

Standard Operating Procedure

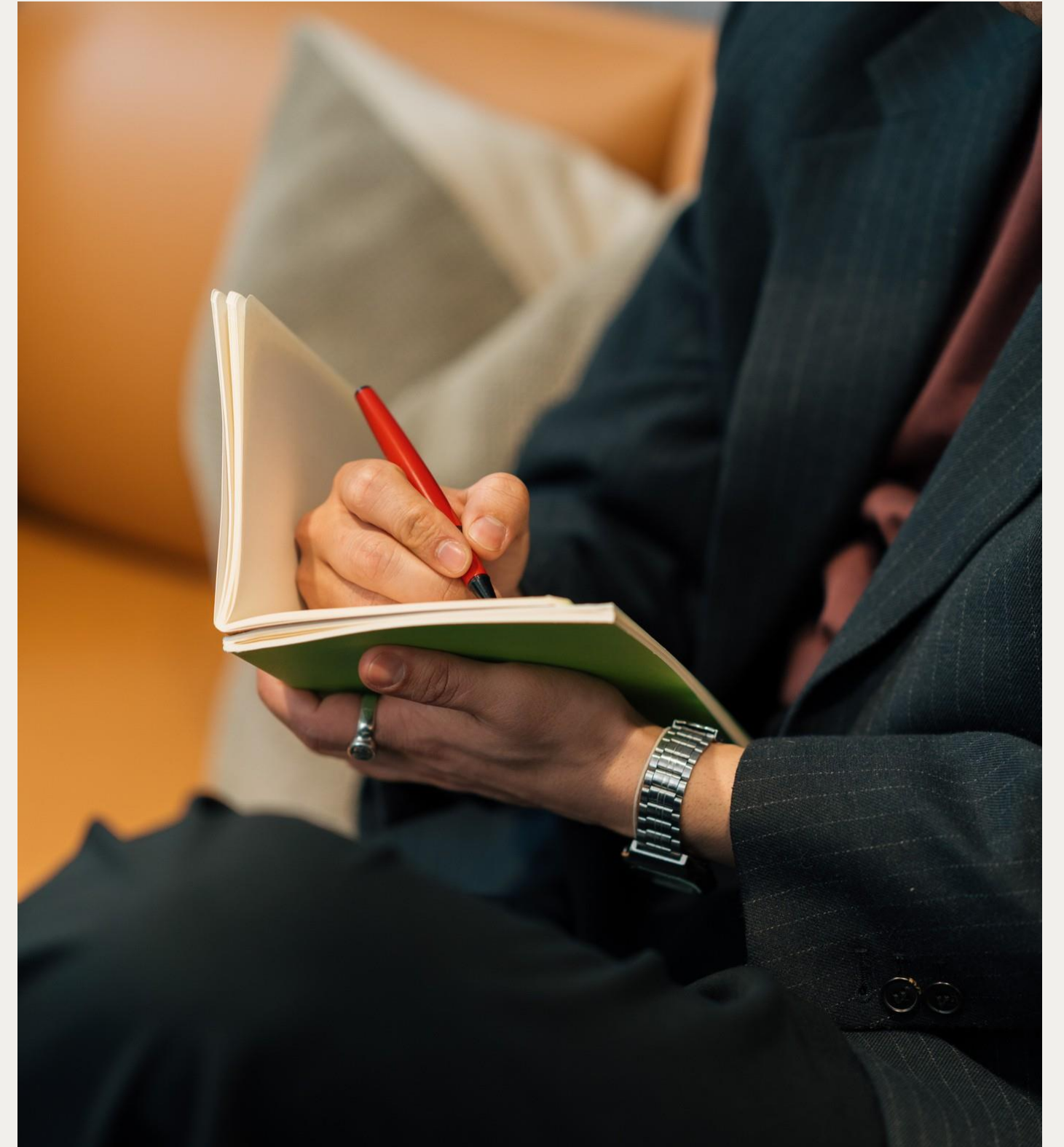
(SOP) Front Office (FO) Team

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

Pending orders confirmation methods:

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.

Pending Orders

File Edit View Insert Format Data Tools Gemini Extensions Help

Search Menus

100%

123

B

Summarize this data

	A	B	C	D	E	F	G	H	I	J	K	L	M
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	basmlak354@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	nervanazahrn@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	salmaamad8140@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						

Daily Orders v2

export (18)

Failed Payment

Failed Delivery

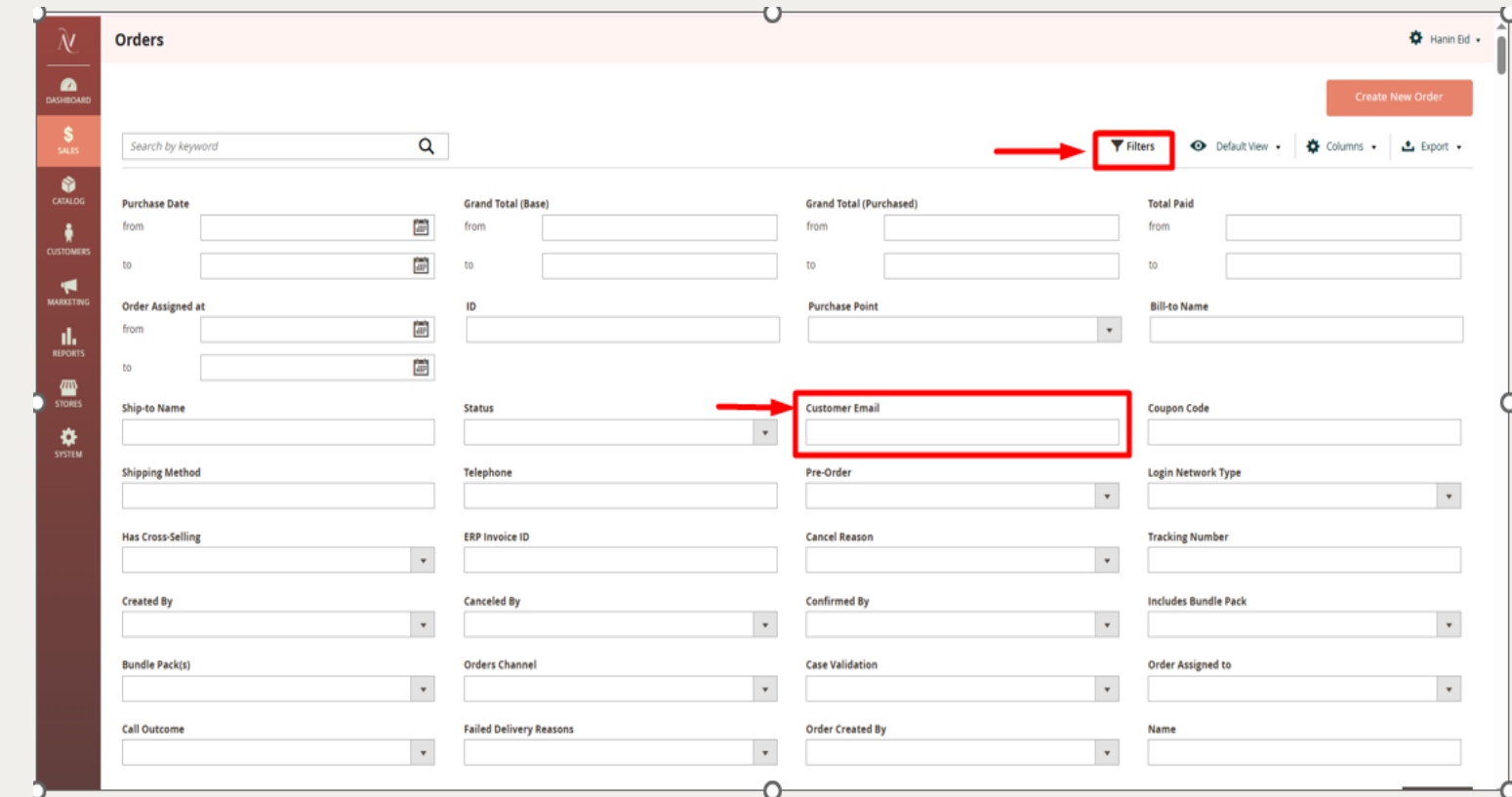
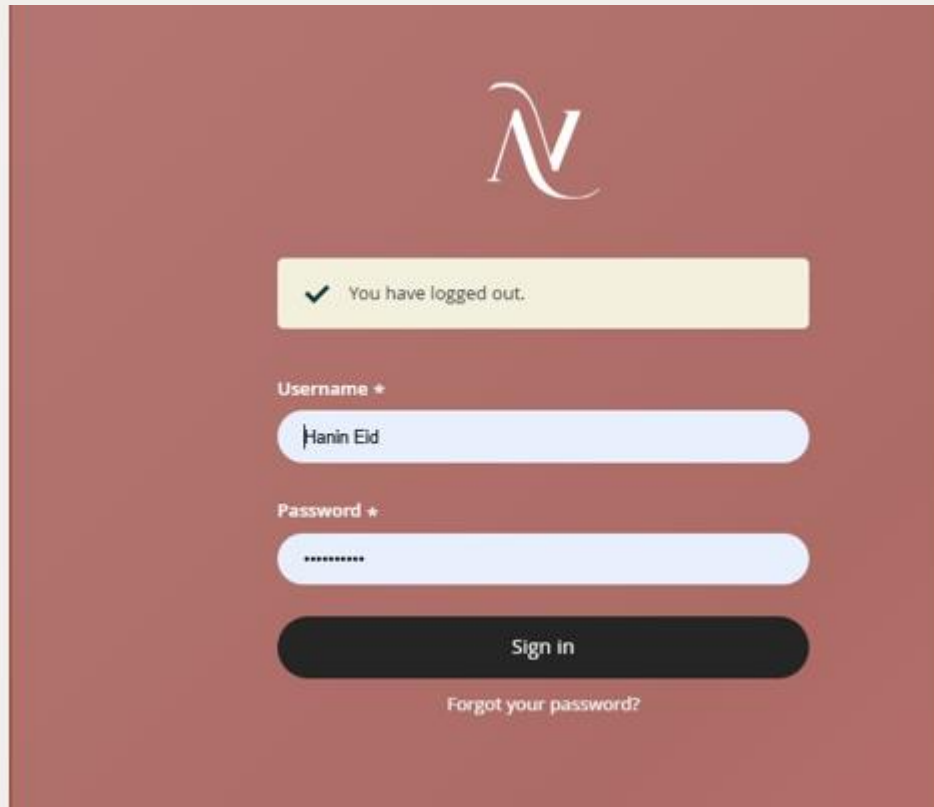
Feedback

