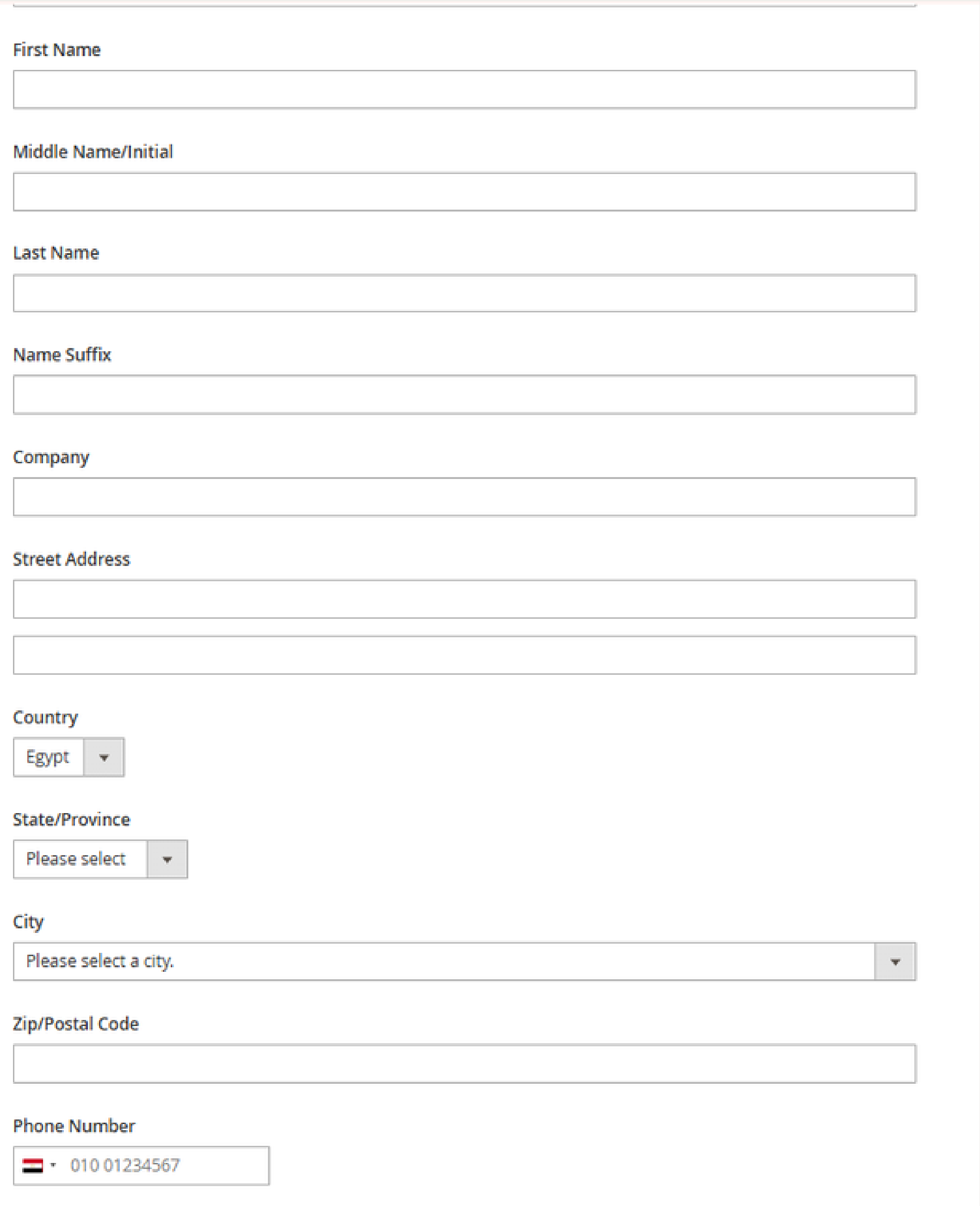




New order Creation



➢ **Apply Discount Code:** If there is a discount code, enter it in the **Discount Code** field, then click the **arrow** next to it to apply the code and update the product price.



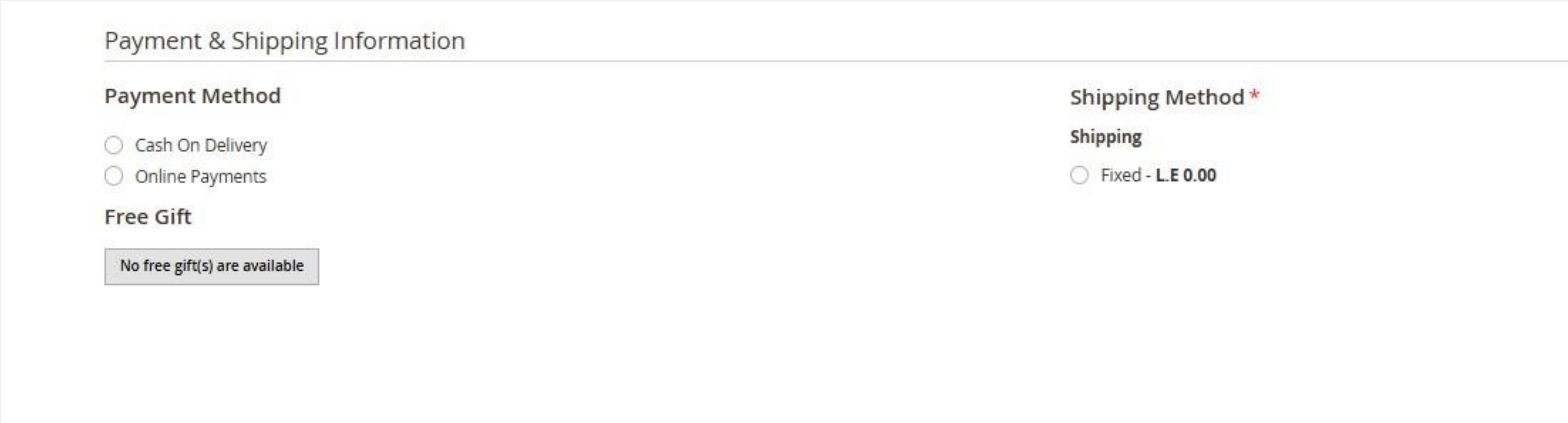
➢ **Fill Customer Details:**

- **Name:** Fill in the customer's name
- **Phone Number:** Ensure there are **no spaces** in the phone number.
- **Address:** Enter the full and clear address, and make sure to **select the correct city** to avoid any shipping issues.

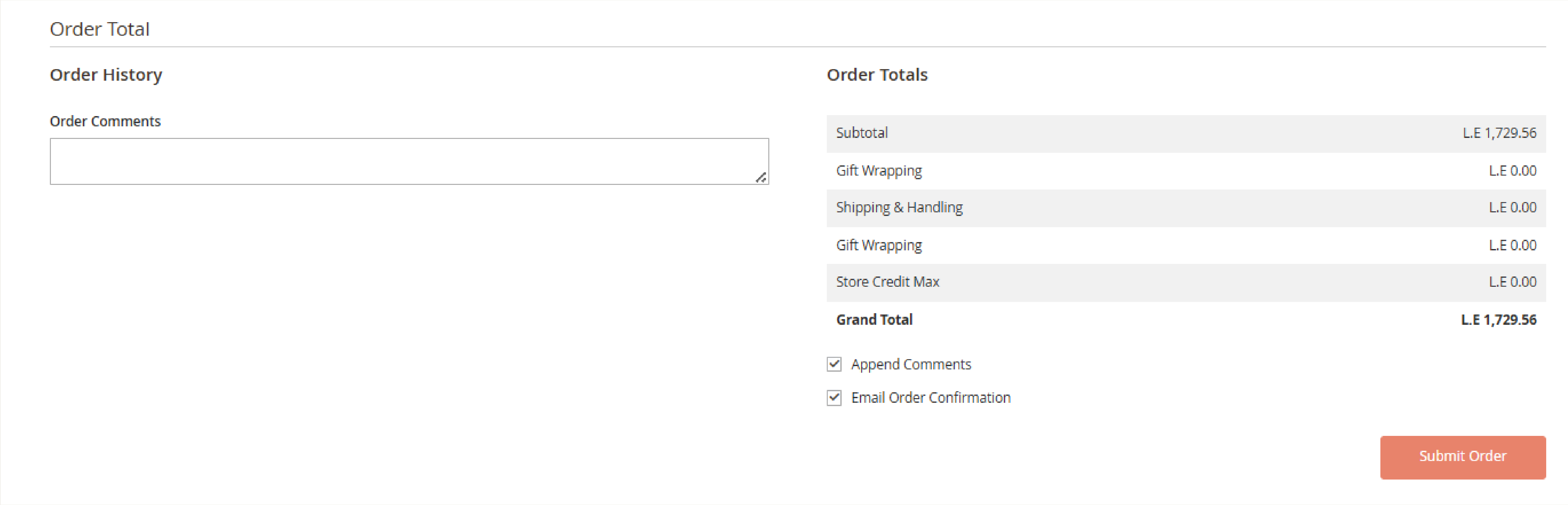
New order Creation

Payment Method: Choose either **Cash on Delivery** or **Online Payment**. (Do not select Online Payment if you are placing the order on behalf of the customer.)

Shipping Fees: Select the applicable shipping fee for the order.

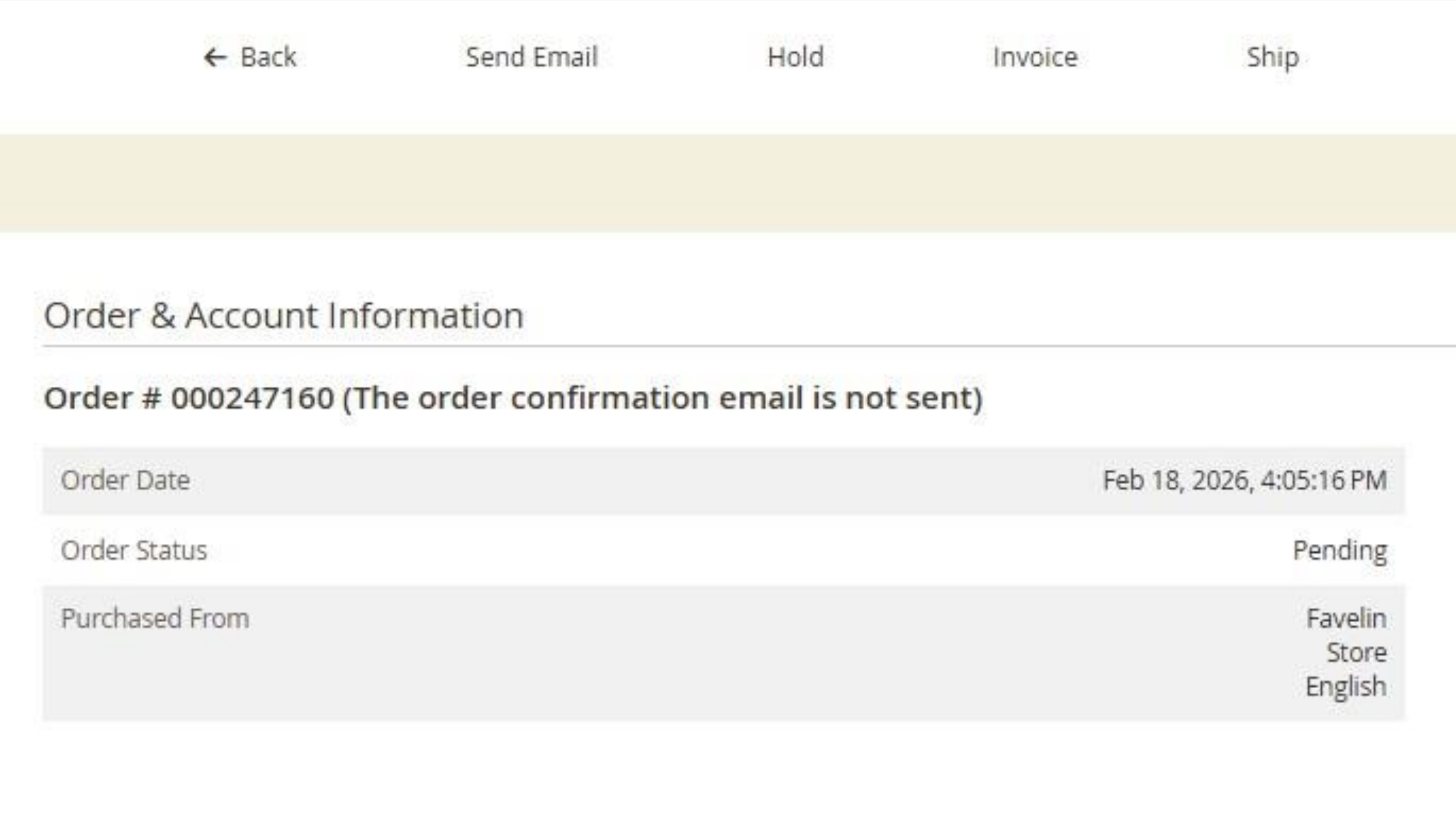


After entering all the details and products, submit the order.

