CASE

PANEL

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SESSION OBJECTIVES

By session end you will be able to identify with:

1. **CASE PANEL Overview**
2. **Data Capturing in Case Panel.**
3. **Various Case Types & their respective dispositions.**
4. **Agent Instructions, Agent Checklist & Agent Script**
5. **Flow for tagging a case.**

AGENDA

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CASE PANEL – SCREEN OVERVIEW

CASE PANEL – Need & Use

NAAPTOL is known for it's unique products & aftersales support. There are occasions when customer will be contacting us after he has placed order with us. These contacts can be in form of enquiries regarding their order or in form of complaints over the product/services received.

CASE PANEL empowers us to lodge such Post-Sale contacts on our CRM.

CASE PANEL – Data Capturing

Case Panel				*Mandatory Fields
Caller No. *		Order No. *	8123456	View
First Name *	JAYESH C	Last Name *	SERETHIA	
Phone no.	9726627050	Mobile No.	9726627050	
Email ID		State	Select	
Category	Dress Material	Product	Manasvi Printed Dress Material - Set of 7	
Complaint Source *	Call	Total Complaint	1	

Data Capturing refers to updating customer order related details on Case Panel. These details are not to be manually filled. Simply input Order Reference Number in "Order No." text box and all relevant details will automatically be updated.

CASE PANEL – Data Capturing (cont.)

Case Panel			*Mandatory Fields
Caller No. *		Order No. *	8123456 View
First Name *	JAYESH C	Last Name *	SERETHIA
Phone no.	9726627050	Mobile No.	9726627050
Email ID		State	Select
Category	Dress Material	Product	Manasvi Printed Dress Material - Set of 7
Complaint Source *	Call	Total Complaint	1

Caller Details section has following mandatory fields:
1. Caller Number
2. Order Number
3. First Name
4. Last Name

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CASE PANEL – CRM Navigation
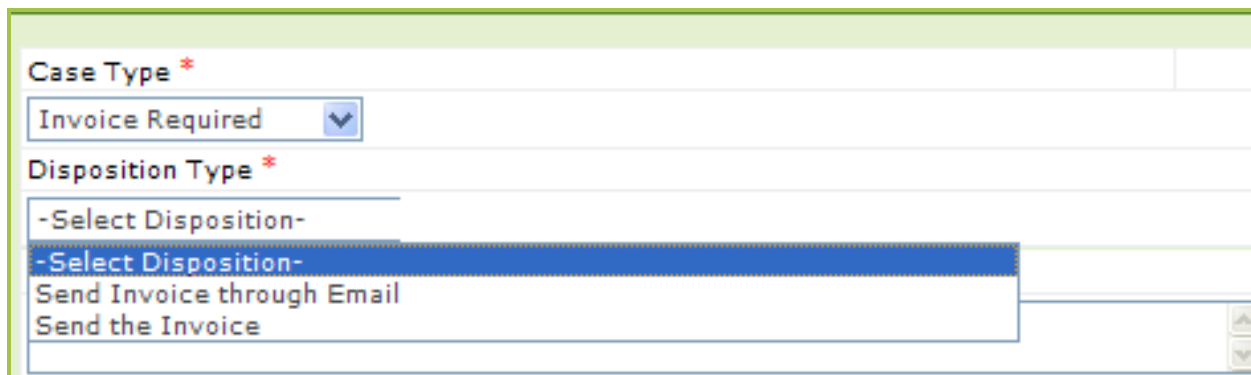
VIEW
Through this hyperlink agent can directly access Order Management System and view all relevant order related details like order history, offer details, logistics details etc.

Product
You can view product name against product field. This is the hyperlink which will directly take agent to Product Details page where you can access all product specifications.

CASE PANEL – Tagging A Call

Call Tagging refers to classification of a customer contact into various categories. Such classification involves lodging a call in categories (Case Type) and sub-categories (Disposition Type).
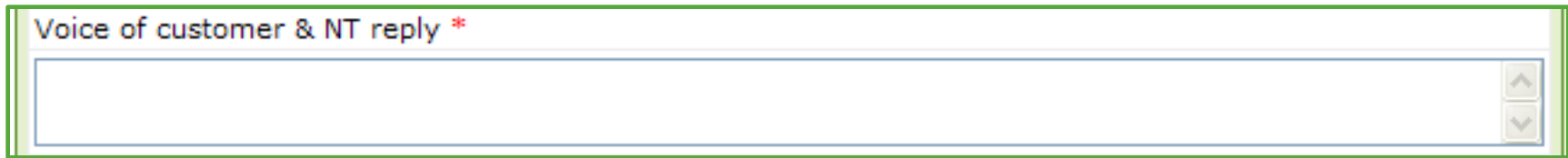
Call Tagging are useful for our backend teams to understand and resolve issues which customers are facing post product delivery.

Our Data Analysis team also relies on Case Tagging's to understand the type of complaints Naaptol comes across.

CASE PANEL – Voice Of Customer & NT Reply

Voice of Customer is the input field available in Case Panel, which is utilized to enter customer interaction and call summary.

Voice of customer & NT reply *

Format for Voice Of Customer:
customer enquiry / information given / outcome of the call

Relevance:
VoC helps to update customer's interaction history. Further it is extremely beneficial for other agents to check for customer concern when customer will establish contact again.

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CASE PANEL – Additional Support Tools

Case Panel is a key resource available with us to lodge customer's concern regarding their orders and also a source to analyze customer dissatisfaction. Case Panel facilitates communications to our backend teams and ensuring a timely resolution to complaints.

This makes case panel a critical section of CRM where any errors can not be accepted. In Naaptol CRM, we have offered some useful sections which offer correct yardsticks for registering customer complaints and ensuring correct First Time Resolution (FTR).

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CASE PANEL – Additional Support Tools

1. Instruction To Agents

This sections is meant to give correct guidance to agents and lists down important things which have to be checked before concluding a complaint and suggesting a resolution to customer. Instruction to agent highlights the key investigation points and suggests things agent needs to perform in order to reach the correct resolution.