Week End

Base

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

- Greeting & Introduction:** Begin the call with a polite greeting. Introduce yourself and mention that you are calling on behalf of the **Favelin**.
- Order Confirmation:** Confirm the customer’s order details, including the products, total price (after any discount code), and applicable shipping fees.
- Address Verification:** Verify the delivery address with the customer to ensure accuracy.
- 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.
- Closure & Assistance:** Ask the customer if they require any further assistance. End the call courteously by wishing them a pleasant day.

#000250786⚙️ Hanin Edit

ORDER VIEW

Information

Invoices

Credit Memos

Shipments

Comments History

History of Changes

RMA

Order & Account Information

Order # 000250786 (The order confirmation email was sent)

Order Date

Mar 17, 2026, 11:32:38 PM

Order Status

Processing

Purchased From

Favelin Store
English

Placed from IP

10.114.0.11 (196.128.172.233, 127.0.0.1, 127.0.0.1)

Account Information

Edit Customer

Customer Name

Toqa Abdelmoniem

Email

tokaabdo@gmail.com

Customer Group

General

Address Information

Billing Address

Edit

Toqa Abdelmoniem
Asturia Park
Rehab October City, D2, 2nd floor, Apt. 104
October City, Giza,
Egypt
T: +201001443858

Shipping Address

Edit

Toqa Abdelmoniem
Asturia Park
Rehab October City, D2, 2nd floor, Apt. 104
October City, Giza,
Egypt
T: +201001443858

Additional Information

No attributes for this order

Payment & Shipping Method

Payment Information

Online Payments
The order was placed using EGP.

Shipping & Handling Information

Shipping - Fixed LE 0.00

#000250786

← Back

Send Email

Credit Memo

Hold

Ship

Reorder

Prepare Aramex Shipment

Send SMS

Items Ordered									
Product	Item Status	Original Price	Price	Qty	Subtotal	Tax Amount	Tax Percent	Discount Amount	Row Total
Argan Repair Extra Set 300ML SKU: argan-repair-extra-set-300ml-6224002524799-6224002524805-6224002524973-6224003382077				Ordered 1					
Shampoo									
1 x Moroccan Argan Repair Shampoo 300ml	Invoiced	LE 299.00	LE 272.00	Ordered 1 Invoiced 1	LE 272.00	LE 0.00	0%	LE 14.00	LE 258.00
Conditioner									
1 x Moroccan Argan Repair Conditioner 300ml	Invoiced	LE 299.00	LE 272.00	Ordered 1 Invoiced 1	LE 272.00	LE 0.00	0%	LE 13.00	LE 259.00
Hair Mask									
1 x Moroccan Argan Repair Hair Mask 300gm	Invoiced	LE 439.00	LE 399.00	Ordered 1 Invoiced 1	LE 399.00	LE 0.00	0%	LE 20.00	LE 379.00
Hair Serum									
1 x Moroccan Argan Repair Hair Serum	Invoiced	LE 599.00	LE 453.00	Ordered 1 Invoiced 1	LE 453.00	LE 0.00	0%	LE 23.00	LE 430.00

Order Total

Notes for this Order

Status

Processing

Comment

☐ Notify Customer by Email

☐ Visible on Storefront

Order Totals

Subtotal

LE 1,396.00

Discount (fav5)

-LE 70.00

Shipping & Handling

LE 0.00

Grand Total

LE 1,326.00

Total Paid

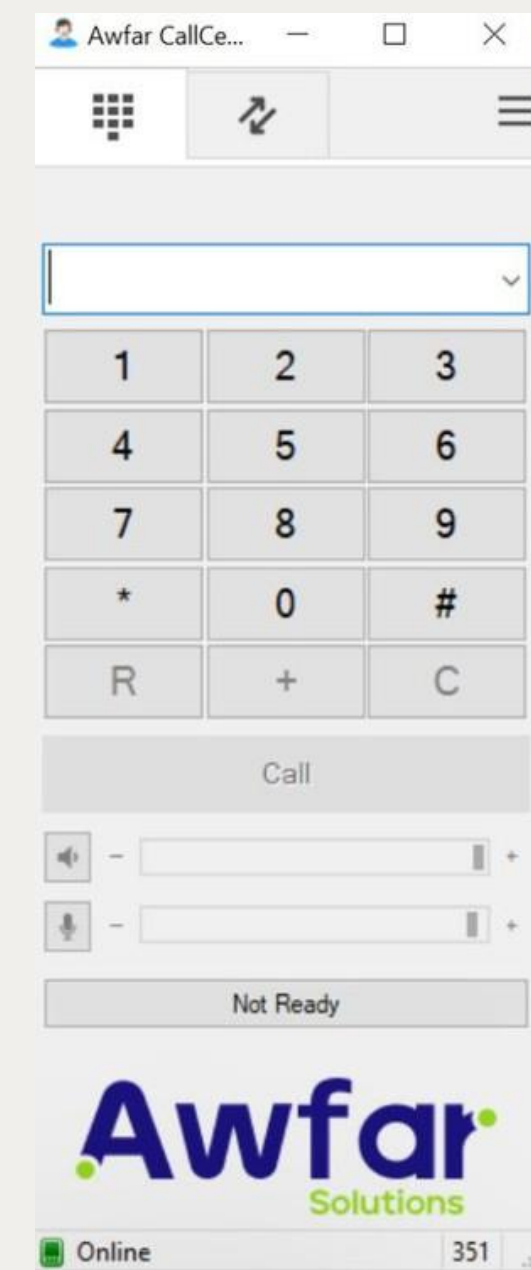
LE 1,326.00

Total Refunded

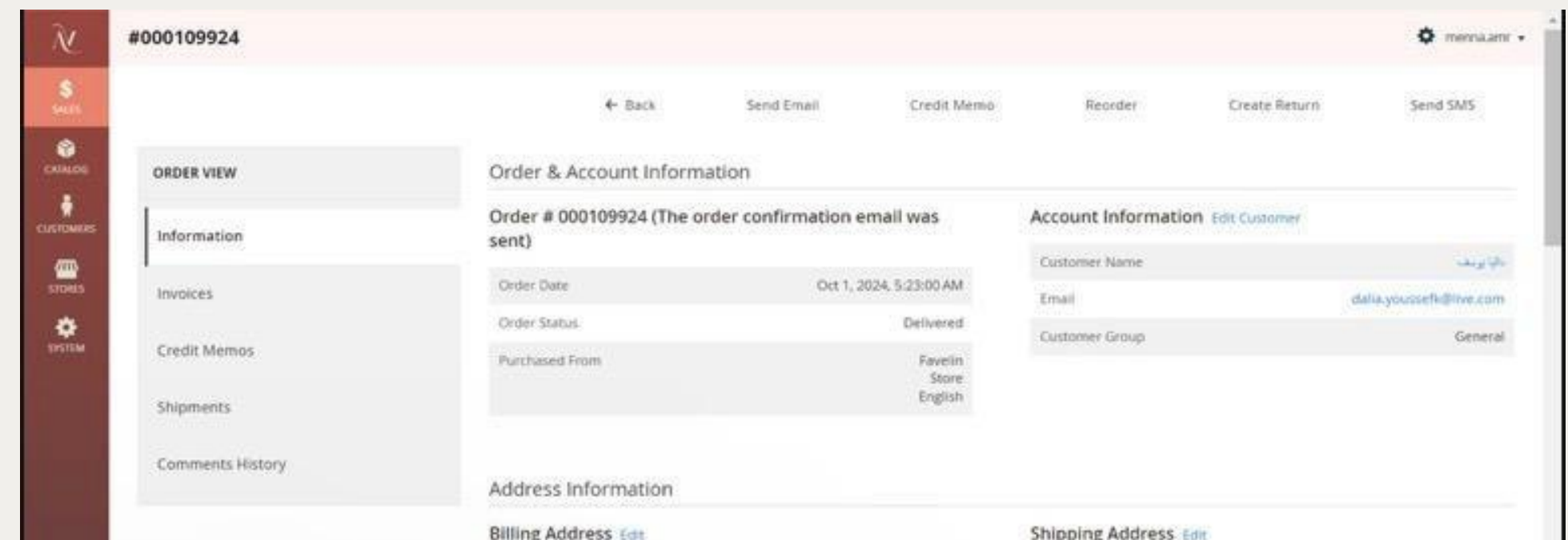
LE 0.00

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”.