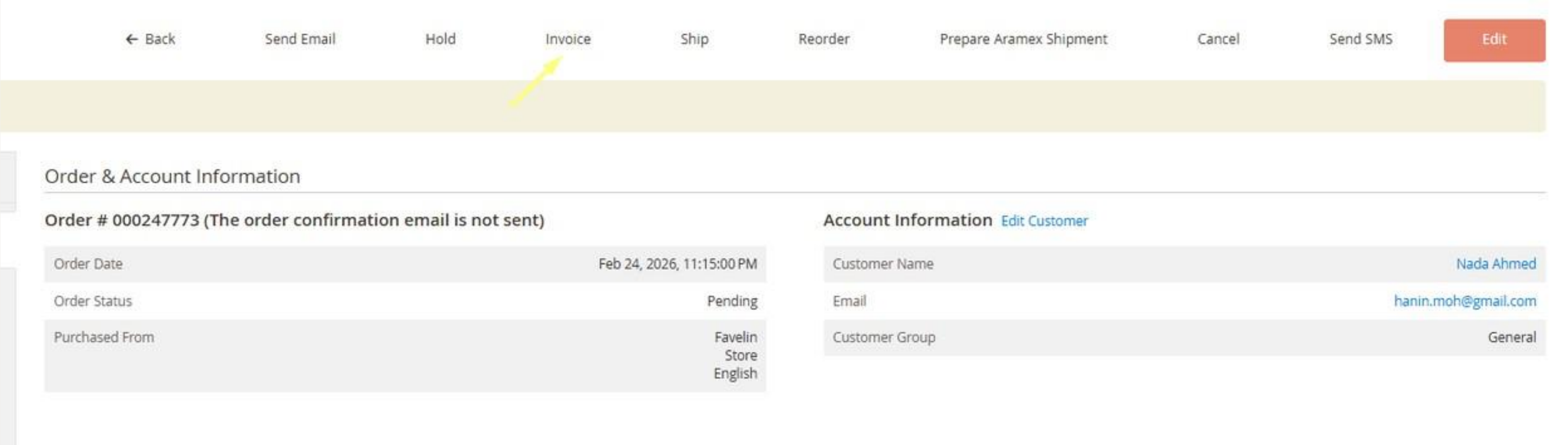


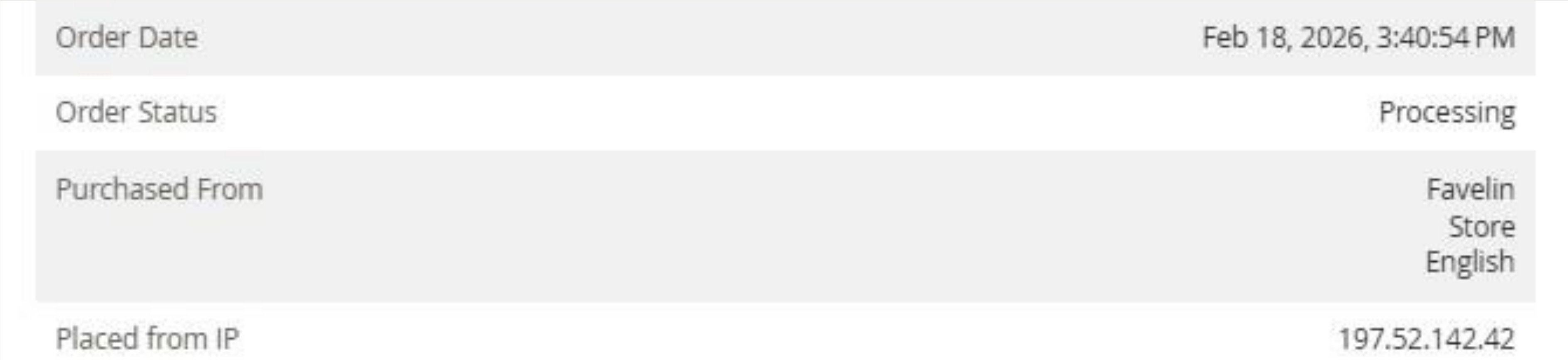
New order Creation

➢ After clicking Submit Order, the order is placed in the system and its status becomes Pending.



- Select Invoice to confirm the order; Its status will change from Pending to Processing.





Customer Feedback Collection

Our Aim:
Our primary goal is to identify customer concerns throughout their journey and proactively resolve them. By listening to our customers, we aim to address issues promptly and implement long-term improvements, ensuring that every Favelin customer enjoys a seamless, premium experience.

Additionally, we strive to encourage repeat purchases by offering available discounts and the *WeCare* code, which provides an extra discount.

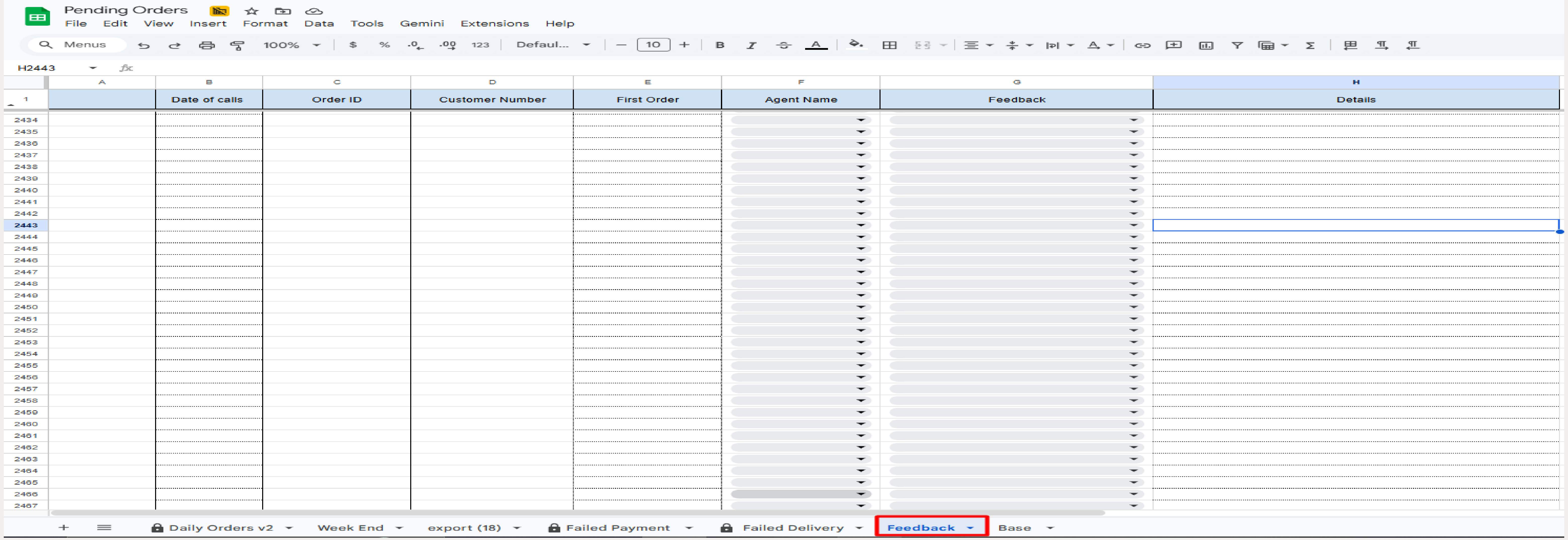
This approach helps boost sales while maintaining high customer satisfaction.

1-Preparation

- Open the **Feedback Sheet** from the **Social Media Database**.
- Click the **Feedback** tab.
- Review the orders **assigned to you by name**.
- https://docs.google.com/spreadsheets/d/1WpW54clQs2pp8qb_L88BnWLhwtp0381DyOfcsBJmwgY/edit?gid=2099490814#gid=2099490814

Access Magento:

- Open the specific **order record**.
- Identify the **customer's name** and the **exact products purchased**.

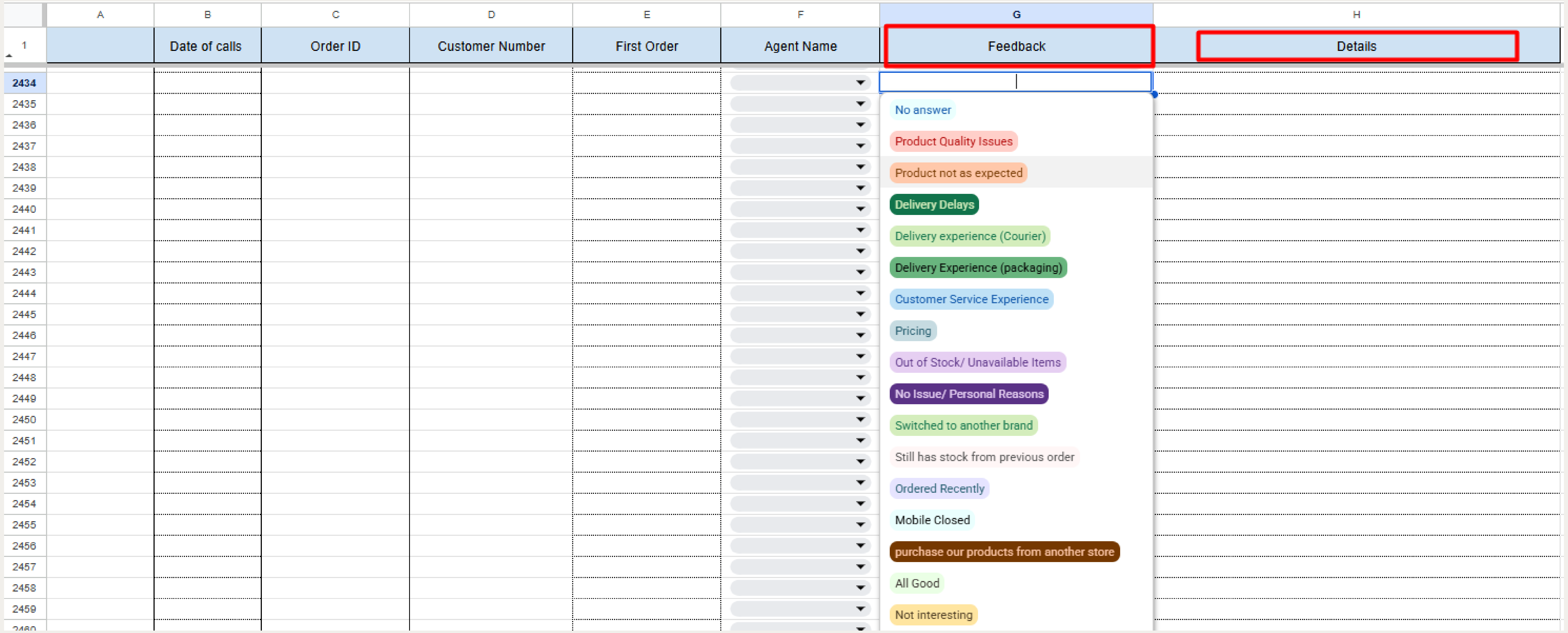


2-The Call Script

- **Greeting:**
  مساء/صباح الخير أ/ ... مع حضرتك (الاسم) من Favelin "
  Product Quality: هل المنتجات كانت فعالة ومناسبة مع حضرتك ؟
- **Packaging:** هل الاوردر وصل لحضرتك متغلف وفي حالة جيدة؟
- **Delivery & Courier:** هل الاوردر وصل في خلال الوقت اللي حضرتك اتبلغتي بيه او حصل اي تأخير؟
- **Suggestion** : عندك حضرتك اى اقتراحات او أراء بخصوص المنتجات او الخدمة

3- Documentation on sheet

- Based on the customer's response, categorize the feedback on the sheet using the following logic and clarify any other details on column named “ details “



Record the selected feedback in the ‘Feedback’ field

No Answer:

Selected when the customer does not answer the call

Product Quality Issues:

Selected when the customer reports an issue with product quality (damaged, poor quality, or defective).