Case Type *
Damage on arrival ▼
Disposition Type *
Refund requested by ▼

Instruction To Agent

1. Investigate and capture the details provided by the customer to authenticate damage.
2. Check delivery Date (customer called within 24 hrs)
3. Send SMS of reverse pick up i.e.- reverse logistics address and Service warehouse address. If reverse logistics is available at customer location then courier will collect the packet from door.SMS contains Account code and contact details of courier
4. Take Cheque Favouring Name As Per Bank Records

Instruction To Agent	CheckList For Customer	Agent Script

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CASE PANEL – Additional Support Tools

2. Checklist For Customer

Checklist For Customer sections lists mandatory tasks required to resolve a customer's issue. Agent will not be able to proceed further without checking each mandatory field. This helps in giving correct first time resolution and ensure that incomplete complaint is not lodged.

CASE PANEL – Additional Support Tools

3. Agent Script

Through Agent Script tab an agent can easy view all necessary rebuttals and have a tailored script for the situation. This is particularly helpful in efficiently communicating with customers and results in a more professional call handling.

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CASE PANEL

CASE TYPE

Case Type *

Accessory Failure
Accessory Failure
Accessory-Gift missing/Incomplete product
Changes in order
Courier Related Issue
Delivery Status
DOA
Empty Parcel Received
Enquiry Call - No Complaint
GC Related
Invoice Required
Manual Required
Payback Related
Payment Related
Product Failure Outside Warranty
Product Failure Within Warranty
Request for Cancellation
Request For Different Size
Transit Damage
Used Product
Wrong Product Received

CASE PANEL

DAMAGE ON ARRIVAL refers to those specific situation where customer receives a product in broken condition.

As name suggest this tagging can be used to highlight issues where customer is reporting that the product received is broken. Irrespective of product being Electronic or Non-Electronic sales agent has to handle such complaints and provide resolution to customer.

DAMAGE ON ARRIVAL can be used for any product with physical solidity. **Exception being apparels which can never be classified as Broken**

CASE PANEL

CASE PANEL

Case Type *

Damage on arrival

Disposition Type *

-Select Disposition-

-Select Disposition-
Customer called after 24 hours of delivery
Naaptol to dispatch required part product without recalling the damage part
Refund requested by customer - reverse pick-up procedure explained
Replacement requested by customer - reverse pick-up procedure explained
Reverse pick up procedure informed only for partial damage product for replacement

DISPOSITION TYPE

1. Customer called after 24 hours.
2. Naaptol to dispatch required part product without recalling the damage part
3. Refund requested by customer – RPP explained
4. Replacement requested by customer – RPP explained
5. RPP informed only for partial damage product for replacement

CASE PANEL

DISPOSITION TYPE

1. Customer called after 24 hours.

As per Naaptol policy customer has 24 hours to report any issues in products. In case customer is calling after 24 hours and reporting any damage to his product then it will not be possible to provide any specific assistance.

Is Customer Always Wrong? .... NO!!

There will be occasions when customer is late in contacting us but has a valid reason for the same eg there happens to be some tragedy in customer's family or customer is out of station.

We also have to consider customer's point of view before declining his request. We can escalate such cases without giving resolution so that backend can take decision.

CASE PANEL

DISPOSITION TYPE

2. Naaptol to dispatch required part product without recalling the damage part

As the name suggest this disposition type can be used when the scope of complaint is within agent authority.

" Dear Mr. Customer, thank you for bringing your complaint to my notice. I request you to wait for 7 working days as I am arranging for a new item to dispatched to you.. "

CASE PANEL

DISPOSITION TYPE

3. Refund requested by customer – RPP explained

Use this disposition when the scope of damage in product combo is beyond agent authority and customer is seeking refund. This Disposition type has to be used when recalling the entire combo i.e when entire combo is damaged.

CASE PANEL

DISPOSITION TYPE

4. Replacement requested by customer – RPP explained

Use this disposition when the scope of damage in product combo is beyond agent authority and customer needs to be given replacement for the damaged combo. This Disposition type has to be used when **recalling the entire combo** i.e when entire combo is damaged.

CASE PANEL

DISPOSITION TYPE

5. RPP informed only for partial damage product for replacement

There will many occasions when customers order a combo and only a part of combo is defective. In such cases it is very important to remember that those products which customer has received in good usable condition need to stay with customer. **We only recall the damaged part of that combo.**

" Dear Mr. Customer, thank you for bringing your complaint to my notice. I am sorry that you have received some damaged items in this combo. I request you to send only the damaged items back to Naaptol so that we can offer their respective replacement. "

DEFECTIVE PRODUCT
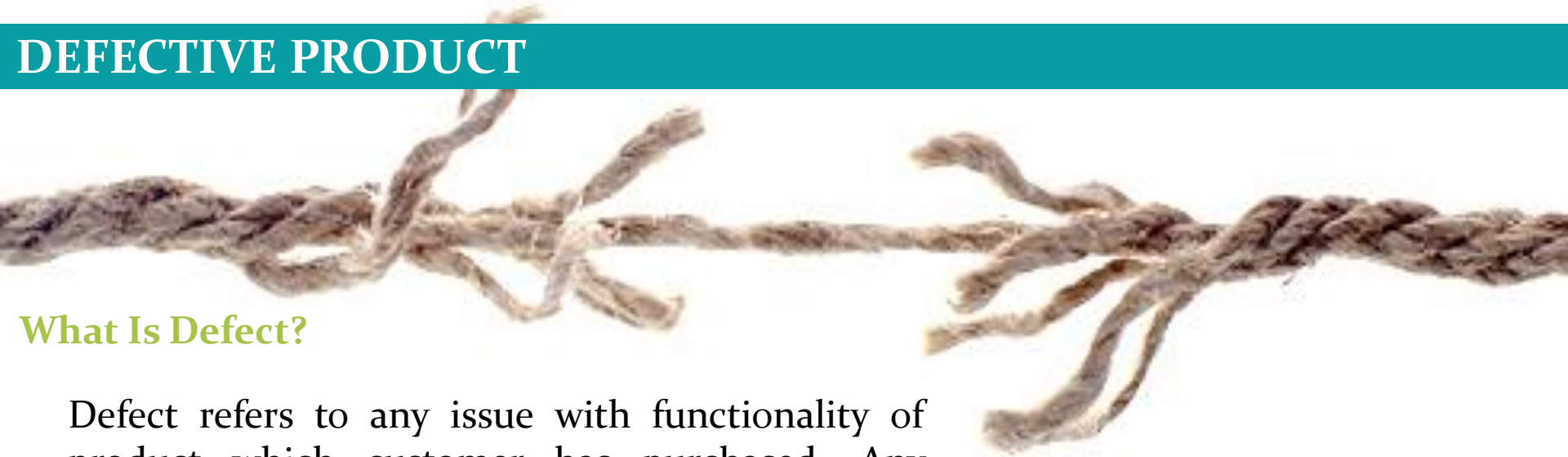
What Is Defect?