Send Email

Hold

Invoice

Ship

Reorder

Prepa

Order & Account Information

Order # 000246295 (The order confirmation email was sent)

Account

Order Date

Feb 8, 2026, 10:22:56 PM

Customer

Order Status

Pending

Email

Invoice Totals

Subtotal

L.E 824.00

Discount (DrNouran)

-L.E 41.20

Shipping & Handling

L.E 89.00

Grand Total

L.E 871.80

☐ Append Comments

☐ Email Copy of Invoice

Submit Invoice

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

#000250785 Hanin Eid

ORDER VIEW

Information

Invoices

Credit Memos

Shipments

Comments History

History of Changes

RMA

Order & Account Information

Order # 000250785 (The order confirmation email was sent)

Order Date

Mar 17, 2026, 11:27:37 PM

Order Status

Pending

Purchased From

Favelin Store English

Placed from IP

10.114.0.10 (197.38.185.120, 127.0.0.1, 127.0.0.1)

Account Information

Customer Name

Mariam Ehab

Email

mariamehab12197@gmail.com

Customer Group

NOT LOGGED IN

Address Information

Billing Address [Edit](#)

Mariam Ehab
شارع مسجد الرحمن المنصرع من شارع القاعات
شقة ٧ برج مجدى فايز امام محل كوتشكا للجووم
Sohag City, Sohag City,
Egypt
T: +201220135159

Shipping Address [Edit](#)

Mariam Ehab
شارع مسجد الرحمن المنصرع من شارع القاعات
شقة ٧ برج مجدى فايز امام محل كوتشكا للجووم
Sohag City, Sohag City,
Egypt
T: +201220135159

Additional Information

No attributes for this order

Edit Order

Are you sure? This order will be canceled and a new one will be created instead.

Ok

Cancel

Submit Order

Add Products

Items Ordered

Product	Price	Qty	Subtotal	Discount	Row Subtotal	Action
Pamper Pack Extra Cupcake Glaze SKU: Pamper Pack Extra - Cupcake Glaze-6224002524898-6224002524904-6224002524911-6224002524928	1,037.00.م.ع ☐ Custom Price*	1	1,037.00.م.ع	-52.00.م.ع ☒ Apply	985.00.م.ع	Please select
Total 1 product(s)			Subtotal:	1,037.00.م.ع	-52.00.م.ع	985.00.م.ع

* - Enter custom price excluding tax

Apply Coupon Code
Love5 🛒

Account Information

Email

Order Attributes

Orders Channel

Case Validation

Order Assigned to

Update Items and Quantities

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.

← Back

Send Email

Credit Memo

Hold

Ship

Reorder

Prepare Aramex Shipment

Send SMS

Order & Account Information

Order # 000247771 (The order confirmation email was sent)

Order Date

Feb 24, 2026, 11:00:25 PM

Order Status

Processing

Purchased From

Favelin Store
English

Placed from IP

45.244.17.156

Account Information

Customer Name

Sarah Mostafa

Email

sarahmabdrabou@gmail.com

Customer Group

NOT LOGGED IN

Refund Totals

Subtotal

L.E 1,926.00

Discount (FAV5)

-L.E 96.30

Refund Shipping

0

Adjustment Refund

Adjustment Fee

Grand Total

L.E 1,829.70

Update Totals

☐ Append Comments

☐ Email Copy of Credit Memo

Refund Offline

Order & Account Information

Order # 000247622 (The order confirmation email was sent)

Order Date

Feb 23, 2026, 9:36:35 PM

Order Status

Closed

Purchased From

Favelin Store
English

- 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.

← Back

Send Email

Hold

Invoice

Ship

Reorder

Prepare Aramex Shipment

Cancel

Send SMS

Edit

Order & Account Information

Order # 000247777 (The order confirmation email was sent)

Order Date

Feb 24, 2026, 11:37:53 PM

Order Status

Pending

Purchased From

Favelin Store English

Placed from IP

156.217.241.44

Account Information

Customer Name

Malak Eissa

Email

lukaa3566@gmail.com

Customer Group

NOT LOGGED IN

Cancel Order

Please select a cancellation reason:

-- Please select --

-- Please select --

Customer Issues - No Answer

Customer Issues - Changed Mind

Customer Issues - Duplicate Order

Customer Issues - Personal Emergency

Customer Issues - Order By Mistake

Customer Issues - Wrong Phone Number

Customer Issues - Found Better Deal

Customer Issues - Refuse to Mention

Customer Issues - Wrong Product Ordered

Operations Issues - Stock Issues

Operations Issues - Late Delivery

Operations Issues - Uncovered Delivery Area

Customer Issue - Reorder

Test

Confirm

Cancel

Send SMS

Edit

Malak Eissa

lukaa3566@gmail.com

NOT LOGGED IN

Order Status

Pending

Email

Purchased From

Favelin Store English

Customer Group

Placed from IP

156.217.241.44

Address Information

Billing Address

Edit

Malak Eissa

مركز بدر

شارع فيوه الإسفلا امام المستشفى العام

Markaz Kom Hamada, Beheira,

Egypt

T: +201025952352

Shipping Address

Edit

Malak Eissa

مركز بدر

شارع فيوه الإسفلا امام المستشفى العام

Markaz Kom Hamada, Beheira,

Egypt

T: +201025952352

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."

Amasty notice: Please go to [Configuration](#) and register your instance to avoid unlicensed product usage.

#000250900

Hanin Eid

← Back

Send Email

Hold

Invoice

Ship

Reorder

Prepare Aramex Shipment

Cancel

Send SMS

Edit

ORDER VIEW

Information

Invoices

Credit Memos

Shipments

Comments History

History of Changes

RMA

Order & Account Information

Order # 000250900 (The order confirmation email was sent)

Order Date

Mar 18, 2026, 3:09:25 PM

Order Status

Pending

Purchased From

Favelin Store English

Placed from IP

10.114.0.9 (2c0ffc89:811bf009:ece6:8f8d:f305:19de, 127.0.0.1, 127.0.0.1)

Account Information

Customer Name

Basma Helmy

Email

bassma_helmy@hotmail.com

Customer Group

NOT LOGGED IN

Address Information

Billing Address

Edit

Basma Helmy

Group 33 building 4 Apartment 32 Rehab 1

Apartment

EL Rehab, Cairo,

Egypt

T: +201151535636

Shipping Address

Edit

Basma Helmy

Group 33 building 4 Apartment 32 Rehab 1

Apartment

EL Rehab, Cairo,

Egypt

T: +201151535636

Additional Information

No attributes for this order

Payment & Shipping Method

Send SMS

Message

Character count: 0

Cancel

Send SMS

If the customer is unreachable

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

Order Total

Notes for this Order

Status

Pending

No Answer 1

No Answer 2

No Answer 3

No Answer 4

Pending

Unclear Address

Waiting For Stock

Cancel Order

Please select a cancellation reason:

-- Please select --

-- Please select --

Customer Issues - No Answer

Customer Issues - Changed Mind

Customer Issues - Duplicate Order

Customer Issues - Personal Emergency

Customer Issues - Order By Mistake

Customer Issues - Wrong Phone Number

Customer Issues - Found Better Deal

Customer Issues - Refuse to Mention

Customer Issues - Wrong Product Oredered

Operations Issues - Stock Issues

Operations Issues - Late Delivery

Operations Issues - Uncovered Delivery Area

Customer Issue - Reorder

Test

Confirm

Order Status

Pending

Email

Purchased From

Favelin Store English

Customer Group

Placed from IP

154.129.214.40

Address Information

Billing Address

Edit

إيمان صلاح
القرين حي المزينين شارع الجلاء
القرين حي المزينين شارع الجلاء
Al Qurayn, AL Sharqia,
Egypt
T: 012 81826339

Shipping Address

Edit

إيمان صلاح
القرين حي المزينين شارع الجلاء
القرين حي المزينين شارع الجلاء
Al Qurayn, AL Sharqia,
Egypt
T: 012 81826339

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

From: Menna from favelin <support@favelin.delight.chat> ▼

Cc Bcc

To: hanin.mohamed@favelin.com ×

Subject: Confirmation needed for order no :0024000

Dear Hanin

I hope this email finds you well.

Regarding your order with number from 0024000 Favelin.

We attempted to contact you using the phone number provided (01078787968), but it appears to be incorrect. Could you kindly provide us with the correct phone number so we can reach you regarding your order?