Product Not as Expected:

Selected when the product doesn't meet the customer's expectations.

Delivery Delays:

Selected when the delivery is delayed beyond the expected time (3-5 working days)

Delivery Experience (Courier):

Selected when the issue is related to the courier's behavior or handling.

Delivery Experience (packaging):

Selected when the packaging is damaged, poor, or not suitable.

Record the selected feedback in the 'Feedback' column

Customer Service Experience:

Selected when the feedback is related to customer service experience.

Pricing

Selected when the customer is not satisfied with the price.

Out of Stock/ Unavailable Items:

Selected when the item is out of stock or unavailable.

No Issue/ Personal Reasons:

Selected when there is no issue and the reason is personal.

Switched to another brand:

Selected when the customer states they switched to another brand.

Failed Delivery calls

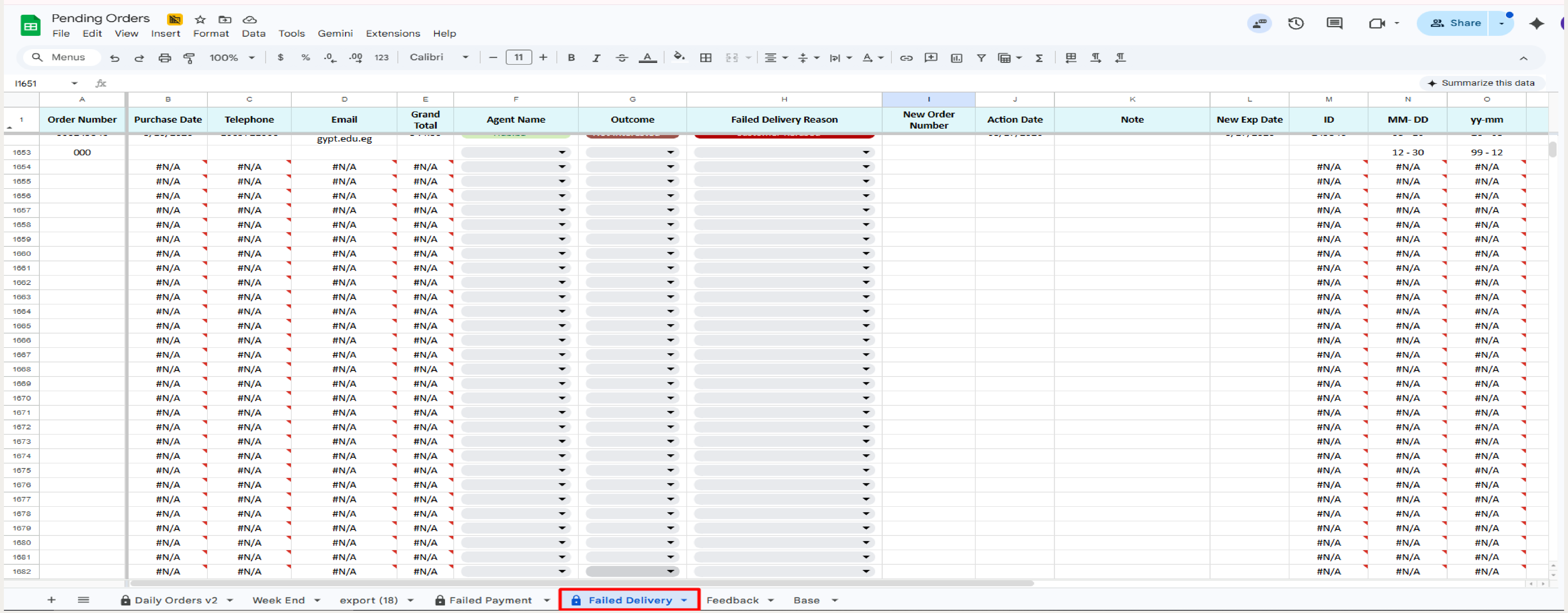
Core Objective:

The primary goal of **Failed Delivery calls** is to proactively engage with customers whose orders have encountered delivery issues. By establishing direct communication, we aim to:

- **Minimize Return Rates:** Prevent orders from being returned to the warehouse due to delivery failure or lack of communication.
- **Prioritize Prepaid Orders:** Ensure that customers who have already paid receive their items promptly to maintain trust.
- **Facilitate Reordering:** Efficiently process re-orders when necessary to ensure successful delivery on the second attempt.
- **Customer Retention:** Our objective is to prevent revenue loss and maintain long-term loyalty through high-touch service recovery. We aim for a **50%** re-order success rate by incentivizing customers with the **'WECARE10'** promo code, offering a **10% discount** to encourage them to complete their purchase.

1-Preparation

1. Open the sheet: https://docs.google.com/spreadsheets/d/1WpW54clQs2pp8qb_L88BnWLhwtp0381DyOfcsBJmwgY/edit?gid=1195143614#gid=1195143614
2. Click the **Failed Delivery** tab.
3. Review orders assigned to you.
4. Verify customer info and order details.
5. Access Magento and open the order.
6. Identify the customer's name.
7. Check for any additional orders from the same customer.



2-The Call Script

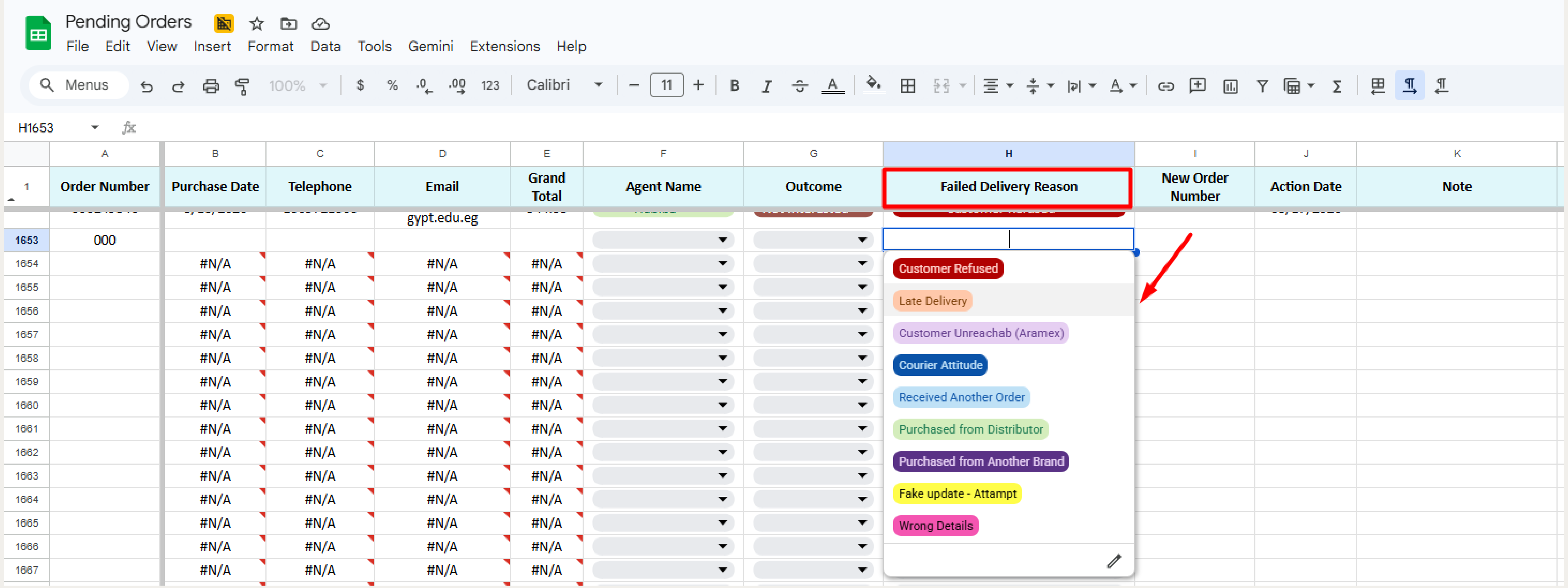
صباح/ مساء الخير أ/ ...

بتواصل مع حضرتك بخصوص اخر اوردر حضرتك سجلتيه للأسف موضح من تحديثات شركة الشحن ان الاوردر Favelinمع حضرتك (الأسم) من

رجعلنا مرة اخرى استأذنك توضحيلي المشكلة اللى واجهت حضرتك في التوصيل

3- Documentation on sheet

- Based on the customer's response, categorize the Failed Delivery on the sheet using the following logic and clarify any other details on column details



Failed Delivery Reasons

Courier

•**Courier Misconduct:** Delivery personnel failed to contact the customer and provided inaccurate status updates.

•**SLA Non-compliance:** Courier refused to fulfill the delivery on the customer's requested date or address

Customers

•**Order Refusal:** Customer declined delivery (Change of mind / Personal reasons).

•**Unreachable:** Courier attempted contact; no response from customer.

•**Delivery Postponed:** Customer requested to delay delivery indefinitely.

Failed Delivery Outcome

Customer Unreachable

When we try to call the customer 3 times and there is no answer

Re-order

When the customer clarifies that they still want the order with same offer.

Note : Agent must write the new order number

Duplicate:

When the customer already placed another order but edited some item or added promo code.

Note: also write the order number

Not interested

If the customer has personal circumstances or does not wish to receive the order again.

Has OOS items

When the order has out of stock items , call the customer to ask her to change this item.

Failed Delivery Reasons

Customer Refused

This status is used when the delivery is unsuccessful because the customer explicitly declined to receive the order for personal reasons.

Late Delivery

Used when a customer refuses to accept the shipment because the delivery time exceeded their expectations.

Customer Unreachable (Aramex)

This status is used when the customer informs us that they were unable to answer the courier's calls or were unavailable to schedule a delivery time.

Courier Attitude

Used when the customer reports that the courier was uncooperative, disrespectful, or refused to hand over the shipment properly.

Received Another Order

This status is used when the customer refuses to accept the order because they have already received a previous shipment of the same order

Failed Delivery Reasons

Purchased from Distributor

Used when a customer cancels their order to purchase the items immediately from a nearby physical store or partner

Purchased from Another Brand

This status is used when the customer refuses the delivery because they have already purchased a similar product from another brand

Fake update - Attempt

This status is used when a customer reports that the shipping company's update (Customer Unreachable) is false or does not match the actual events.

Wrong Details

Applied when a shipment is rejected due to inaccurate information provided by the customer during the ordering phase.

Failed Payment calls

Core Objective:

The primary goal of Failed Payment calls is to proactively support customers who have encountered issues during the checkout process. By analyzing and resolving payment hurdles, we aim to:

- **Identify Technical Barriers:** Distinguish whether payment failures stem from system glitches or customer-side issues (card limits, expired details) to ensure a seamless technical experience.