Defect refers to any issue with functionality of product which customer has purchased. Any product which is not working properly can be categorized as Defective Product.

- ❑ A torn apparel is Defective.
- ❑ A mobile with non functional keypad is Defective.
- ❑ A box with it's lock not working is defective.
- ❑ If mouse-pad not working in a laptop.

DAMAGE	VS	DEFECTIVE

Damage means BROKEN

Defective means NON-FUNCTIONAL

- ❏ Stylish Aluminum Secure Wallet has a crack on it's body.

- ❏ Customer receives a mobile with broken screen.

- ❏ Jewelry set with chain broken.

- ❏ Stylish Aluminum Secure Wallet with lock not working.

- ❏ In a new mobile some keys are not working.

- ❏ A necklace with it's lock not functioning.

CASE PANEL

Case Type *

| Received Product in de ▾ |

Disposition Type *

| -Select Disposition- |

-Select Disposition-
Naaptol to dispatch required part product without recalling the defective part
Reverse pick up procedure informed for complete product for replacement
Reverse pick up procedure informed for Refund of complete product
Reverse pick up procedure informed only for defective partial product for replacement

Collect cash before Delivery

DISPOSITION TYPE

1. Naaptol to dispatch required part product without recalling the defective part.
2. RPP informed for complete product for replacement.
3. RPP informed for refund of complete product.
4. RPP informed only for partial damage product for replacement

CASE PANEL

DISPOSITION TYPE

1. Naaptol to dispatch required part product without recalling the defective part.

As the name suggest this disposition type can be used when the scope of complaint is within agent authority.

" Dear Mr. Customer, thank you for bringing your complaint to my notice. I request you to wait for 7 working days as I am arranging for a new item to dispatched to you.. "

CASE PANEL

DISPOSITION TYPE

2. RPP informed for complete product for replacement.

Again if complete product turns out to be defective then agent needs to arrange for the entire defective product to be replaced. Agent needs to explain the reverse pick up procedure for the entire defective product.

CASE PANEL

DISPOSITION TYPE

3. RPP informed for refund of complete product.

Customer are not always satisfied by the resolution given in form of Replacement and they may ask for Refund. Agent needs to explain the reverse pick up procedure for the entire defective product so that we can investigate this issue and process customer request.

CASE PANEL

DISPOSITION TYPE

4. RPP informed only for partial damage product for replacement

Customer are not always satisfied by the resolution given in form of Replacement and they may ask for Refund. Agent needs to explain the reverse pick up procedure for the entire defective product so that we can investigate this issue and process customer request.

CASE PANEL

Invoice refers to the bill or receipt which acts as a proof of shopping. Invoice is sent to the customers along with the product as the receipt on the product parcel.
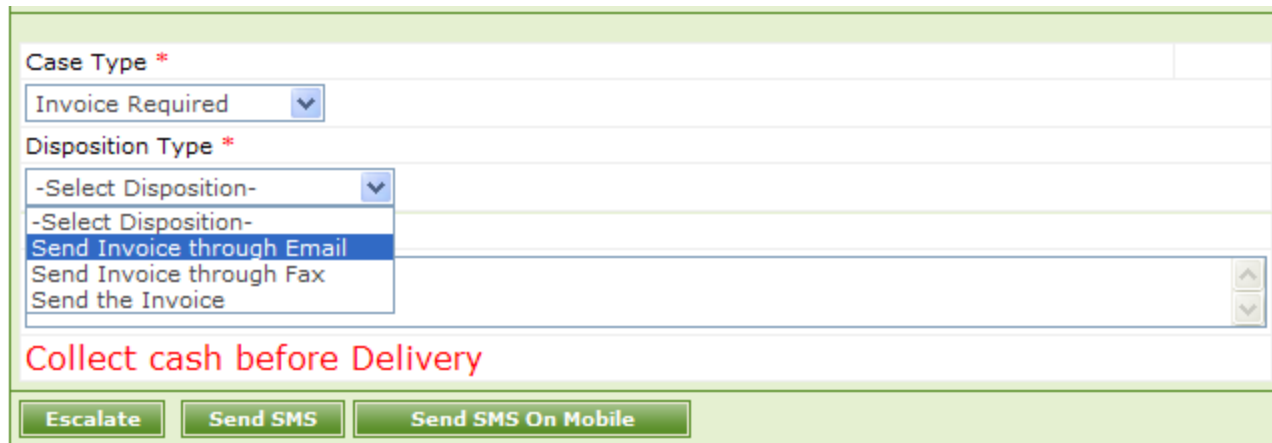
However there might be times when customer will ask for invoice again, for eg:
- Customer lost his original invoice
- Product invoice is missing and customer is asking for his invoice.

CASE PANEL

DISPOSITION TYPE

- ✓ **Send Invoice Through E-mail**
- ✓ **Send Invoice Through Fax**
- ✓ **Send The Invoice**

CASE PANEL

DISPOSITION TYPE

1. Send Invoice Through E-mail

We can arrange for soft copy of Invoice to be e-mailed to customer. Suggest customer to wait for maximum 48 hrs.

2. ~~Send Invoice Through Fax~~

This is currently not available.

3. Send The Invoice

Select this option to dispatch Hard Copy of the invoice. Suggest a TAT of 7 working days.

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CASE PANEL

Manual is nothing but the product user guide. It contains all the information relevant to the product like instructions of use, service center's numbers, company contact numbers, product featured & information.

DISPOSITION TYPE
- ✓ **Send Manual Through E-mail**
- ✓ **Send The Manual**

CASE PANEL

DISPOSITION TYPE

- ✓ **Send Manual Through E-mail**
- ✓ **Send The Manual**

CASE PANEL

DISPOSITION TYPE
1. **Send Manual Through E-mail**

We can arrange for soft copy of Manual to be e-mailed to customer. Suggest customer to wait for maximum 48 hrs.