Best regards,

Favelin Customer Care

Cancel Order

Please select a cancellation reason:

-- Please select --

-- Please select --

Customer Issues - No Answer

Customer Issues - Changed Mind

Customer Issues - Duplicate Order

Customer Issues - Personal Emergency

Customer Issues - Order By Mistake

Customer Issues - Wrong Phone Number

Customer Issues - Found Better Deal

Customer Issues - Refuse to Mention

Customer Issues - Wrong Product Ordered

Operations Issues - Stock Issues

Operations Issues - Late Delivery

Operations Issues - Uncovered Delivery Area

Customer Issue - Reorder

Test

Order Date

Order Status

Purchased P

Placed from

Address I

Billing Add

Basma Helmy

Group 33 buil

Apartment

EL Rehab, Cai

Egypt

T: +20115152

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**.

Pending Orders												
File Edit View Insert Format Data Tools Gemini Extensions Help												
G19832 Confirmed												
	A	B	C	D	E	F	G	H	I	J	K	L
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 I
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
19830	000249660	3/12/2026	1205104321	monaadel23@gmail.com	2109	Amr Talaat	Cancelled	بنقولي مطلبيش اوردر				Call
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	is sent	12/3			
19834	000249663	3/12/2026	1128873911	shahdamir668@gmail.com	1367	Amr Talaat	Confirmed					
19835	000249664	3/12/2026	1063499963	farahemad721@gmail.com	1074	Amr Talaat	Cancelled					Call
19836	000249666	3/12/2026	1063499063	farahemad721@gmail.com	1074	Amr Talaat	No Answer 1					
19837	000249671	3/12/2026	1024008625	asmaakhalifa2027@gmail.com	1399	Amr Talaat	Reorder					
19838	000249674	3/12/2026	1112269919	kholoudahmed305@gmail.com	1253	Amr Talaat	No Answer 2	is sent	12/3			
19839	000249675	3/12/2026	1004953135	esraa_amal@yahoo.com	714	Amr Talaat	No Answer 3					
19840	000249676	3/12/2026	1157182227	shahdamr072@gmail.com	1253	Amr Talaat	No Answer 3	ustomer				
19841	000249679	3/12/2026	1063707865	mona.hammad85@hotmail.com	744	Amr Talaat	Test	ustomer				
19842	000249681	3/12/2026	1202683681	oliviamagdy161@hotmail.com	1253	Amr Talaat		is sent	12/3			
19843	000249682	3/12/2026	1298765432	cac135af17@emailawb.pro	1892	Amr Talaat		is sent	12/3		14/3	
19844	0002000001715	3/12/2026	1146966298	fatamasalah95@gmail.com	1444	Amr Talaat	Confirmed	is sent				
19845	000249683	3/12/2026	1092849808	amanyhamada8887@gmail.com	1304	Amr Talaat	Confirmed					
19846	000249684	3/12/2026	1223368359	shahdawad85@gmail.com	2218	Amr Talaat	Confirmed					
19847	000249686	3/12/2026	1115584007	gogoomar1999@hotmail.com	1536	Amr Talaat	Confirmed					
19848	000249687	3/12/2026	1002411718	aya19serag@gmail.com	1989	Amr Talaat	Confirmed					
19849	0002000001717	3/12/2026	1094707777	raniamelshrief@gmail.com	972	Amr Talaat	Confirmed	smc sent	12/3			

Pending Orders

File Edit View Insert Format Data Tools Gemini Extensions Help

Menus

100%

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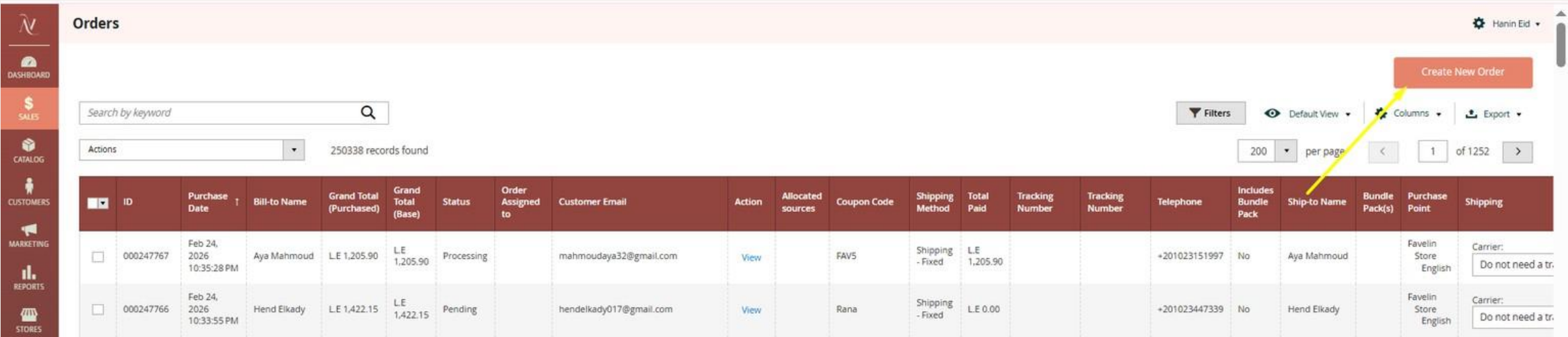
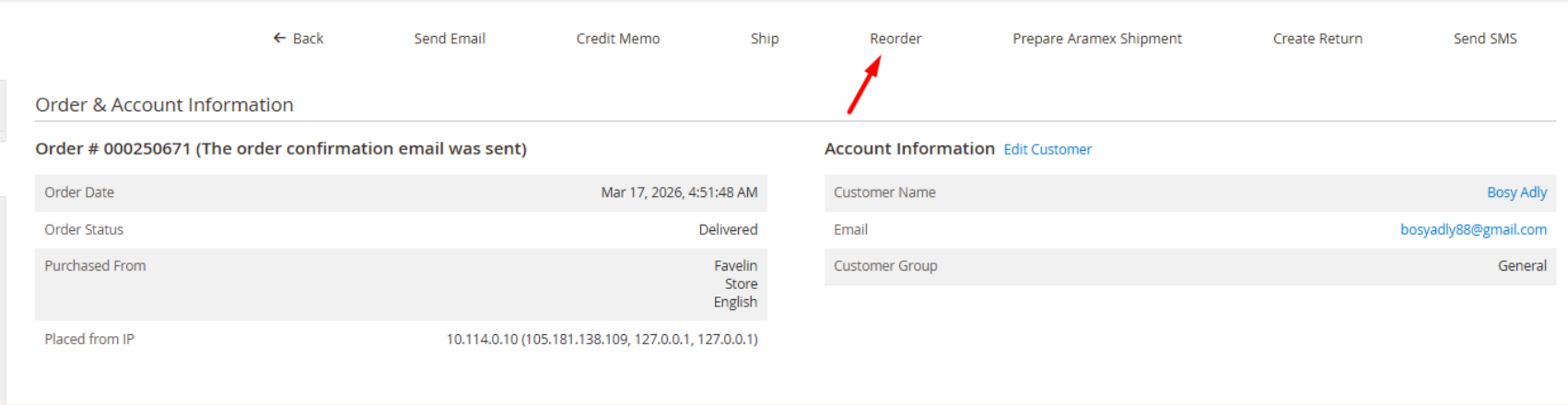
Calibri

10

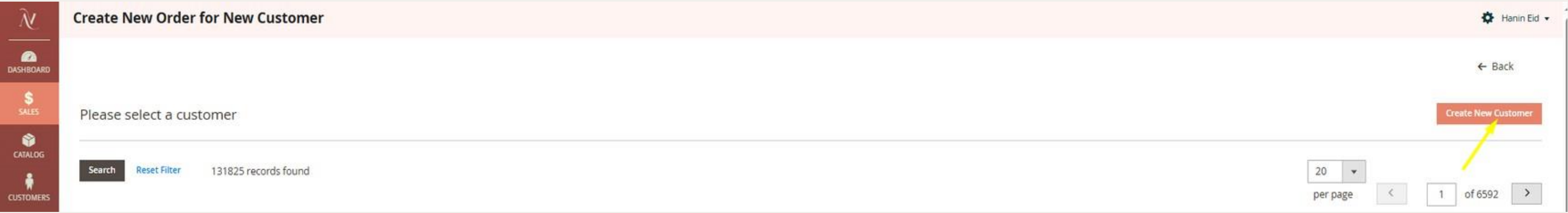
B I

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.

Cancel

Submit Order

Items Ordered

Product	Price	Qty	Subtotal	Discount	Row Subtotal	Action
No ordered items						

Add Products

Account Information

Group

General

Email

Order Attributes

Orders Channel

Case Validation

Order Assigned to

Order Assigned at

Failed Delivery Reasons

Cancel

Submit Order

Please select products

Search

Reset Filter

350 records found

20

per page

<

1

of 18

>

ID

↑

Product

SKU

Price

From

To

Select

Any

Quantity

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.