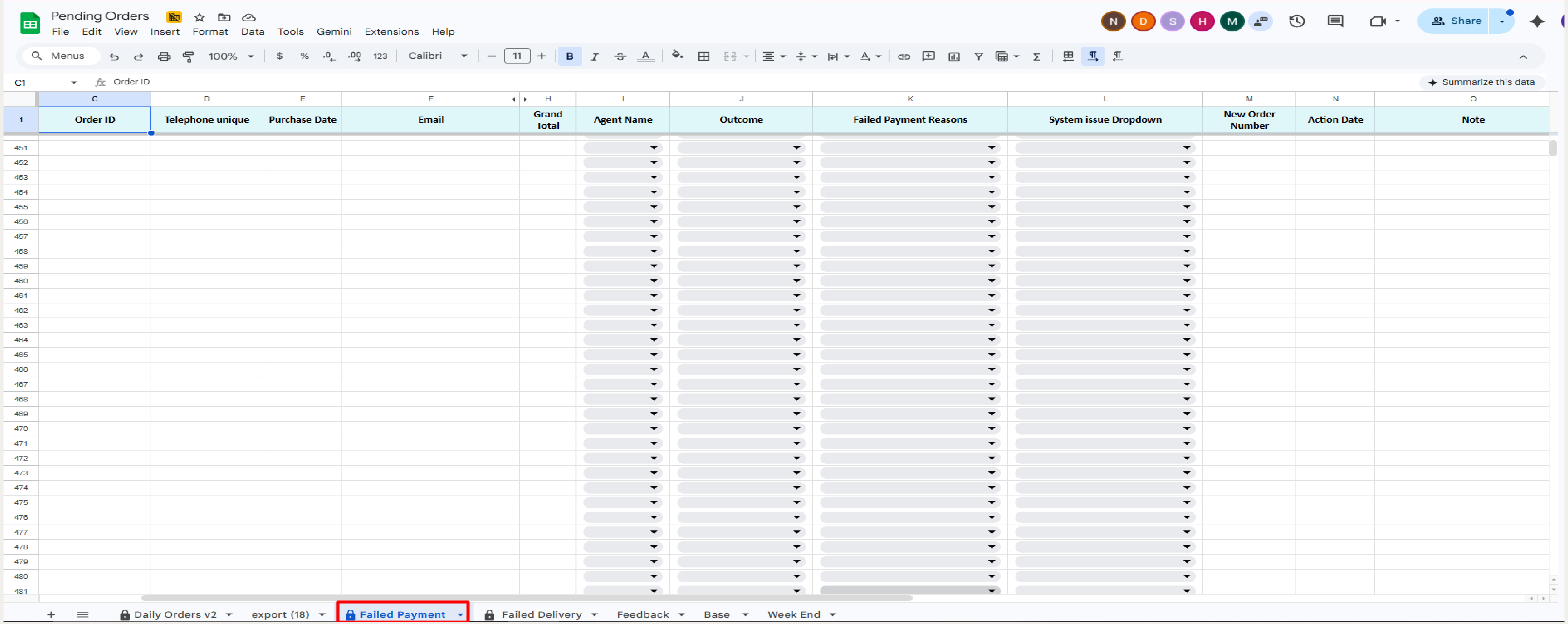
- **Minimize Cart Abandonment:** Reduce the number of failed transactions to prevent losing potential customers at the final stage of their journey.

- **Optimize System Performance:** Collect and report recurring payment errors to implement long-term fixes and improve the overall success rate.

- **Sales Conversion & Retention:** Reach out to customers who didn't re-attempt their order. By offering to convert the payment method to Cash on Delivery **(COD)**, we ensure the sale is completed, maintain customer loyalty, and boost overall revenue.

1-Preparation

1. Open the sheet: https://docs.google.com/spreadsheets/d/1WpW54clQs2pp8qb_L88BnWLhwtp0381DyOfcsBJmwgY/edit?pli=1&gid=1195143614#gid=1195143614
2. Click the **Failed payment** tab.
3. Review orders assigned to you.
4. Verify customer info and order details.
5. Access Magento and open the order.
6. Identify the customer's name.
7. Check for any additional orders from the same customer.



2-The Call Script

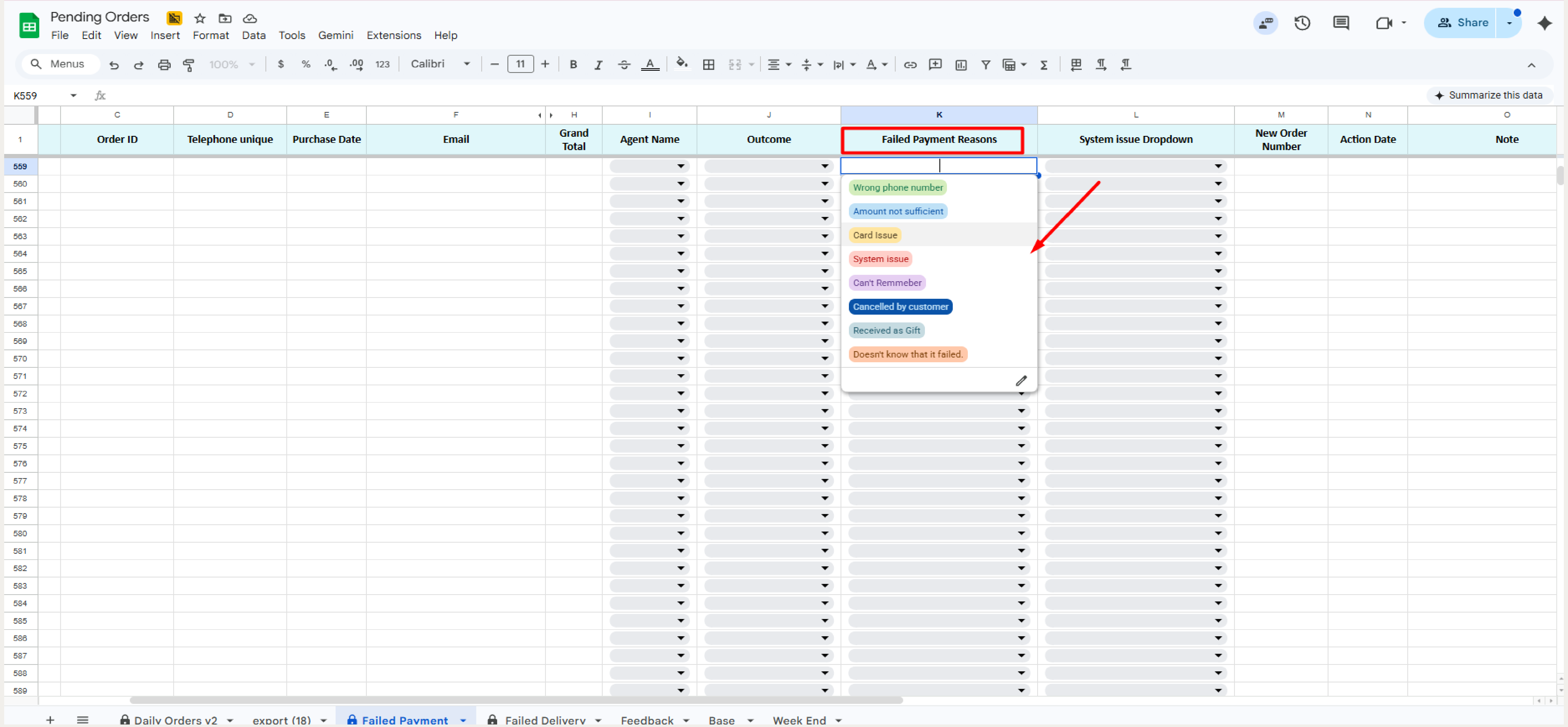
صباح/ مساء الخير أ/ ...

بتواصل مع حضرتك بخصوص اوردر حضرتك سجلتيه وبتحاولي تدفعي اونلاين ولكن Favelinمع حضرتك (الأسم) من

عملية الدفع لم تكتمل نستأذنك توضحيلنا المشكلة اللي واجهت حضرتك اثناء الدفع

3- Documentation on sheet

- Based on the customer's response, categorize the Failed Payment on the sheet using the following logic and clarify any other details on column details



Failed Payment Outcome

Customer Unreachable

When we try to call the customer 3 times and there is no answer

Re-order by Agent

When the customer clarifies that they still want the order with same offer and paid COD.

Note : Agent must write the new order number

Reorder by customer:

When the customer already placed another paid order.

Note: also write the order number

Not interested

If the customer has personal circumstances or doesn’t want to receive the order again.

Later

When the customer is interested in placing another order but not at this time or not through our call.

Failed Payment Outcome

Paymob Issue

When the amount has been charged from the customer but we have not received it on our end.

Test

We select a test order when the order is placed by a team member internally to try something out or resolve a specific issue.

Failed Payment Reasons

Wrong phone number

In cases where the customer reports using a phone number that differs from their registered card details, categorize the issue as ‘**Incorrect Phone Number’.**

Amount not sufficient

Select **'Amount Not Sufficient'** if the customer states that the funds available on their card do not cover the full amount of the transaction.

Card Issue

Select **'Card Issue'** if the customer confirms that their transaction failed due to restrictions or problems identified by their bank

System Issue

Select **'System Issue'** if the customer experiences platform errors, including premature order placement or being redirected back to the payment screen after entering their card information.

Can't Remember

Used when the customer cannot provide specific information regarding why the payment failed or what transpired during the checkout process

Failed Payment Reasons

Received as Gift

Use **'Received as Gift'** if the customer is the gift recipient and lacks knowledge of the checkout steps or the cause of the payment status.

Doesn't know that it failed.

Use this category when the customer reveals they had no knowledge of the payment failure and expected the order to be confirmed as paid..

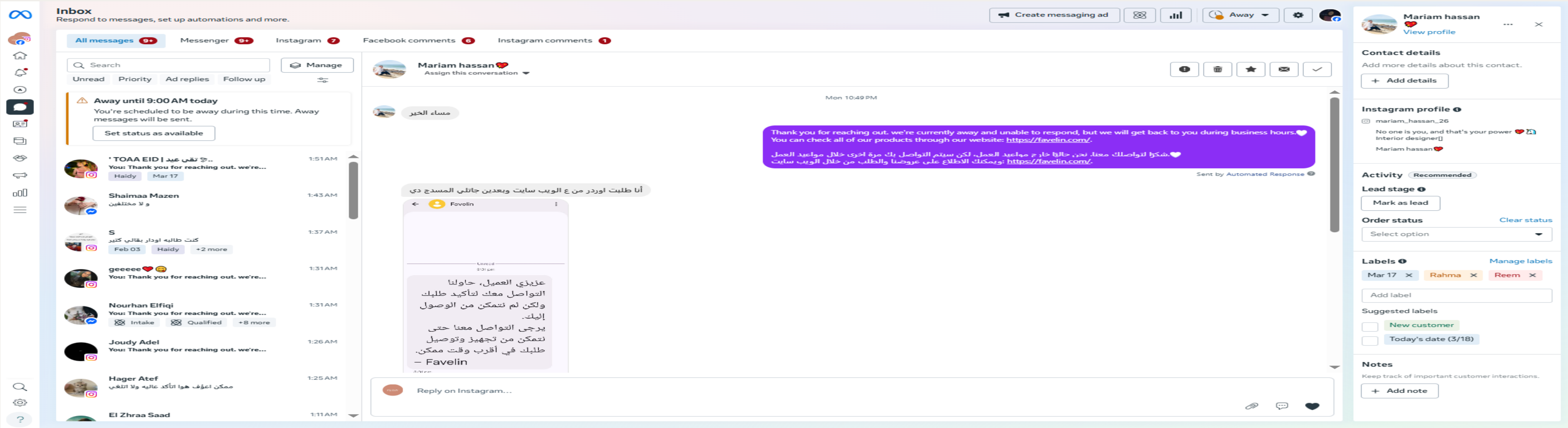
Cancelled by Customer

Select **'Cancelled by Customer'** if the customer confirms they cancelled a paid order to make specific adjustments to their order.

Social Media

Platform Management: Oversee all Favelin social media platforms and communication channels to ensure smooth and consistent customer interactions. This includes:"

- **Meta Business**: Manage and respond to all inquiries, messages, and comments across Facebook and Instagram platforms



- **TikTok:** Oversee engagement and respond to community feedback to maintain an active and positive presence.
- **Live Chat:** Provide real-time support via the **Tawk.to** platform.