2. **Send The Manual**

Select this option to dispatch Hard Copy of the Manual. Suggest a TAT of 7 working days.

NOTE: Always check for package contents before committing to customer about manual. You will not be able to sent a manual if it is not part of package contents.

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CASE PANEL

Gift Coupon refers to the special discount coupon given to customers when they are placing an order with NAAPTOL.

- ✓ A GC is of minimum 250/- denomination.
- ✓ A GC is valid for a period of 12 months.
- ✓ A GC can only be redeemed on a minimum order of 999/-.
- ✓ 2 GC can not be clubbed for single offer.

Case Type *

GC Related

Diposition Type *

Enquired about GC Terms and C

-Select Disposition-
Enquired about GC Terms and Condition
GC Not Received Physical GC required
GC Not Received ? Sent through SMS
GC- Not able to redeem

DISPOSITION TYPE

1. **Enquired about GC Terms & Conditions**
2. **GC not received, physical GC required**
3. **GC not received ? Sent through SMS**
4. **GC not able to redeem**

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CASE PANEL

CASE TYPE > GC RELATED

DISPOSITION TYPE

1. **Enquired about GC Terms & Conditions**
2. **GC not received, physical GC required**
3. **GC not received ? Sent through SMS**
4. **GC not able to redeem**

CASE PANEL

DISPOSITION TYPE

1. **Enquired about GC Terms & Conditions**

Customer might call to know about how to use a Gift Coupon under his/her possession. You need to be aware of the following terms related to Gift Coupon:

- ✓ A GC is of minimum 250/- denomination.
- ✓ A GC is valid for a period of 12 months.
- ✓ A GC can only be redeemed on a minimum order of 1000/-.
- ✓ 2 GC can not be clubbed for single offer.

CASE PANEL

DISPOSITION TYPE

2. GC not received, physical GC required.

Customer usually received a gift coupon along with the product package however there might be instances when Gift Coupon is missing from the parcel. Customer might call and ask for the assured gift Coupon.

<u>Physical GC</u> refers to the hard copy of Gift Coupon which will be posted to customer.

<u>TAT</u>: Assure customer that you are dispatching another gift coupon which customer will receive in 7-10 working days.

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CASE PANEL

DISPOSITION TYPE

3. GC not received ? Sent through SMS

We can also arrange for the GC code to be SMSed to a customer . This code is dispatched to customer's registered mobile number through locator panel.

DISPOSITION TYPE

4. GC not able to redeem

If customer is trying to redeem a GF but facing certain problem in it, apologize to the customer for inconvenience and assure of a callback in next 48 hours.

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CASE PANEL

This tagging is to be used when customer is calling us to enquire about the status of the order. You will need to check the stage at which order currently is.
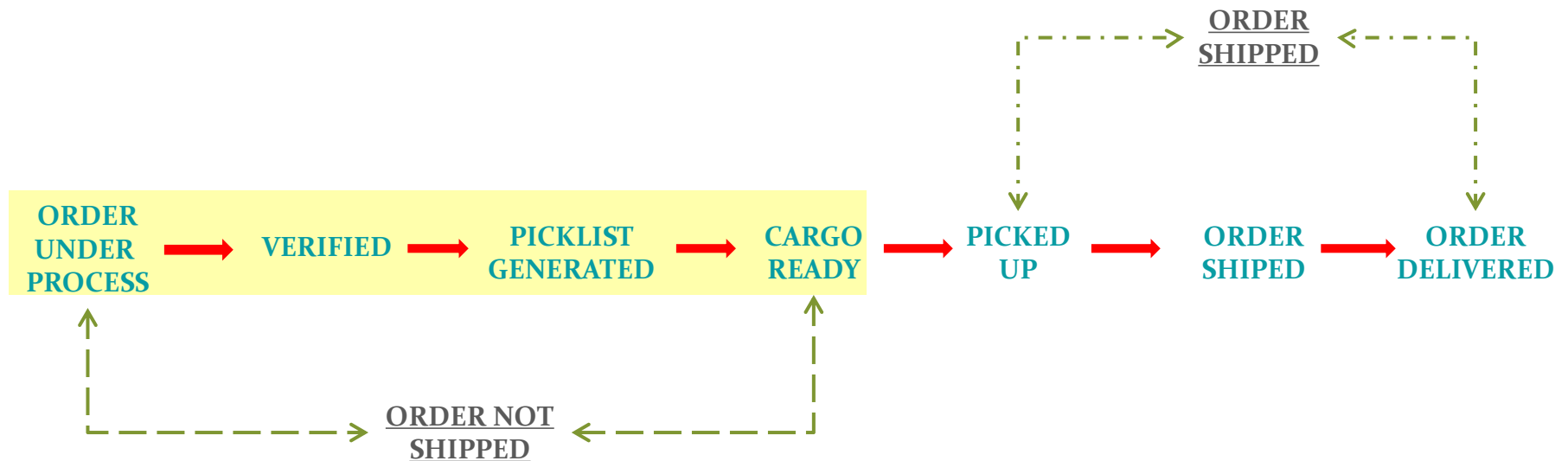
ORDER UNDER PROCESS → VERIFIED → PICKLIST GENERATED → CARGO READY → PICKED UP → ORDER SHIPED → ORDER DELIVERED

ORDER SHIPPED

ORDER NOT SHIPPED

CASE PANEL

DISPOSITION TYPE

1. **Customer Wants Urgent Delivery**
2. **Order Not Shipped- Beyond TAT**
3. **Order Not Shipped- Within TAT**
4. **Order Shipped But Not Delivered- Beyond TAT**
5. **Order Shipped But Not Delivered- Within TAT**

CASE PANEL

DISPOSITION TYPE

1. ~~**Customer Wants Urgent Delivery.**~~
    This tagging currently is not being used.

2. **Order Not Shipped – Within TAT**
    Order Not Shipped refers to order stages till **Cargo Ready**. Use this tagging when customer is calling within the shipping time committed i.e 7-10 working days from order booking.

CASE PANEL

3. **Order Not Shipped – Beyond TAT**

   This tagging is to be used when Order is at Cargo Ready or any stage before that, while the assured delivery time of 7-10 working days has expired.