Items Ordered

Add Products

Product	Price	Qty	Subtotal	Discount	Row Subtotal	Action
Argan Repair Deluxe Set 500ML SKU: argan-repair-deluxe-set-500ml-old	L.E 0.00 ☐ Custom Price*	1	L.E 0.00	L.E 0.00 ☒ Apply	L.E 0.00	Please select v
Total 1 product(s)			Subtotal:	L.E 0.00	L.E 0.00	L.E 0.00

* - Enter custom price excluding tax

Apply Coupon Code

Update Items and Quantities

Account Information

- **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.

First Name

Middle Name/Initial

Last Name

Name Suffix

Company

Street Address

Country

Egypt

State/Province

Please select

City

Please select a city.

Zip/Postal Code

Phone Number



010 01234567

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.

Payment & Shipping Information

Payment Method

☐ Cash On Delivery

☐ Online Payments

Free Gift

No free gift(s) are available

Shipping Method *

Shipping

☐ Fixed - L.E 0.00

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

Order Total

Order History

Order Comments

Order Totals

Subtotal

L.E 1,729.56

Gift Wrapping

L.E 0.00

Shipping & Handling

L.E 0.00

Gift Wrapping

L.E 0.00

Store Credit Max

L.E 0.00

Grand Total

L.E 1,729.56

☒ Append Comments

☒ Email Order Confirmation

Submit 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.

← Back

Send Email

Hold

Invoice

Ship

Reorder

Prepare Aramex Shipment

Cancel

Send SMS

Edit

Order & Account Information

Order # 000247773 (The order confirmation email is not sent)

Order Date

Feb 24, 2026, 11:15:00 PM

Order Status

Pending

Purchased From

Favelin Store English

Account Information

Edit Customer

Customer Name

Nada Ahmed

Email

hanin.moh@gmail.com

Customer Group

General

← Back

Send Email

Hold

Invoice

Ship

Order & Account Information

Order # 000247160 (The order confirmation email is not sent)

Order Date

Feb 18, 2026, 4:05:16 PM

Order Status

Pending

Purchased From

Favelin Store English

Order Date

Feb 18, 2026, 3:40:54 PM

Order Status

Processing

Purchased From

Favelin Store English

Placed from IP

197.52.142.42

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**.

Pending Orders

File Edit View Insert Format Data Tools Gemini Extensions Help

Menus

H2443

	A	B	C	D	E	F	G	H
1		Date of calls	Order ID	Customer Number	First Order	Agent Name	Feedback	Details
2434								
2435								
2436								
2437								
2438								
2439								
2440								
2441								
2442								
2443								
2444								
2445								
2446								
2447								
2448								
2449								
2450								
2451								
2452								
2453								
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2457								
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2460								
2461								
2462								
2463								
2464								
2465								
2466								
2467								

Daily Orders v2

Week End

export (18)

Failed Payment

Failed Delivery

Feedback

Base

2-The Call Script

- **Greeting:**
Favelin مساء/صباح الخير أ / ... مع حضرتك (الاسم) من "
- **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 آراء 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 “

	A	B	C	D	E	F	G	H
1		Date of calls	Order ID	Customer Number	First Order	Agent Name	Feedback	Details
2434								
2435							No answer	
2436							Product Quality Issues	
2437							Product not as expected	
2438							Delivery Delays	
2439							Delivery experience (Courier)	
2440							Delivery Experience (packaging)	
2441							Customer Service Experience	
2442							Pricing	
2443							Out of Stock/ Unavailable Items	
2444							No Issue/ Personal Reasons	
2445							Switched to another brand	
2446							Still has stock from previous order	
2447							Ordered Recently	
2448							Mobile Closed	
2449							purchase our products from another store	
2450							All Good	
2451							Not interesting	
2452								
2453								
2454								
2455								
2456								
2457								
2458								
2459								
2460								

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.

Pending Orders

File Edit View Insert Format Data Tools Gemini Extensions Help

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Summarize this data

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Order Number	Purchase Date	Telephone	Email	Grand Total	Agent Name	Outcome	Failed Delivery Reason	New Order Number	Action Date	Note	New Exp Date	ID	MM-DD	yy-mm
1653	000			gypt.edu.eg										12 - 30	99 - 12
1654		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1655		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1656		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1657		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1658		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1659		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1660		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1661		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1662		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1663		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1664		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1665		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1666		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1667		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1668		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1669		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1670		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1671		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1672		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1673		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1674		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1675		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1676		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1677		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1678		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1679		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1680		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1681		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A
1682		#N/A	#N/A	#N/A	#N/A								#N/A	#N/A	#N/A

Daily Orders v2

Week End

export (18)

Failed Payment

Failed Delivery

Feedback

Base

2-The Call Script

صباح/ مساء الخير أ/ ...

بتواصل مع حضرتك بخصوص اخر اوردر حضرتك سجلتيه للأسف موضح من تحديثات شركة الشحن ان الاوردر Favelin مع حضرتك (الأسم) من رجعلنا مرة اخرى استأذنك توضيحي 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

Pending Orders

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	A	B	C	D	E	F	G	H	I	J	K
1	Order Number	Purchase Date	Telephone	Email	Grand Total	Agent Name	Outcome	Failed Delivery Reason	New Order Number	Action Date	Note
				gypt.edu.eg							
1653	000										
1654		#N/A	#N/A	#N/A	#N/A			Customer Refused			
1655		#N/A	#N/A	#N/A	#N/A			Late Delivery			
1656		#N/A	#N/A	#N/A	#N/A			Customer Unreachab (Aramex)			
1657		#N/A	#N/A	#N/A	#N/A			Courier Attitude			
1658		#N/A	#N/A	#N/A	#N/A			Received Another Order			
1659		#N/A	#N/A	#N/A	#N/A			Purchased from Distributor			
1660		#N/A	#N/A	#N/A	#N/A			Purchased from Another Brand			
1661		#N/A	#N/A	#N/A	#N/A			Fake update - Attempt			
1662		#N/A	#N/A	#N/A	#N/A			Wrong Details			
1663		#N/A	#N/A	#N/A	#N/A						
1664		#N/A	#N/A	#N/A	#N/A						
1665		#N/A	#N/A	#N/A	#N/A						
1666		#N/A	#N/A	#N/A	#N/A						
1667		#N/A	#N/A	#N/A	#N/A						

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/1WpV54clQs2pp8qb_L88BnWLhwhp0381DyOfcsBJmwgY/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.

Pending Orders

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Order ID

Summarize this data

	C	D	E	F	H	I	J	K	L	M	N	O
1	Order ID	Telephone unique	Purchase Date	Email	Grand Total	Agent Name	Outcome	Failed Payment Reasons	System issue Dropdown	New Order Number	Action Date	Note
451												
452												
453												
454												
455												
456												
457												
458												
459												
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Daily Orders v2 export (18) Failed Payment Failed Delivery Feedback Base Week End

2-The Call Script

صباح / مساء الخير أ / ...

بتواصل مع حضرتك بخصوص اوردرد حضرتك سجلتيه وبتحاولي تدفعي اونلاين ولكن Favelin مع حضرتك (الأسم) من عملية الدفع لم تكتمل نستأذنك توضيحنا 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

Pending Orders

File Edit View Insert Format Data Tools Gemini Extensions Help

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	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Order ID	Telephone unique	Purchase Date	Email	Grand Total	Agent Name	Outcome		Failed Payment Reasons	System issue Dropdown	New Order Number	Action Date	Note
559													
560													
561													
562													
563													
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565													
566													
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568													
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+ Summarize this data

Daily Orders v2 export (18) Failed Payment Failed Delivery Feedback Base Week End

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..

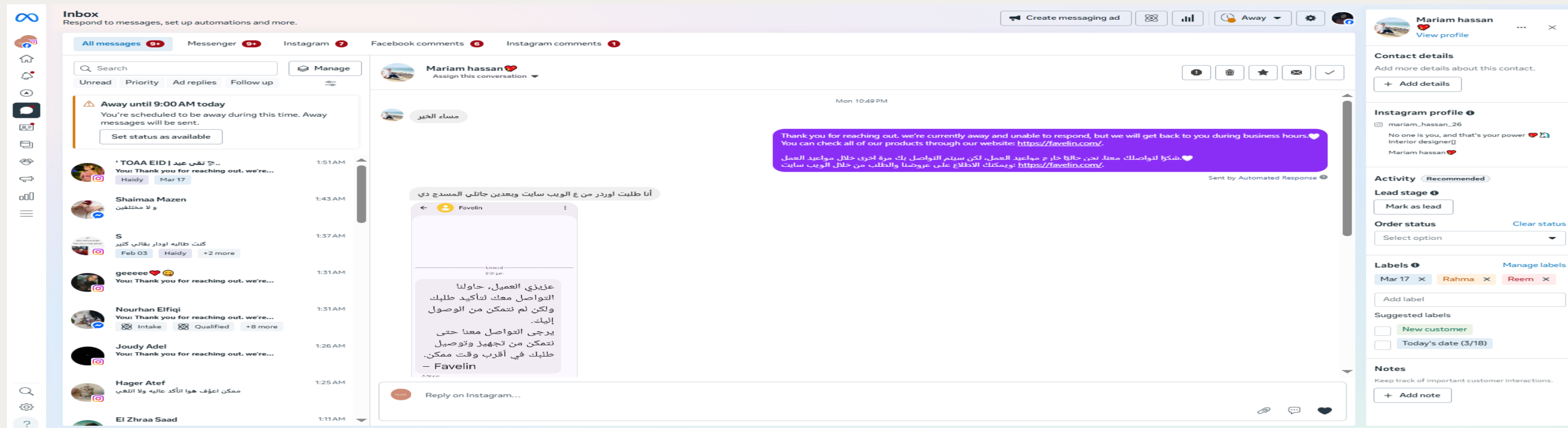
Cancelled by Customer

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.