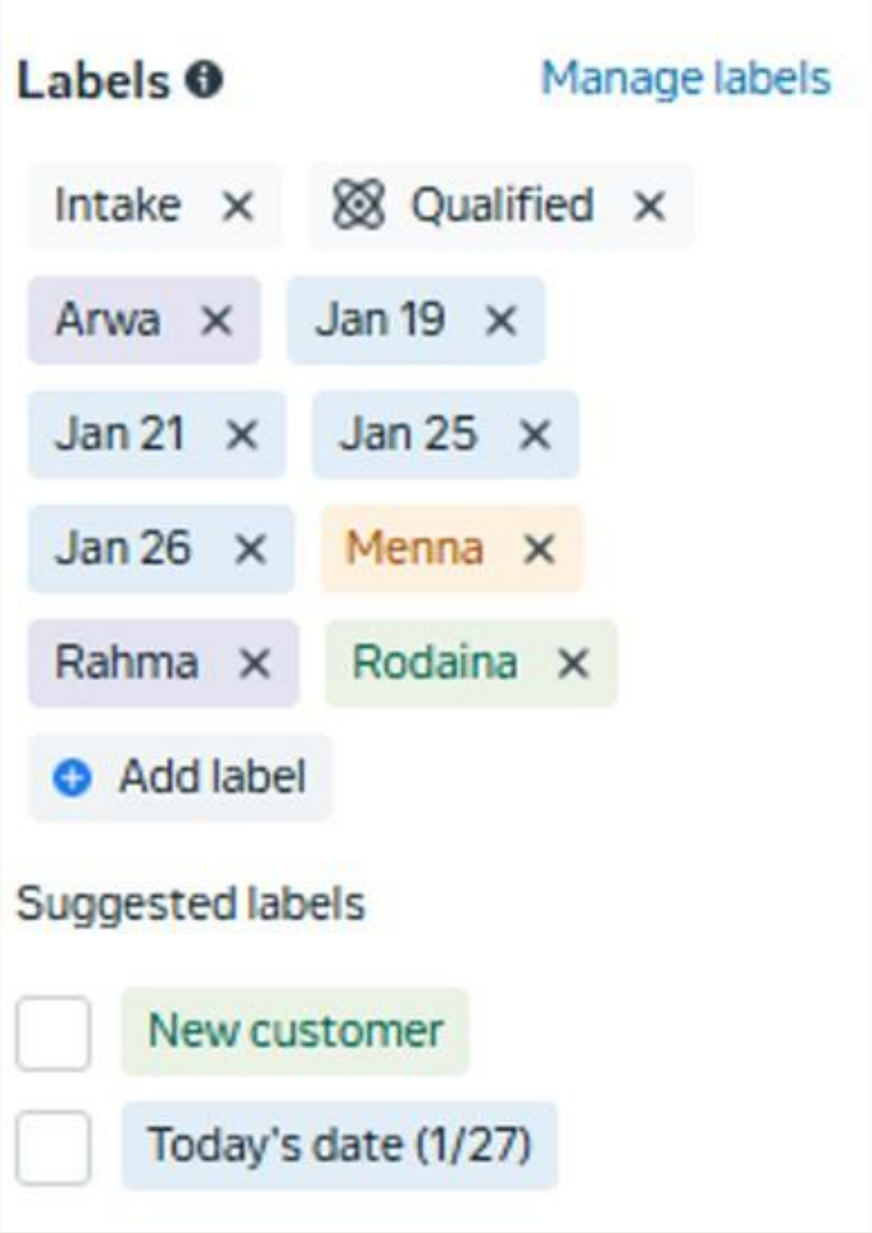
https://dashboard.tawk.to/

Communication Strategy: Our interaction style is strictly defined as **"Friendly yet Professional."** We aim to build a personal connection with our customers while maintaining the brand's high standards and credibility.

How to reply to Messages

1. Queue Management

- **Priority Routing:** Always process from oldest to newest, to ensure timely responses for all customers.
- **Accountability:** Label each ticket or conversation with your name and the current date to maintain clear ownership and tracking.



2. The Communication Flow

- **Professional Greeting:** Begin every interaction with a personalized greeting (e.g., *"Dear [Customer Name]"*).
- **Comprehensive Support:** Ensure all customer questions are answered fully and accurately in a single response.
- **Personalized Messaging:** Avoid over-reliance on templates; use free text to provide a human, tailored experience when necessary.
- **Consultative Selling:** Recommend products based on the customer's specific needs or concerns.
- **Accuracy:** Provide precise and up-to-date product information at all times.
- **Logistics Transparency:** Always mention the standard delivery window (within 3-5 working days).
- **Promotional Clarity:** For bundles or special promotions, clearly explain exactly what the offer includes to manage expectations.

➢ <u>Service Recovery & Issue Resolution Guide</u>

Acknowledgment & Apology:

- **For Delivery Errors:** Sincerely apologize for any discrepancies (missing items, extra items, or incorrect products).
- **For Damaged Products:** Express empathy for any unintentional damage (leaking, broken, or defective products).

Professional Response (Script):

"We sincerely apologize for this experience. Please be assured that your complaint has been officially filed. Our specialized team will contact you to resolve this issue during our working days: Sunday to Thursday, from 10:00 AM to 6:00 PM.“

Notes:

- File all complaints as B2C using the internal form.
- Include Order ID, source, and specific product details (size/line/scent) related to the issue.
- Set priority to Normal by default for most customers.
- Escalate to Urgent or Top Urgent only in cases of legal threats (e.g., Consumer Protection) or severe negative publicity.

https://docs.google.com/forms/d/e/1FAIpQLSfvkHWyoXGbjb1bC6iIlZr4d_9AhVrzh0PU3QzIEikB5reqIw/viewform

➢ Issue Resolution

Delay Protocol:

If an order is delayed, offer a sincere apology to the customer. Provide the expected delivery timeline, the tracking number (if the status is *"Shipped"*), and the Aramex hotline (16996).

Shipment Tracking:

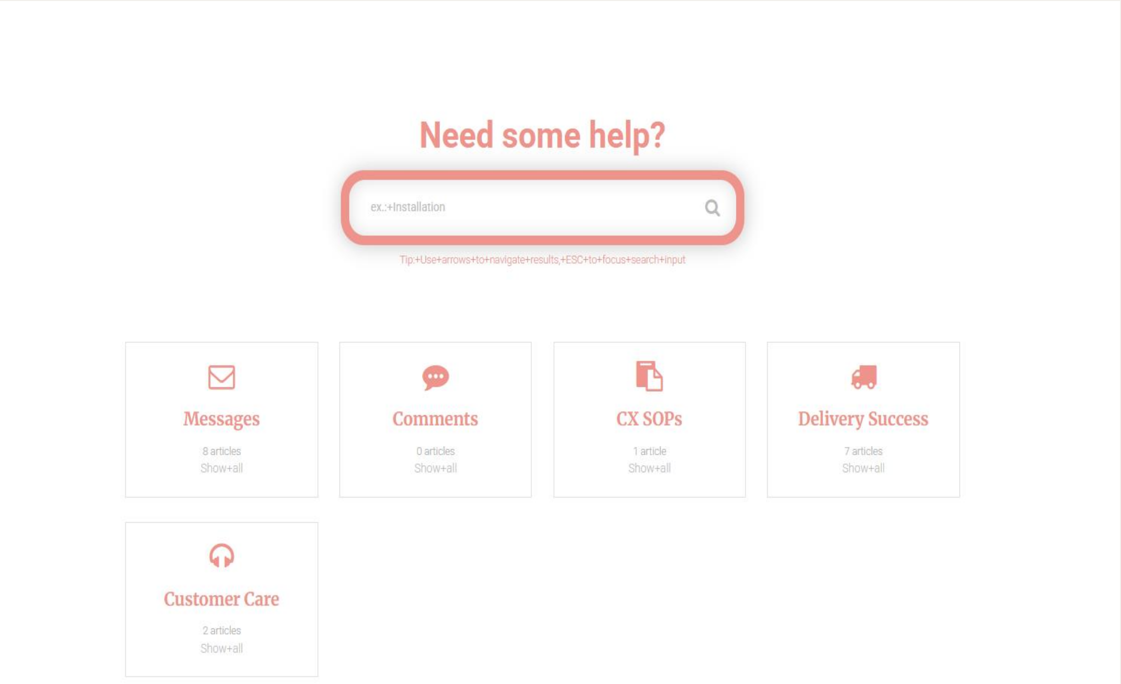
Monitor shipments via the Aramex website to ensure accurate and timely updates are provided to customers.
https://www.aramex.com/eg/en/track/shipments

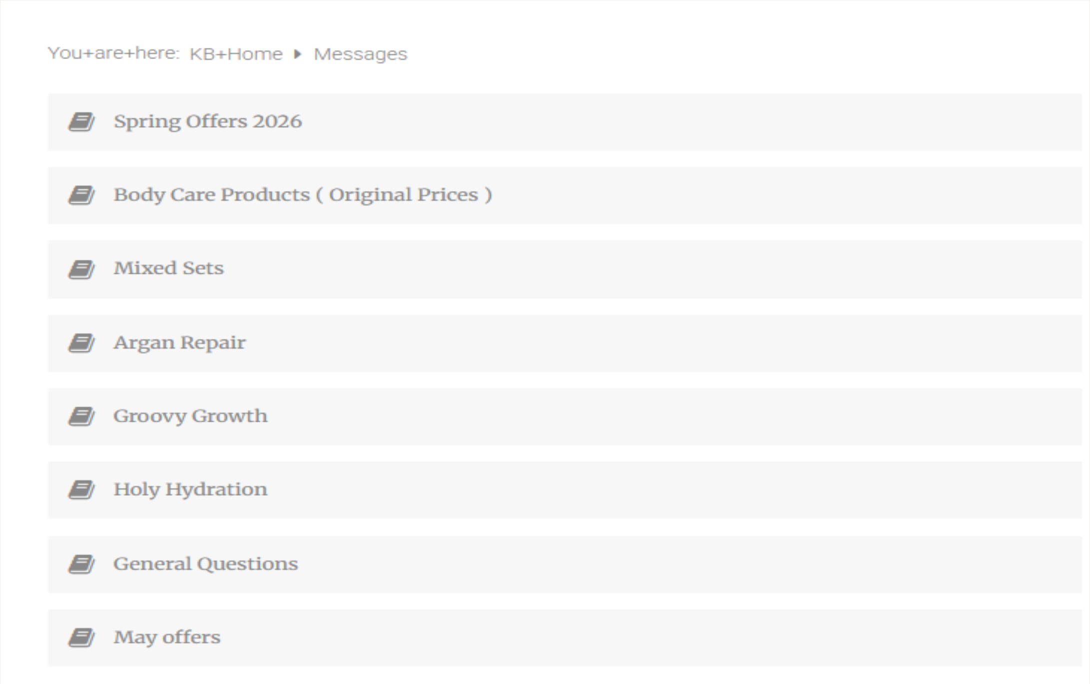
➢ Closing the Interaction:

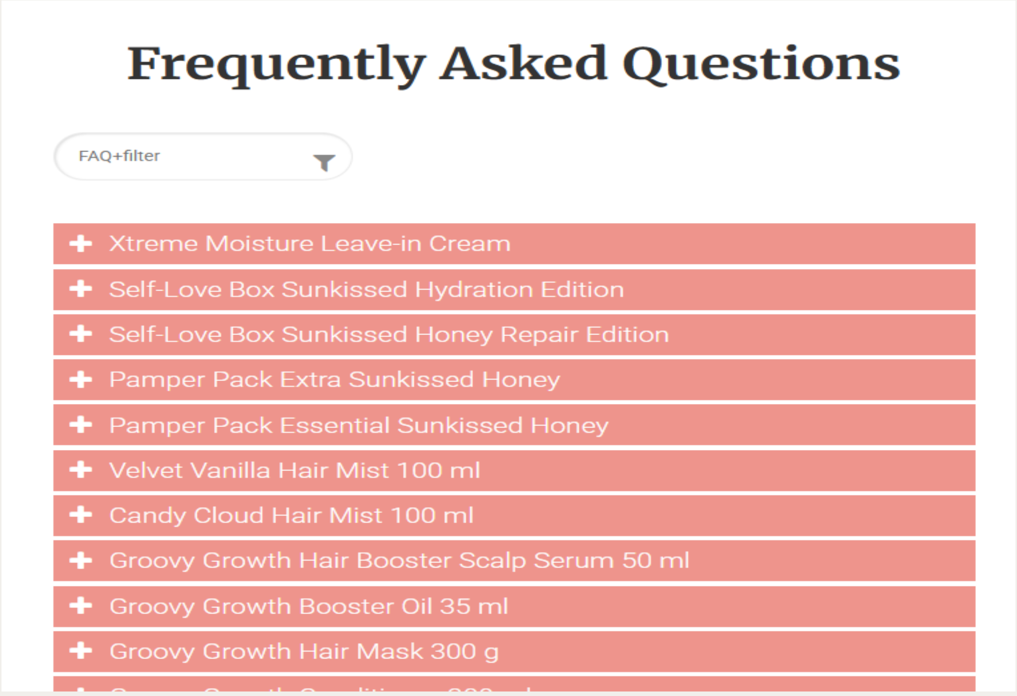
Close the conversation by either offering further assistance with placing an order or wishing the customer a pleasant day.