4. **Order Shipped But Not Delivered – Within TAT**

   Order Shipped refers to stage after Cargo Ready, i.e Order Picked up or beyond.

   TAT for delivery of product after being shipped is 3-4 days for cities & 7 days for villages.

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CASE PANEL

5. **Order Shipped But Not Delivered – Beyond TAT**

If TAT of 3-4 days for cities or 7 days for villages has passed but the order has still not been delivered then this tagging is to be used.
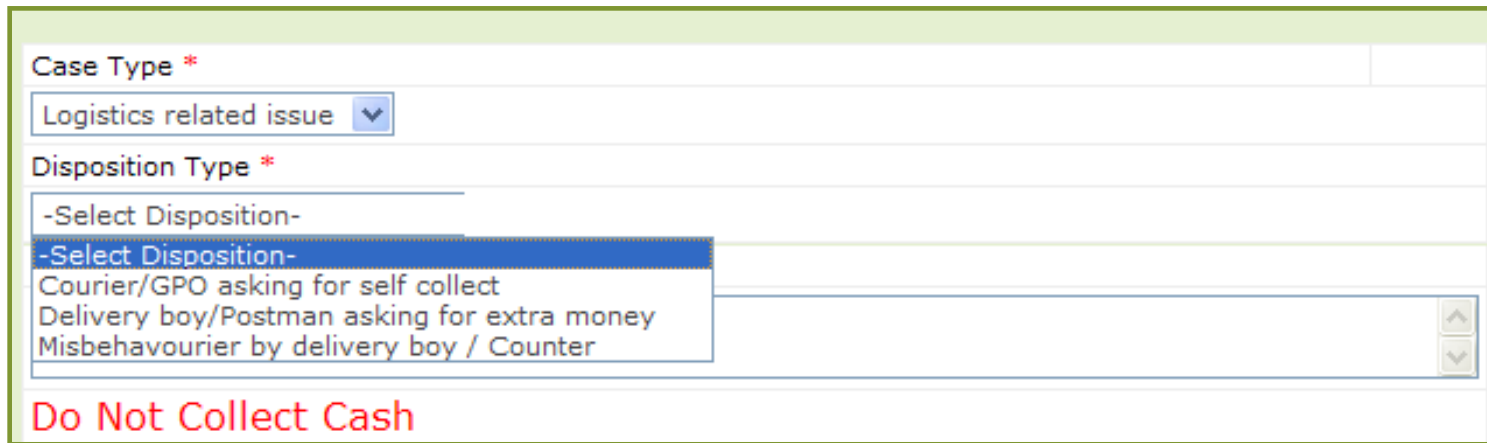
Apologize for delay and advise customer about the Parcel Tracking details like Courier Name & AWB number.

CASE PANEL

CASE TYPE > LOGISTIC RELATED ISSUES

Courier Related Issues cover those cases where our customer calls us and reports about any issues related to our courier partners.

DISPOSITION TYPE

1. **Courier/ GPO asking for self collect**
2. **Delivery Boy/ Postman asking for extra money**
3. **Misbehavior By Courier Boy.**

CASE PANEL

DISPOSITION TYPE

1. Courier/ GPO asking for self collect

Customer might call and complaint that or courier/ GPO partners are forcing him to collect the parcel from their office. As customer has paid shipping charge & has been promised for home delivery, kindly reassure customer that you will arrange for callback in next 48 hours.

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DISPOSITION TYPE

2. Delivery Boy/ Postman asking for extra money

Customer might call and complaint courier boy is asking for additional amount on top of Invoice amount. It is very important to find out about the reason for extra charges, customer is not liable to pay any Tip or conveyance expense to courier company. Kindly suggest customer to pay only the invoiced amount. If need arise speak to delivery boy.

However if the extra charges are legitimate in form of Octroi charges then educate the customer that these are legitimate charges. Assure customer that they do not need to pay extra charges over the amount committed by Naaptol. Suggest customer to get the parcel returned so that NT can pay these extra charges on customer's behalf and promise for redelivery within next 48 hours.

DISPOSITION TYPE

3. Misbehavior By Courier Boy

This tagging is used for those incidents when customer complaints about any unprofessional behavior displayed by the delivery boy.

Sincerely apologize for the negative experience customer had to face and assure customer that you will lodge a strong complaint against the concerned person and ensure that a strict action is taken against courier boy who attempted product delivery.

CASE PANEL

Case Type *

DOA/Defective on arriva

Disposition Type *

-Select Disposition-

-Select Disposition-
Refund requested by customer - reverse pick-up procedure explained
Replacement requested by customer - reverse pick-up procedure explained
Required Trouble Shoot - Arrange Call Back
Transferred to Trouble Shoot Desk

Collect cash before Delivery

DISPOSITION TYPE

1. **Refund Requested by customer – RPP explained.**
2. **Replacement Requested by customer – RPP explained.**
3. **Required Trouble Shoot – Arrange Call Back.** ⬅
4. **Transferred to Trouble Shoot Desk** ⬅

CASE PANEL

Troubleshoot Team

Trouble shoot team is our specialized team to deal with issues pertaining to electronic goods. If there is any functionality related issues with electronic goods and customer needs help then agent simply has to warm transfer the customer to troubleshoot team.

Below mentioned disposition types are meant to be used **ONLY BY TROUBLESHOOT**

DISPOSITION TYPE

1. **Refund Requested by customer – RPP explained.**

2. **Replacement Requested by customer – RPP explained.**

NOTE: Sales agent need not use these dispositions

CASE PANEL

DISPOSITION TYPE

1. ~~**Refund Requested by customer – RPP explained.**~~
   Only for use of Troubleshoot team.

2. ~~**Replacement Requested by customer – RPP explained.**~~
   Only for use of Troubleshoot team.

   These two tagging will only be used by trouble shoot agent after they have addressed customer's concern. Sales agent does not have to use these disposition types.

CASE PANEL

DISPOSITION TYPE

1. **Transferred to Trouble Shoot Desk**

   First preference of Sales Agent while handling defective or dead electronics product related complaint should be to warm transfer an customer to Trouble Shoot team. This is done through 3 way calling in which you first consult a TS specialist and then transfer customer to the TS executive through conference.