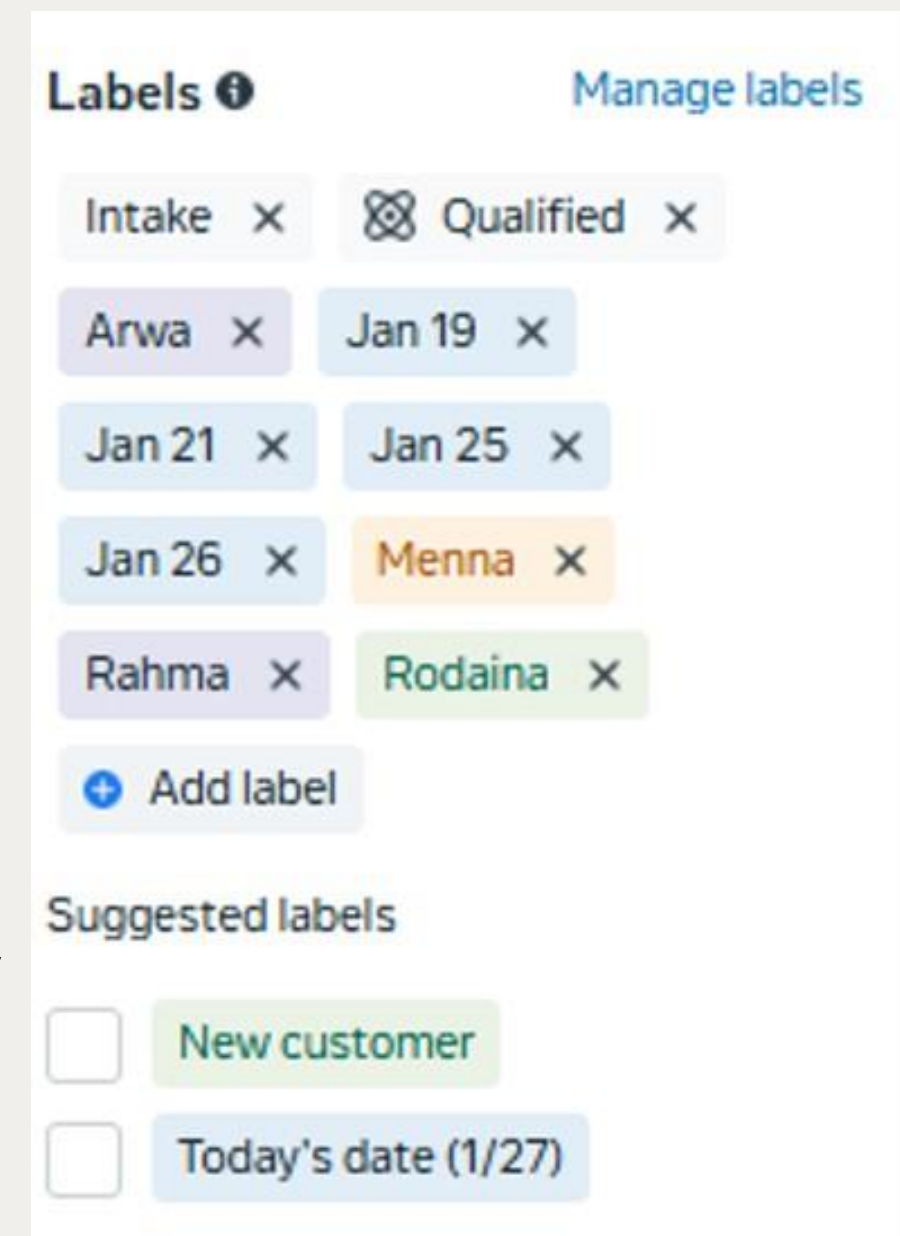
How to reply to Messages

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.



➤ Service Recovery & Issue Resolution Guide

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/1FAIpQLSfvkHWyoXGbjb1bC6illZr4d_9AhVrzh0PU3QzIEikB5reqlw/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>

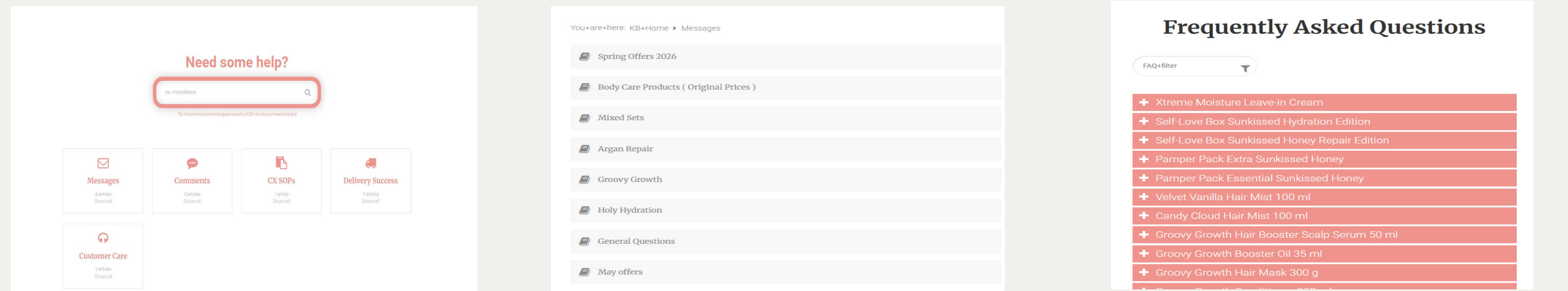
➤ **Closing the Interaction:**

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-](https://docs.google.com/spreadsheets/d/15x5IoJrmr31v-Z3eYvLZ3NV9zwNAimvzTmBwuOehPNI/edit?pli=1&gid=0#gid=0)

[Z3eYvLZ3NV9zwNAimvzTmBwuOehPNI/edit?pli=1&gid=0#gid=0](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).

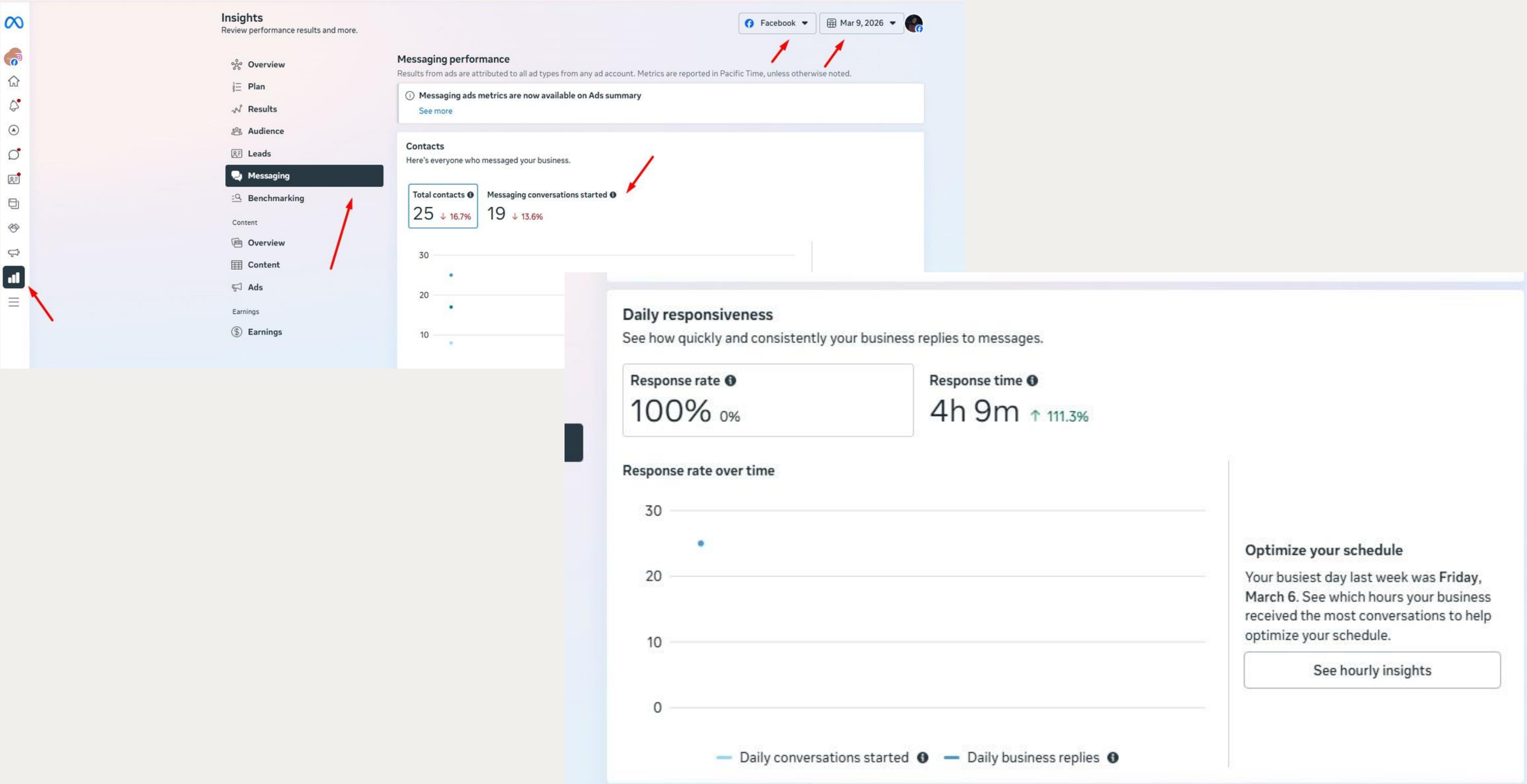
Orders statistics:

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

Delight messages:

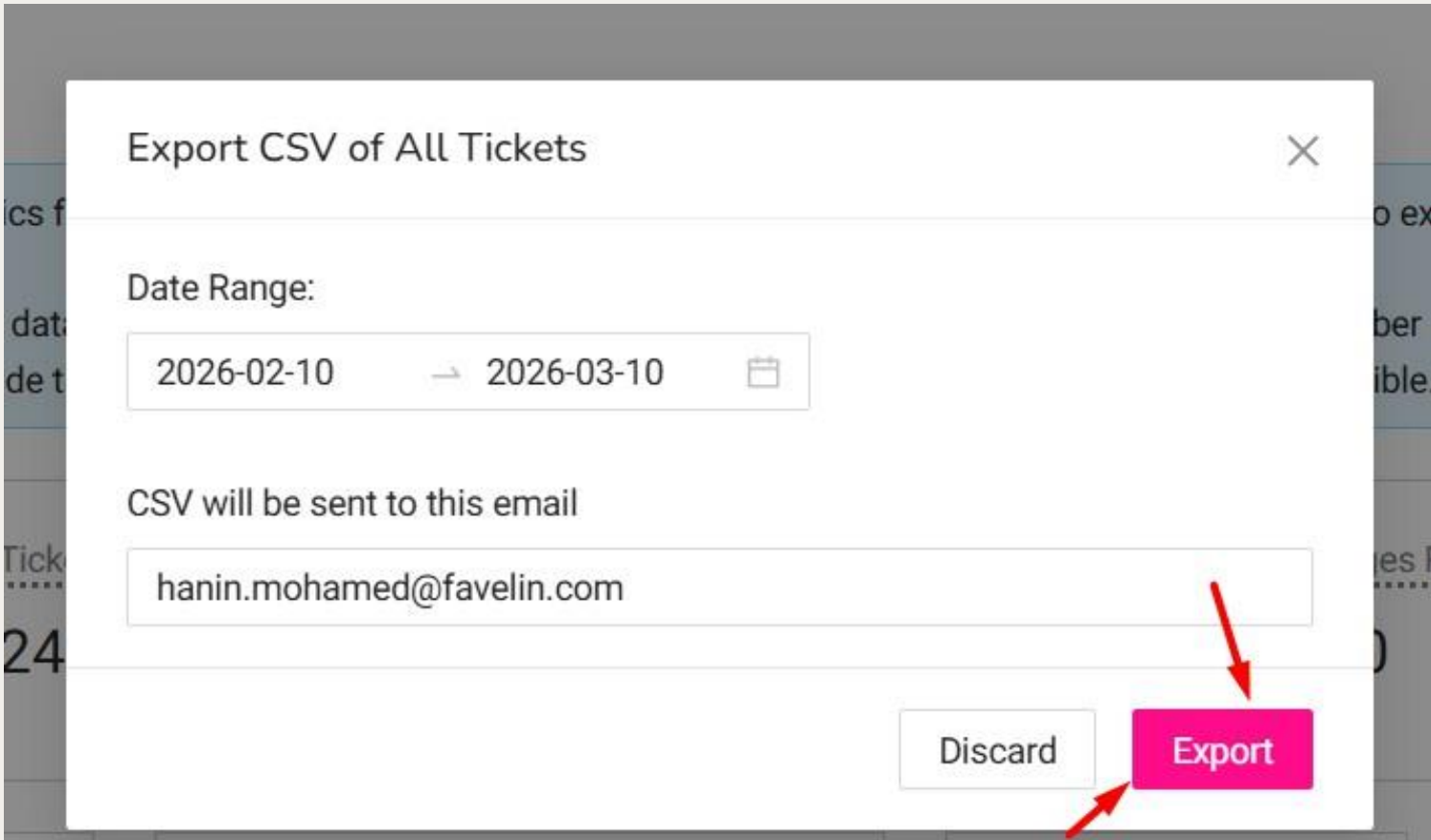
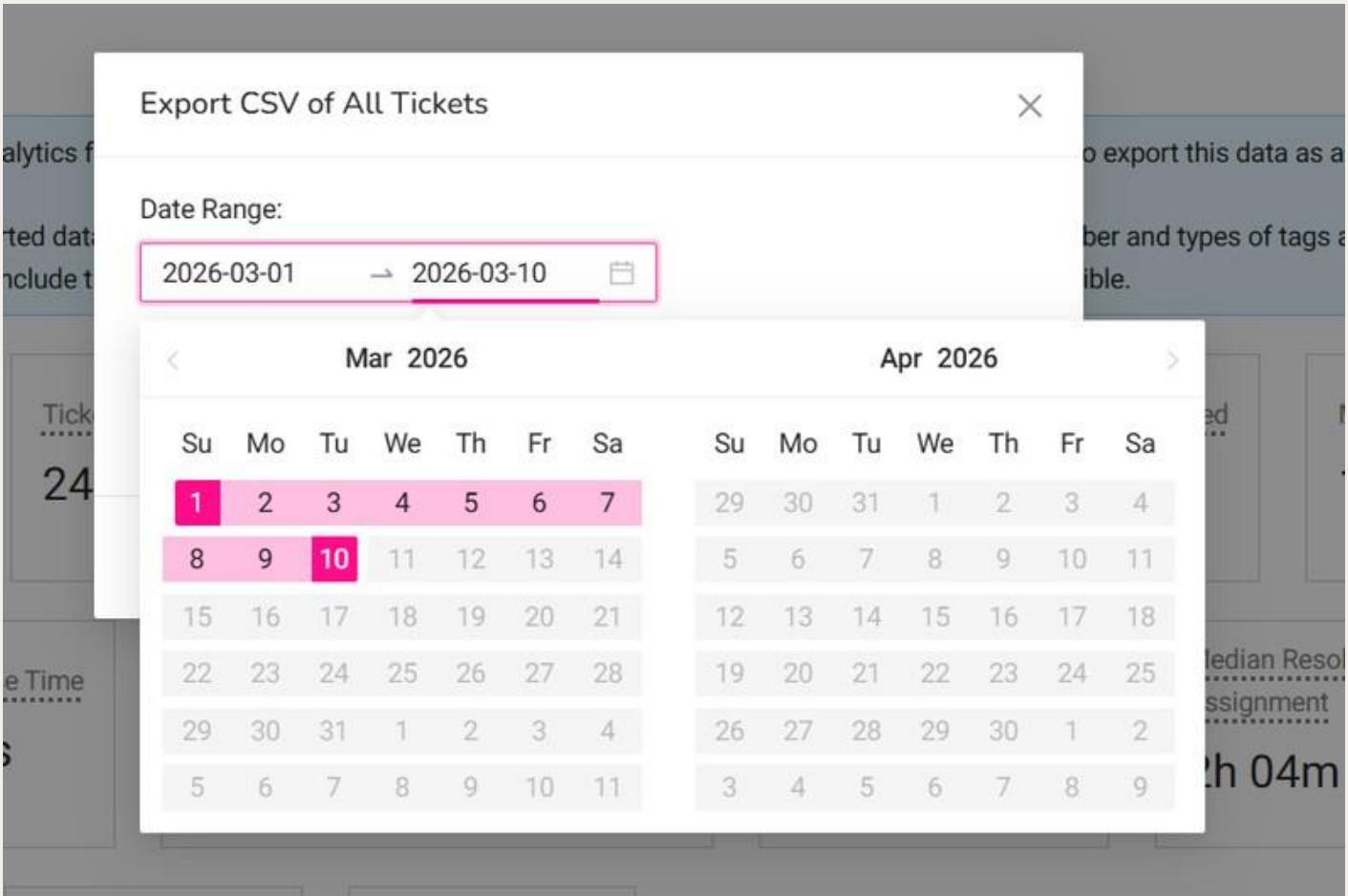
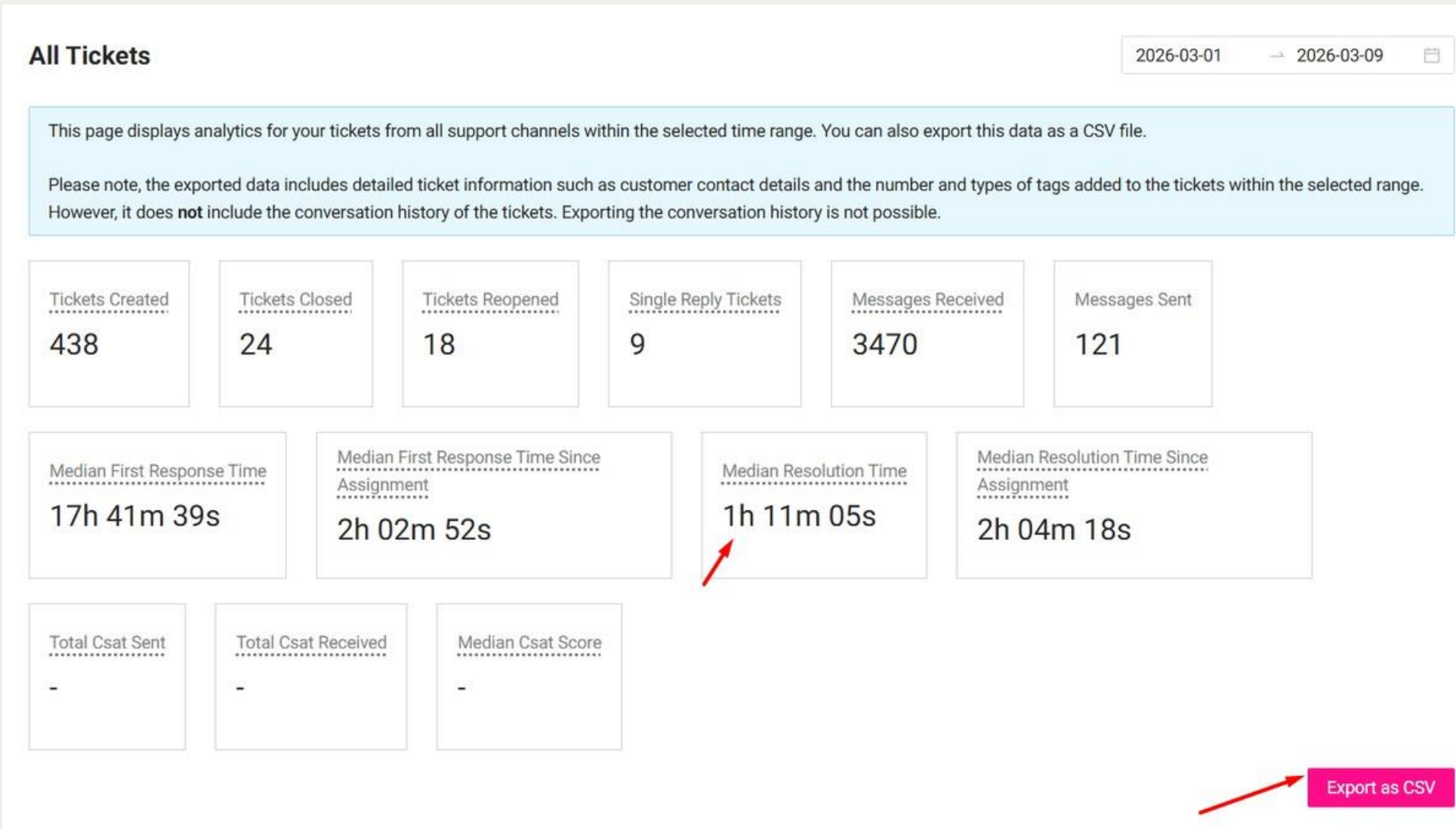
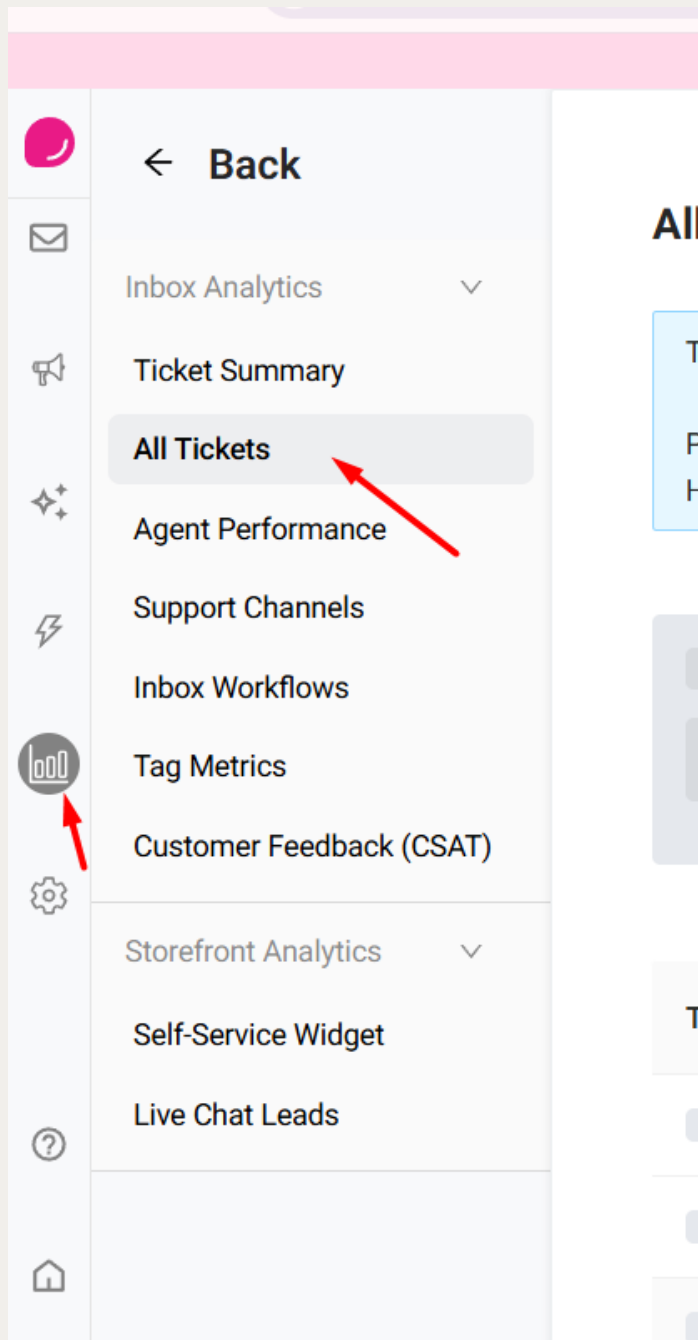
- Number of delight messages , their status (closed or open), and response time from entry to reply.