Customer Interaction Guidelines

- If the customer asks about price or product availability - Use The Knowledge Base. https://favelinkb.com/







- If the customer requests product recommendation → suggest based on customer's need.

- If the customer inquires about a delayed order, first apologize if the expected delivery time has been exceeded. Then, provide the customer with the current order status, tracking number, and Aramex customer service number (16996). Additionally, you may escalate the case by sending an email to the Delivery Success team to expedite the shipment.

- If the customer has a complaint, we apologize to her and submit a complaint through the Complaints Form entering all the details and information accurately. Complaint Form , Customer Care Sheet

Additional Sheets we use:

1-Delivery Success Sheet & Form Usage

Delivery Success Form
https://docs.google.com/forms/d/e/1FAIpQLScWnus4unPH_ch31-2K7LXGvaGKrLsx4UMYSbJNMp_zK9cwEg/viewform

Delivery Success Sheet :https://docs.google.com/spreadsheets/d/1QPS9DgsN7UEevDXWQqEyBWI4nZj4eN7_7V4cHCQBbL0/edit?gid=94389970#gid=94389970

- **Expediting Orders:** To prioritize and speed up the delivery process.
- **Shipment Cancellation:** To stop a shipment that has already been dispatched.
- **Branch Pickup:** When a customer prefers to collect their package directly from an Aramex branch.
- **Holding Shipments:** To request Aramex to hold an order for up to 3 days.
- **Courier Issues:** To report and resolve any problems encountered with the delivery agent.
- **Inquiry** : Change Address or Phone Number

2-B2B Sheet, Form Usage.

B2B Form: https://docs.google.com/forms/u/0/d/e/1FAIpQLSd1Nq9zOzdyoWsdgHIH7Ge9NOXGloOa1sqGh3iif-kgS3C5RA/formResponse

B2B Sheet :https://docs.google.com/spreadsheets/d/13635a8mS8z2YH4OpIQYOYb4vIDkadTfygL23yn8iK28/edit?gid=1631722168#gid=1631722168

The B2B Sheet is designated for handling bulk requests and corporate partnerships, specifically in the following scenarios:

•**Retail & Pharmacy Supply:** When a customer requests to stock our products in their pharmacy or retail store.

•**Event Planning:** When a customer requires a bulk supply of products to be available for a specific event.

•**Corporate Orders:** For handling large orders requested by companies or organizations.

B2B Feedback Calls

https://docs.google.com/spreadsheets/d/1K1czOEp5vpY-jS83GRdJdYDB2yCyPYfkbXA5K91RnqA/edit

- We proactively contact B2B customers to collect their feedback on our products and understand whether they face any issues in selling them or require stock refills.

- All collected feedback is documented in the B2B sheet, which is shared with the Sales Team to ensure proper tracking and follow-up.

- Additionally, the Sales Team provides updated lists of pharmacies and store locations. This information is used by CX to guide customers who are looking for offline distributors, allowing us to recommend the nearest pharmacy or store based on the customer’s location.

3- Online payment Sheet & Form Usage

Online Payment Form: https://docs.google.com/forms/d/e/1FAIpQLSfYy7ET2PnCEPUi87aOS64oiVbz8RmVMs1_J3NLqb5H2pjNFA/iewform

Online Payment Sheet: https://docs.google.com/spreadsheets/d/1rWQW_bShf-pku_PpsopYAiM6_Q_NBUB2Qidfg4Ovk0Y/edit#gid=1440801047

The Online Payment Sheet and Form are used to document and track transactions made via digital wallets or instant payment platforms (InstaPay or Vodafone Cash). This applies to the following cases:

•**Balance Adjustments (Cases):** When there is a price difference or an outstanding balance that the customer needs to settle.

•**Order Modifications:** When a customer has already paid for their order but wishes to **add additional items**, requiring a supplementary payment.

- The transactions are documented in the sheet and are also shared with the Finance team via email whenever a customer transfers any amount to us.

In summary the agent’s tasks include:

- Responding to social media messages.
- Responding to live chat inquiries.
- Confirmation calls.
- Failed payment calls.
- Failed delivery calls.
- Feedback calls (B2C & B2B)

As part of their core responsibilities, agents are required to drive sales to meet a 10% monthly sales target. Achieving this target is a prerequisite for qualifying for the relevant portion of their Key Performance Indicators (KPIs).

Sales Achievement & Tools

Agents are expected to achieve their sales targets through their daily operational tasks, which include:

- **Outbound Communication (Chats & Calls):** Managing messages and handling various call types.
- **Failed Delivery Follow-up:** Converting unsuccessful delivery attempts into successful re-orders.
- **Customer Feedback Calls:** Leveraging feedback calls to identify upsell or cross-sell opportunities.
- **Failed Payment Recovery:** Assisting customers in completing transactions after payment issues.

To assist in closing sales and encouraging re-orders during calls, agents are authorized to provide a special discount code: **WECARE10**.

- **Discount Value:** 10% off the total order value.
- **Usage Case:** This code is specifically used to incentivize customers who require an additional discount to finalize their purchase or commit to a re-order.

Performance Evaluation & KPI Weighting

-Daily tasks play a crucial role in evaluating an agent's performance and directly impact their Key Performance Indicators (KPIs).

-Each task has a designated target and a specific weight within the overall KPI score. The final evaluation is calculated as follows:

- **Target Achievement:** Agents who meet or exceed a task's target receive the full weight assigned to that task.
- **Non-Achievement:** If a task's target is not met, the weight assigned to that task is forfeited.

Key Result Areas	Objective	Key Performance Indicators	Weight of KPIs	Target	Actual	Score	Final Score	Monitoring Tool
Productivity	Ensure efficient handling of all assigned tasks (calls, confirmations, and messages)	• Number of handled cases per day (calls + messages + confirmations) • Attendance and shift adherence	20%	≥ Daily target / 100% adherence				Calls Management System / Social Media Dashboard
Quality	Maintain service quality and accurate communication	• QA Score from audits	35%	≥95%				QA System / Monitoring Reports
Efficiency (AHT/ATT)	Handle customer interactions efficiently	• Average Handling Time for Calls • Average Response Time for Messages	20%	Calls ≤ 3:00 / Messages ≤ 1:30				Calls Management System / Social Media Dashboard
Sales Conversion (Calls + Social)	Increase successful conversions from all customer touchpoints	• % of converted sales from ALL handled interactions (calls + social media messages)	15%	≥ Target Conversion 10%				Magento / CRM / Social Media Dashboard
One-on-One Coaching	Apply feedback from coaching sessions	• Demonstrated improvement after coaching	10%	100% of action points applied				CS Manager / TL Review

Team Leader Tasks

•**Assign tasks :** Assign pending orders, feedback, and field delivery/payment tasks to agents.

•**Performance Monitoring:** Oversee daily agent activity, resolve issues, and provide real-time support.

•**Reporting:** Compile the FO Daily Report to document performance and order metrics.

Core Metrics & Reporting

•**Agent Performance:** Track message volume (Delegation Sheet) https://docs.google.com/spreadsheets/d/1OPEd5gjATZmKhQODxg3U4gCHcmTw8CMYHHGrBSi86fQ/edit?pli=1&gid=0#gid=0
Conversion rates (Social Media Sheet tab Daily Orders) https://docs.google.com/spreadsheets/d/1h-ERhF1WS51jWdzynfYBbrbz1u6HVCjJnIBydzwQuOI/edit?gid=242582919#gid=242582919 , and response times (Meta).

•**Order Statistics:** Monitor the status (Confirmed, Pending, Canceled) and percentage distribution of all orders.

•**Delight Messages:** Audit delight messages, open/closed statuses, and response SLAs.

Team Leader Tasks

Daily Tasks:

- Assign tasks to agents.
- Assign pending orders, feedback, field delivery, and failed payment to agents.
- Monitor agents’ daily performance and follow up if any issues arise or if anyone needs assistance.
- Prepare a daily report in FO Daily Report sheet https://docs.google.com/spreadsheets/d/15x5IoJrmr31v-Z3eYvLZ3NV9zwNAimvzTmBwuOehPNI/edit?pli=1&gid=0#gid=0 , which includes:

Agent task performance:

- Number of messages received and responded to (from the Delegation sheet – Tap Messages Assigned).
- Conversion rate from the Orders Tab in the Social Media Sheet.
- Response time and response messages (data from Meta).

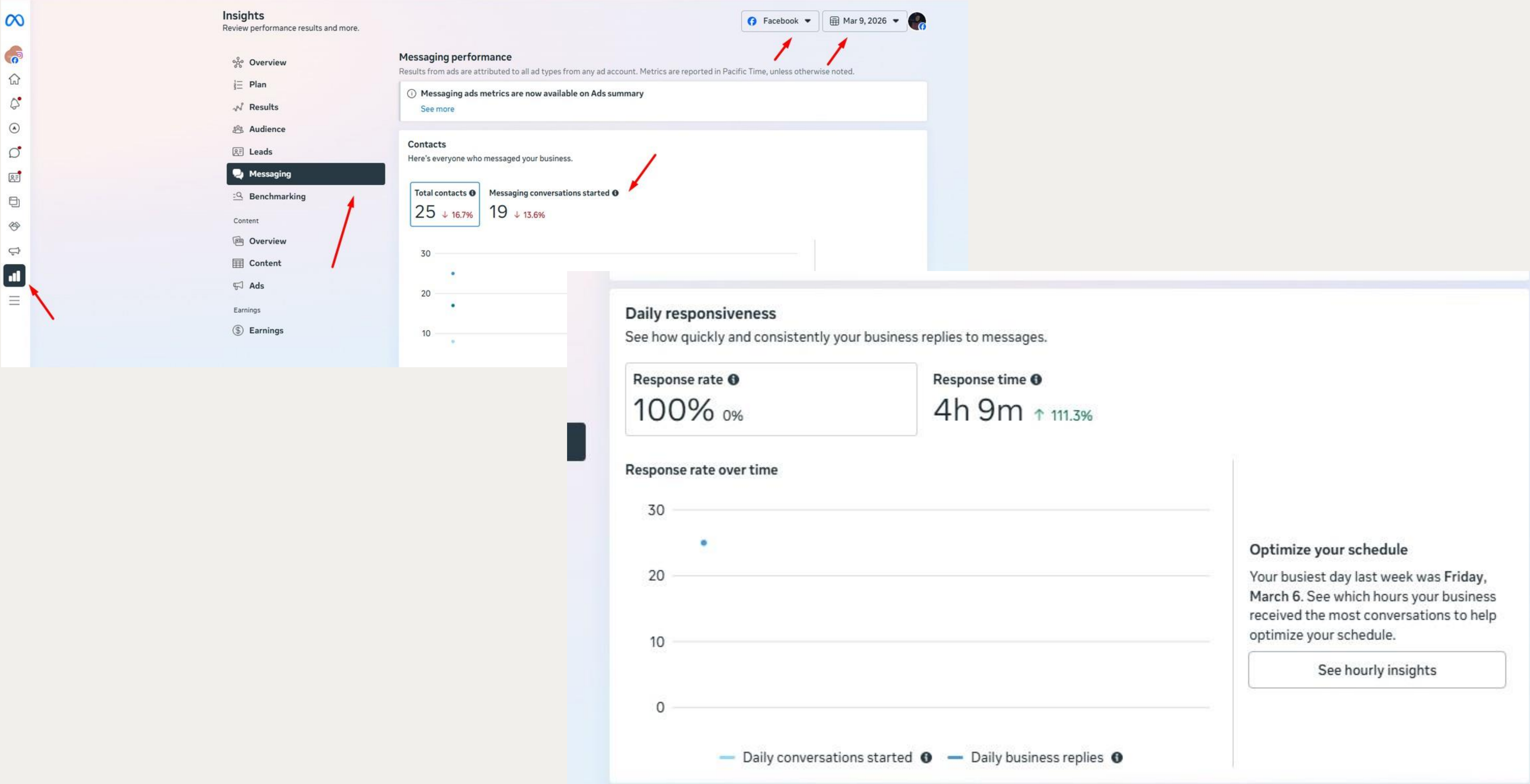
Orders statistics:

- Number of confirmed, pending, and canceled orders, and their percentages.