2. **Require Trouble Shoot – Arrange Callback**

   In case we are not able to consult Trouble Shoot team due to their lines being busy then agent can use this disposition type to arrange a callback from troubleshoot team within next 24 hours.

   NOTE: Agent need to try to contact troubleshoot team at least twice before committing callback.

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CASE PANEL

Wrong Product Received, as name suggest means that customer has received a incorrect product. For example :

- ➢ Customer ordered a phone but gets a stylish aluminum wallet.
- ➢ Customer ordered a red phone but received a black color mobile.

For such issues , first we have to identify if mistake was made by Agent in placing the order or if mistake was made by vendor/ Warehouse in dispatching the product. Accordingly we will escalate this to backend team.

Following tagging are available:

1. Incorrect Information by Sales – Wants Refund
2. Incorrect Information by Sales – Wants Replacement
3. Wrong Dispatch – Wants Refund
4. Wrong Dispatch – Wants Replacement

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CASE PANEL

How to Identify Is Wrong Product Ordered Or Wrong Product Dispatched?

1.   INCORRECT INFORMATION BY SALES:
     If customer is complaining that he has ordered a mobile – let's say Mobile-A, but has received Mobile-B. Check order details, if Order has been placed for Mobile-B *(instead of Mobile-A)* then consider it as   Incorrect information by sales. Apologize to customer and advise that you are getting this investigated. Assure customer that our concerned team will contact within 24-48 Hours.

2.   WRONG DISPATCH:
     Check the order details, if order has been placed correctly *(customer asked for MobileA and order has also been placed for MobileA)* however still customer has received incorrect MobileB, then this means Wrong Product Has Been Dispatched. Use the tagging and update customer that concerned team will contact within 24-48 hours. (Backend will take call if product has to be recalled)

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CASE PANEL

What Is Warranty?

When you make a major purchase, the manufacturer or seller makes an important promise to stand behind the product. It's called a warranty. Warranty is a commitment or assurance to customer that in case anything goes wrong with the product during a specific duration then either the seller or manufacturer will extend support to resolve such issues with product.

CASE PANEL

PRODUCT DEFECTIVE WITHIN WARRANTY – NON ELECTRONICS

Case Type *

| Product Defective with ▼ |

Disposition Type *

| -Select Disposition- |

-Select Disposition-
Naaptol to dispatch required part product without recalling the defective part
Reverse pick up procedure informed for complete product for replacement
Reverse pick up procedure informed for Refund of complete product
Reverse pick up procedure informed only for defective partial product for replacement

Collect cash before Delivery

DISPOSITION TYPE
1. **Naaptol to dispatch required part of the product without recalling the defective part.**
2. **RPP informed for complete product for replacement**
3. **RPP informed for complete product for refund of complete product.**
4. **RPP informed only for defective partial product for replacement**

CASE PANEL

PRODUCT DEFECTIVE WITHIN WARRANTY – NON ELECTRONICS

1. **Naaptol to dispatch required part of the product without recalling the defective part.**

As the name suggest this disposition type can be used when the scope of complaint is within agent authority.

" *Dear Mr. Customer, I am sorry to know that you are facing problems in our product. I have just checked product details and this product is still under warranty. I request you to wait for 7 working days as I am arranging for a new item to dispatched to you..*

CASE PANEL

2. RPP informed for complete product for replacement

There will certainly be times when issue lies with the entire product and we need to recall entire product to get it investigated for defect. This disposition type is needed to address such replacement issues.

3. RPP informed for complete product for refund of complete product.

Use this disposition when product develops a defect within warranty duration and customer is adamant in seeking refund for his payment. We need to recall entire product to get it investigated for defect once checked then we can . This disposition type is needed to address such replacement issues.

4. RPP informed only for defective partial product for replacement

Most of the times when customer purchases a combo product defect only arises in one single item of that combo. In such cases we only need to consider the defective item for replacement. Agent only needs to inform RPP for defective part and allow customer to use the combo products which are in good condition.

CASE PANEL

PRODUCT DEFECTIVE WITHIN WARRANTY – ELECTRONICS

Case Type *

Product Defective with ▼

Disposition Type *

-Select Disposition-

| -Select Disposition- |
| Refund requested by customer - reverse pick-up procedure explained |
| Replacement requested by customer - reverse pick-up procedure explained |
| Required Trouble Shoot - Arrange Call Back |
| Transferred to Trouble Shoot Desk |

Collect cash before Delivery

DISPOSITION TYPE:

1. **Refund Requested by customer – RPP explained.**
2. **Replacement Requested by customer – RPP explained**
3. **Required Troubleshoot – Arrange Callback.**
4. **Transferred to Trouble Shoot Desk**

CASE PANEL

PRODUCT DEFECTIVE WITHIN WARRANTY – ELECTRONICS

Troubleshoot Team

Trouble shoot team is our specialized team to deal with issues pertaining to electronic goods. If there is any functionality related issues with electronic goods and customer needs help then agent simply has to warm transfer the customer to troubleshoot team.

Below mentioned disposition types are meant to be used **ONLY BY TROUBLESHOOT**

DISPOSITION TYPE

1. **Replacement Requested by customer – RPP explained.**

2. **Refund Requested by customer – RPP explained.**

NOTE: Sales agent need not use these dispositions

CASE PANEL

PRODUCT DEFECTIVE WITHIN WARRANTY – ELECTRONICS

DISPOSITION TYPE

3. **Transferred to Trouble Shoot Desk**

   First preference of Sales Agent while handling defective or dead electronics product related complaint should be to warm transfer an customer to Trouble Shoot team. This is done through 3 way calling in which you first consult a TS specialist and then transfer customer to the TS executive through conference.

4. **Require Trouble Shoot – Arrange Callback**

   In case we are not able to consult Trouble Shoot team due to their lines being busy then agent can use this disposition type to arrange a callback from troubleshoot team within next 24 hours.

   NOTE: Agent need to try to contact troubleshoot team at least twice before committing callback.

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CASE PANEL

CASE TYPE > CHANGES IN ORDER

Changes in order refers to customer's request for updating/ modifying customer's address after their order has been placed. Customer request for such changes can only be considered till order stage is "Verified".