From Meta:



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 distributor	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 distributor	1	1%	
Unreachable Customer Aramex			
Total	116	100%	

Failed Delivery overview

Total Done At March					Month		March	Feb at March	Total Done At March
Calls Outcome	No. Of Customers	%	Failed Delivery Reasons		Total Failed Delivery Orders		108	84	192
Reorder	72	38%	Customer Unreachab (Aramex) 17 Fake update - Attampt 33 Courier Attitude 9 Received Another Order 5 Customer Refuse 6 Blank 2		Reached Customers		71	65	136
Duplicated	12	6%	Customer Refuse 3 Customer Unreachab (Aramex) 1 Wrong Details 2 Courier Attitude 1 Fake update - Attampt 2 Received Another Order 3		No Answer/Unreachable/Blank		37	19	56
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%							

Overview Feedback

Feb calls Feedback	2026		Feb 2026		
Reasons	N.of customers	%	Total Customers Called	1032	100%
Product Quality Issues	19	2%	Feedback Collected	521	50%
Product not as expected	19	2%	Unreachable Customers	511	50%
Delivery Delays	3	0%			
Delivery experience (Courier)	1	0%	Product Quality Issue Breakdown		
Delivery Experience (packaging)	19	2%	Product Name	Issue	No. of Issues
Customer Service Experience	4	0%	Groovy Growth	Watery texture	2
Pricing	3	0%	Argan Shampoo - All set	Issue with new formula	4
Out of Stock/ Unavailable Items	1	0%	New Hair sets	No effect	3
purchase our products from another store	2	0%	Old argan set - Hair Mask	Turned her hair white	3
No Issue/ Personal Reasons	1	0%	Holy Hydratiom Shampoo - Holy Hyration set	Dried her hair	4
Switched to another brand	0	0%	Violet Twist Body Butter	Not good	1
Still has stock from previous order	14	1%	In the Wilds Body Lotion 250ml Violet Twist Body Lotion 250ml	Good but it was watery formula Not Hydrate	2
Not interesting	17	2%	Shower gel	Didn't produce foam	1
Unreachable Customers (No answer- phone closed)	507	49%	Dry Oil	Bad quality & Scent	1
All Good	418	41%	Autmizer of shampo &conditine	Doesn't work	1
Ordered Recently	4	0%			
Total	1032	100%			

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

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 % |

4. Coupon Code Performance

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

5. Cancellation Reasons Report

| Reason | Orders | Percentage |

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