Delight messages:

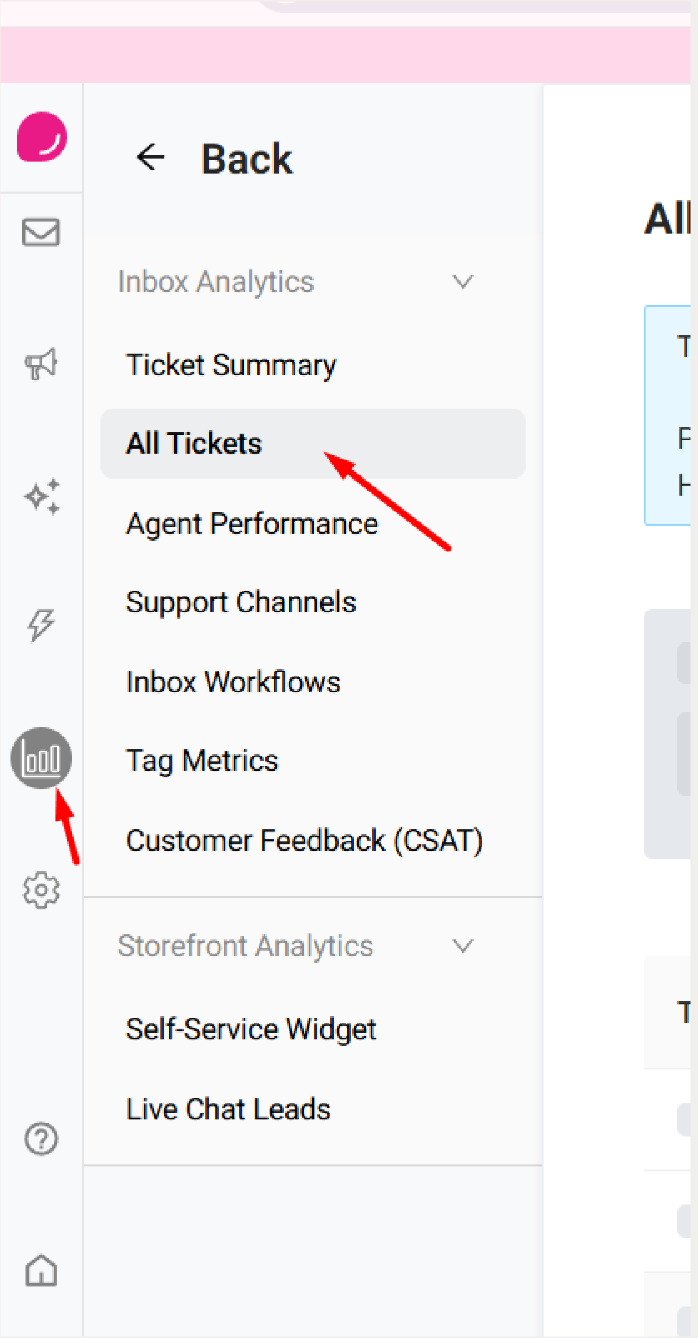
- Number of delight messages , their status (closed or open), and response time from entry to reply.

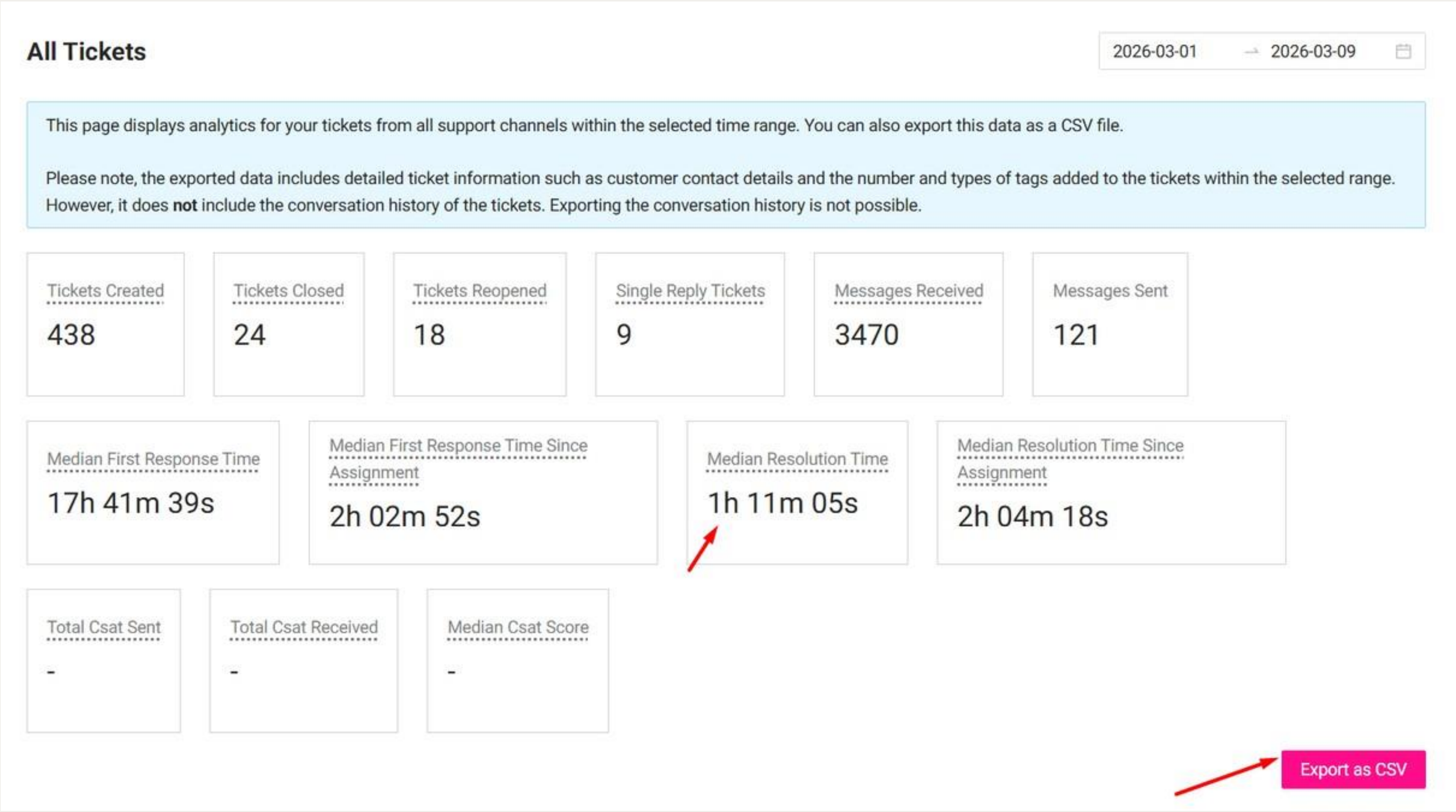
From Meta:

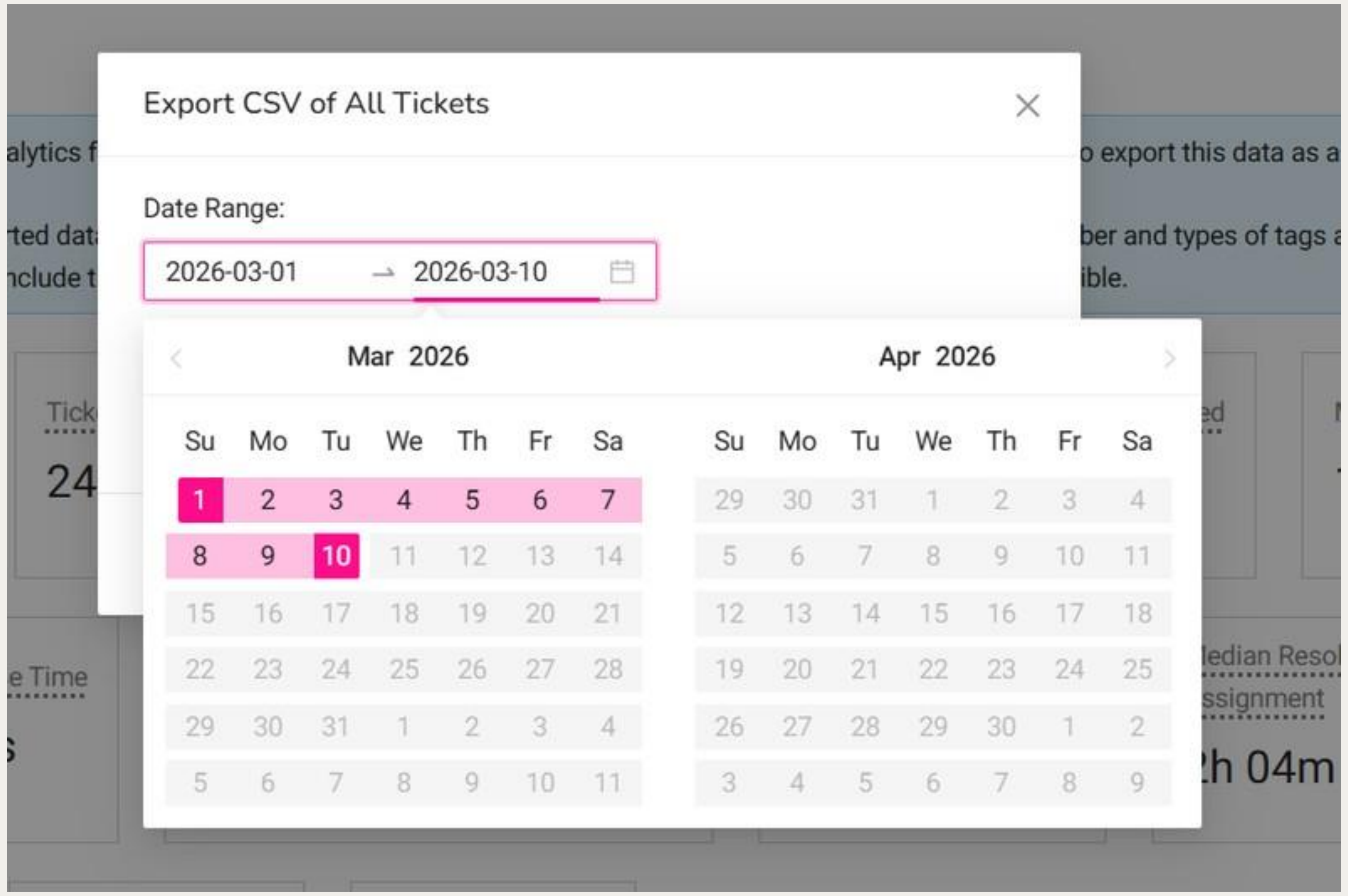

Insights
Review performance results and more.
Facebook
Mar 9, 2026
Overview
Plan
Results
Audience
Leads
Messaging
Benchmarking
Content
Overview
Content
Ads
Earnings
Earnings
Messaging performance
Results from ads are attributed to all ad types from any ad account. Metrics are reported in Pacific Time, unless otherwise noted.
Messaging ads metrics are now available on Ads summary
See more
Contacts
Here's everyone who messaged your business.
Total contacts
25 ↓ 16.7%
Messaging conversations started
19 ↓ 13.6%
30
20
10
Daily responsiveness
See how quickly and consistently your business replies to messages.
Response rate
100% 0%
Response time
4h 9m ↑ 111.3%
Response rate over time
30
20
10
0
Daily conversations started
Daily business replies
Optimize your schedule
Your busiest day last week was Friday, March 6. See which hours your business received the most conversations to help optimize your schedule.
See hourly insights