ORDER UNDER PROCESS → **VERIFIED** → PICKLIST GENERATED — CARGO READY — PICKED UP — ORDER SHIPED — ORDER DELIVERED
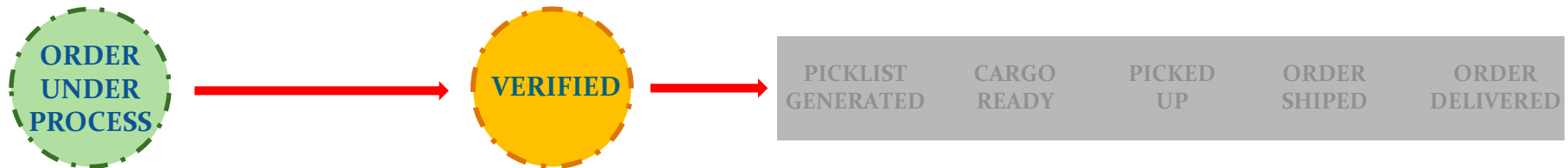
OUP:
- Customer Name
- Address Line 1
- City
- State
- Pin-Code

VERIFIED:
- Address Line 1

DISPOSITION TYPE
1. Address Can Not Be Changed
2. Address Change
3. Customer wants to change attribute (size/ color)

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CASE PANEL

DISPOSITION TYPE

1. **Address Can Not Be Changed**

   Use this tagging when order is beyond verified stage.

2. **Address Change**

   Use this tagging when order is beyond verified stage. Capture the details which needs to be updated and register these on Voice Of Customer.

3. **Customer wants to change attribute (size/ color)**

   Once an order has been placed then it is not possible for us to change any attribute for ordered product.

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CASE PANEL

There will also be times when customer's order needs to be cancelled in order to accommodate a new request from customer or because customer is asking for his order to be cancelled.

[**100% Cancelation**]

ORDER UNDER PROCESS	→	VERIFIED

PICKLIST GENERATED	→	CARGO READY

[**No Cancelation**]

PICKED UP	ORDER SHIPPED	ORDER DELIVERED

[**50% Cancelation**]

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CASE PANEL

CASE TYPE > REQUEST FOR CANCELATION
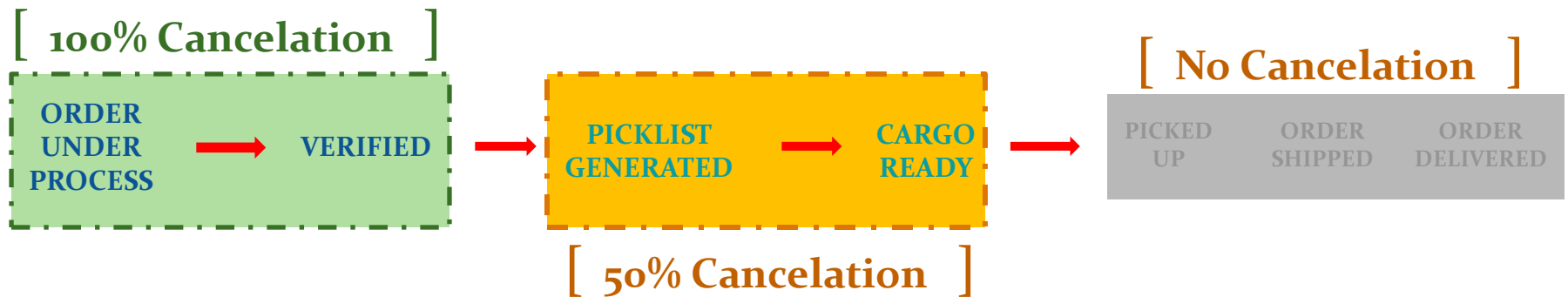
ORDER UNDER PROCESS → VERIFIED	PICKLIST GENERATED → CARGO READY	PICKED UP ORDER SHIPPED ORDER DELIVERED
[**100% Cancelation**]	[**50% Cancelation**]	[**No Cancelation**]
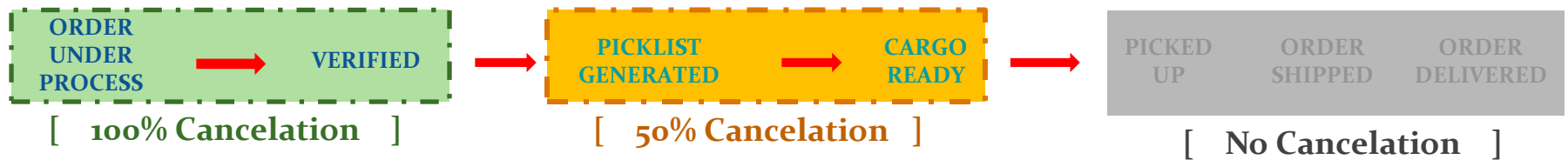
OUP/VERIFIED – 100% Cancelation

I am sorry to know that you want to cancel this order but I will definitely process your request. Your order will get cancelled however may I know the reason you do not wish to receive this order.

PICKLIST GENERATED/CARGO READY – 50% Cancelation

I am sorry to know that you want to cancel, let me try to cancel the order. I have placed a request to get the order cancelled however it might be possible the order gets dispatched before my request for order cancellation is processed. In case there is an attempt to get the product delivered then kindly turn down the delivery and your product will be sent back to us without any liability on you.

CASE PANEL

CASE TYPE > REQUEST FOR CANCELATION

ORDER UNDER PROCESS → VERIFIED	PICKLIST GENERATED → CARGO READY	PICKED UP ORDER SHIPPED ORDER DELIVERED
[100% Cancelation]	[50% Cancelation]	[No Cancelation]
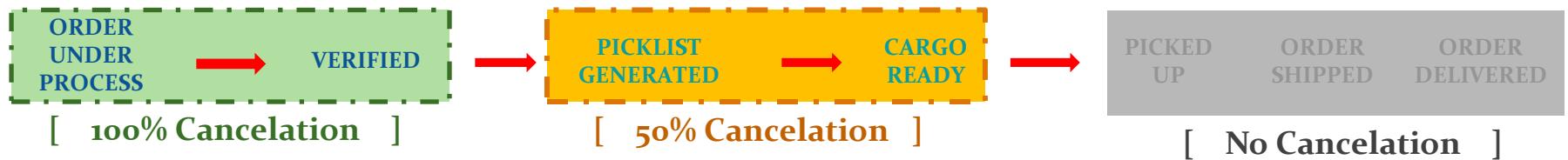
No Cancelation Stages

I am sorry to know that you want to cancel, however this order has already been dispatched. It will not be possible for us to get this order cancelled.