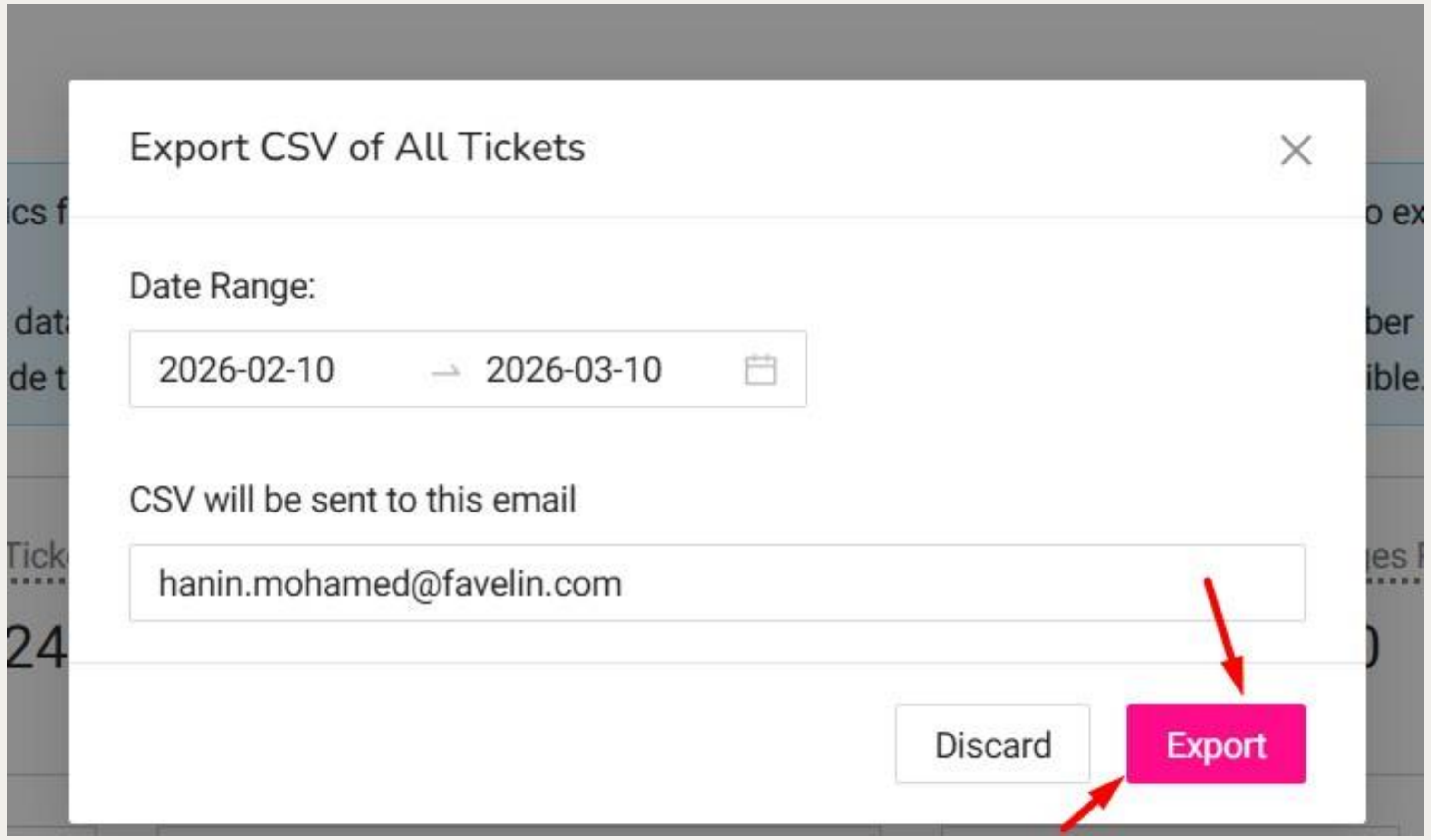
From Delight:

Data Extraction & Analysis: Export "Delight" data received via email into a tracking sheet. Apply filters by phone number to accurately calculate the total volume of WhatsApp messages received









Failed Delivery:

- From the Pending Orders sheet Failed Delivery tap , track how many orders were processed, customer responses, outcomes, and how many customers did not respond.

Failed Payment:

- From the Pending Orders sheet failed Payment tap, same as field delivery: track customer responses, outcomes.

Feedback:

- Process feedback from 40 customers per day, recording the outcome for each customer.

- ## Failed Payment overview

Failed Payment March			
Calls Outcome	**No. Of Customers**	**%**	**Failed Payment Reasons**
Reorder by agent	8	5%	System issue 5 Card Issue 2 Cancelled by customer 1
Reorder by Customer	56	33%	System issue 18 Card issue 6 Cancelled by customer 15 Can't Remmeber 12 Doesn't know that it failed. 5
Not interested	13	8%	System issue 6 Can't Remmeber 2 Cancelled by customer 5
Customer unreachable- No answer	29	17%	
Multitrials	23	14%	
Later	23	14%	Card issue 6 System issue 3 Cancelled by customer 5 Can't Remmeber 7 Doesn't know that it failed. 2
Paymob issue	5	3%	System issue 1 Card Issue 3 Wrong phone number 1
Test	10	6%	
Unreachable Customer Aramex			
purchased from another distributer	1		
Total	168	99%	

Failed Payment Feb unique		
Reorder by agent	8	7%
Reorder by Customer	56	48%
Not interested	13	11%
Later	23	20%
Paymob issue	5	4%
Test	10	9%
purchased from another distributer	1	1%
Unreachable Customer Aramex		
Total	116	100%

- ## Failed Delivery overview

Total Done At March			
Calls Outcome	**No. Of Customers**	**%**	**Failed Delivery Reasons**
Reorder	72	38%	Customer Unreachab (Aramex) 17 Fake update - Attampt 33 Courier Attitude 9 Received Another Order 5 Customer Refuse 6 Blank 2
Duplicated	12	6%	Customer Refuse 3 Customer Unreachab (Aramex) 1 Wrong Details 2 Courier Attitude 1 Fake update - Attampt 2 Received Another Order 3
Not interested	49	26%	Customer Refused 28 Fake update - Attampt 6 Late Delivery 3 Customer Unreachab (Aramex) 8 Purchased from Distributor 2 Courier Attitude 2
No Answer/Unreachable/Blank/ Wrong number	55	29%	
Has OOS Item	4	2%	Fake update - Attampt 3 Blank 1
Total	192	100%	

Month	March	Feb at March	Total Done At March
Total Failed Delivery Orders	108	84	192
Reached Customers	71	65	136
No Answer/Unreachable/Blank	37	19	56

Overview Feedback

Feb calls Feedback	2026	
Reasons	N.of customers	%
Product Quality Issues	19	2%
Product not as expected	19	2%
Delivery Delays	3	0%
Delivery experience (Courier)	1	0%
Delivery Experience (packaging)	19	2%
Customer Service Experience	4	0%
Pricing	3	0%
Out of Stock/ Unavailable Items	1	0%
purchase our products from another store	2	0%
No Issue/ Personal Reasons	1	0%
Switched to another brand	0	0%
Still has stock from previous order	14	1%
Not interesting	17	2%
Unreachable Customers (No answer-phone closed)	507	49%
All Good	418	41%
Ordered Recently	4	0%
Total	1032	100%

Feb 2026		
Total Customers Called	1032	100%
Feedback Collected	521	50%
Unreachable Customers	511	50%

Product Quality Issue Breakdown		
Product Name	Issue	No. of Issues
Groovy Growth	Watery texture	2
Argan Shampoo - All set	Issue with new formula	4
New Hair sets	No effect	3
Old argan set - Hair Mask	Turned her hair white	3
Holy Hydratiom Shampoo - Holy Hyration set	Dried her hair	4
Violet Twist Body Butter	Not good	1
In the Wilds Body Lotion 250ml Violet Twist Body Lotion 250ml	Good but it was watery formula Not Hydrate	2
Shower gel	Didn't produce foam	1
Dry Oil	Bad quality & Scent	1
Autmizer of shampo &conditine	Doesn't work	1

Team Leader Tasks

➢ The Team Leader plays a critical role in improving team performance:

- Monitor daily performance using KPIs (AHT, conversion rate, SLA, quality scores)
- Conduct regular coaching sessions and 1:1 feedback meetings
- Identify performance gaps and create targeted improvement plans
- Review calls, chats, and cases to ensure quality and compliance
- Provide real-time support and guidance during operations
- Motivate the team through recognition, incentives, and engagement
- Ensure adherence to SOPs and company policies
- Track progress and follow up on action plans to ensure improvement

Performance Evaluation & KPI Weighting

-Daily tasks play a crucial role in evaluating a team Leader's performance and directly impact the Key Performance Indicators (KPIs).

-Each task has a designated target and a specific weight within the overall KPI score. The final evaluation is calculated as follows:

- **Target Achievement:** Team Leader who meet or exceed a task's target receive the full weight assigned to that task.
- **Non-Achievement:** If a task's target is not met, the weight assigned to that task is forfeited.

Note: The Team Leader's performance evaluation is conducted by the Supervisor.

No.	Key Result Areas	Objective	Key Performance Indicators (KPIs)	Weight of KPIs	Target	Monitoring Tool	
1	Productivity	Ensure timely and accurate reporting and sales tracking	• Monthly Reports • % of Sales from Online Sales 10% for the whole team calls and messages	20%	On time / Per month Target	Magento Report	Distributed to 10% each
2	Quality	Maintain high-quality communication and service standards	• Quality Evaluation Scores (from QA audits)	25%	≥95%	QA System / Calls Management System / Social Platform	
3	NPS (Customer Satisfaction)	Maintain strong customer satisfaction levels	• Net Promoter Score (NPS)	10%	≥95%	Calls Management System / Magento	
4	Survey HR	Maintain positive HR engagement and satisfaction	• HR Survey Results	10%	≥4	HR	
5	Efficiency	Maintain efficiency across calls and messages	• AHT (Average Handling Time for Calls) • AHT (Average Handling Time for Messages)	20%	Calls ≤ 0:03:00 Messages ≤ 0:01:30	Calls Management System / Social Media Platform	
6	Response SLA	Ensure timely responses across all social and customer contact channels	• Response SLA (Replies to messages/comments)	15%	≤24 hours	Social Media Platform / Magento	
7	One-on-One Meetings	Conduct regular feedback and coaching sessions with the team	• Weekly / Monthly 1:1 sessions completed on time	15%	On time	CS Manager	
8	Cross-Channel Coordination	Ensure alignment and consistency between departments	• Weekly Update Report shared with CX Supervisor & CX Manager • Accurate reflection of actions and escalations across channels	10%	On time	Shared Tracker / Weekly Summary Reports	

Monthly Report:-

1. AHT & Call Performance Report (Per Agent)

Calls Report

- Total number of inbound calls
- Total number of outbound calls
- Total number of abandoned calls
- Abandoned %
- SLA (Target: 94%)
- Inbound AHT
- Outbound AHT

Overall monthly AHT per agent with color coding:

Green: within target

Yellow: target exceeded by ≤ 30 seconds

Red: exceeded by more than 30 seconds

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2. Sales Breakdown – Product Level

Table must include:

| Product Name | Amount % | Items % |

End with: Total Amount & Total Items

Monthly Report:-

3. Sales Breakdown – Cannel level

| Channel | Amount | Amount % | Orders | Items | Items % |

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4. Coupon Code Performance

| Coupon Code | Amount | Amount % | Orders | Items | Items % |

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5. Cancellation Reasons Report

| Reason | Orders | Percentage |

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6. SLA Breach Report

- Orders breaching fulfillment SLA
- Orders breaching delivery SLA
- Reasons & percentages

Monthly Report:-

7-Social Media Performance

- Total number of messages received.
- Total number of responses made.
- SLA response time.
- Message AHT for each agent.

the full report is completed and sent to me no later than the 4th–5th of every month.

FO Hierarchy

The FO team currently consists of 9 agents,

- FO Team Leader,
- CX supervisor,
- CX Manger

➡ Following this hierarchy is mandatory. Skipping steps is not allowed.

Thank you