" In case there is an attempt to get the product delivered then kindly turn down the delivery and your product will be sent back to us without any liability on you. "

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CASE PANEL

DISPOSITION TYPE

When customer is adamant to get the order cancelled check for the order stage and provide resolution to customer in accordance to the order stage. Ask for the reason and select from following reasons in Disposition:

1. Going out of station
2. Customer has dropped his plan
3. Customer has opted for a different product with Naaptol.
4. Customer placed identical/wrong order in prepaid.
5. ~~Customer retained~~ (Do not use this disposition as we are not retaining customers)
6. Did not get go ahead from Family Members
7. Due to delay in shipment
8. Financial problem
9. Found better deal in market.
10. Negative feedback about Naaptol.
11. Not satisfied with product features.
12. Status beyond cancelation request. (Order has been picked up)
13. Tragedy in customer family.

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CASE PANEL

CASE COMPLAINTS TO BE HANDLED BY AGENTS

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CASE PANEL

SMW vs NAAPTOL vs VENDOR

PRODUCT RESPONSIBILITY

Before we move on to handling complaints it is very important for us to understand who is responsible for the product sold to customer. This is similar to the "Manufacturer's Warranty" or "Seller Warranty" that we see on product screen while we are giving product presentation.

SMW: SMW refers to standard manufacturer's warranty. It refers to the products from popular brands like Samsung, Nokia, Lenovo, Philips, Sony etc.

NAAPTOL-VENDOR: These are products or our "Credible Brands". These are the products which we as sales agents have to manage & take responsibility for.

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CASE PANEL

CHECKING DETAILS

To check if a specific product is SMW or Vendor or Naaptol responsibility we need to drill down to order details and come to Order Management Screen.

Vendor & Logistics Details	
Vendor Name	Online Trading Co Hyderabad
Venddor Address	Pentagon Logistix Pvt Ltd. H.No-8-2-82/4,1st Floo Opposite- Lorenzo Tiles Warehouse Behind- Mahindra Reddy Gardens Old Bowenpally SECUNDERABAD ANDHRA PRADESH 500011 9967887932
Logistic & AWB No.	Naaptol (Hyderabad Post) / XN019918727IN
Warranty Details	6 Months Seller Warranty.
CRM By	Naaptol

WARRANTY:	Naaptol	✓ **SMW**	Vendor	✓ **SMW**	✓ SMW
CRM BY:	Vendor	**Naaptol**	Naaptol	-	Vendor

CASE PANEL

Used Product as the name suggest, refers to a product which is not in brand new state. A customer can point out issues like:

➢ Scratches on product's body
➢ Photographs already stored in mobile
➢ Residue of raw material inside product.

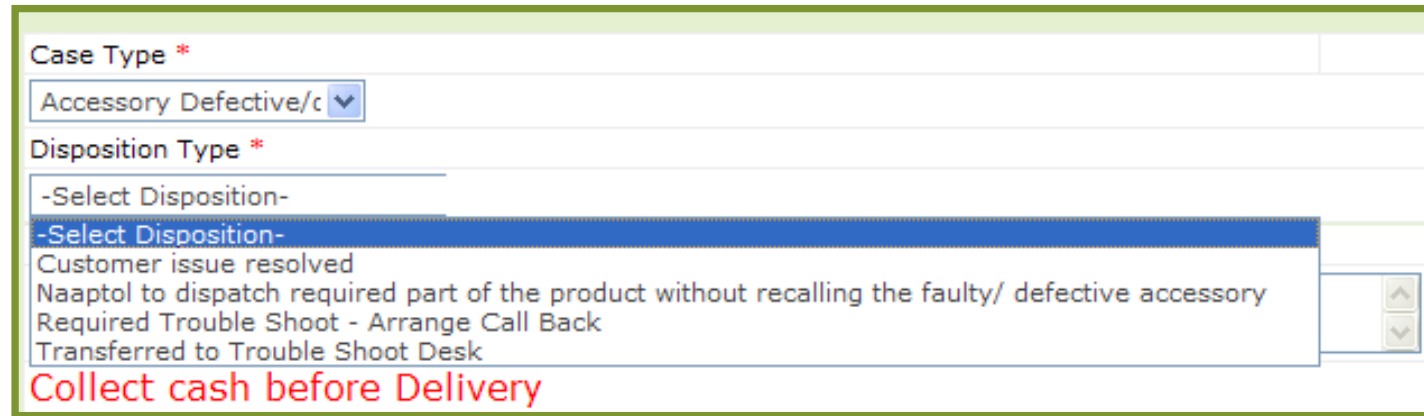| NAAPTOL/ VENDOR	STD. MANUFACTURER'S WARRANTY
RECALL: Explain reverse pickup procedure to customer and request customer to return the damaged product so that we can arrange for a resolution to be given to the customer.	**RECALL:** Explain reverse pickup procedure to customer and request customer to return the damaged product so that we can arrange for a resolution to be given to the customer.

NOTE: Customer needs to call us within 24 hours

CASE PANEL

Case Type *

Accessory Defective/c ▼

Disposition Type *

-Select Disposition-

-Select Disposition-
Customer issue resolved
Naaptol to dispatch required part of the product without recalling the faulty/ defective accessory
Required Trouble Shoot - Arrange Call Back
Transferred to Trouble Shoot Desk

Collect cash before Delivery

DISPOSITION TYPE

1. **Customer Issue Resolved.**
2. **Naaptol To Dispatch required part of the product without recalling the faulty/ defective accessory.**
3. **Require Trouble Shoot – Arrange Call Back.**
4. **Transferred to Trouble Shoot Desk**

CASE PANEL

CASE TYPE > ACCESSORY DEFECTIVE/DAMAGE

1. **CUSTOMER ISSUE RESOLVED**

    This tagging is only to be used by Trouble Shoot Team specialist when they are able to resolve issue with customer's accessory.

2. **TRANSFERRED TO TROUBLE SHOOT DESK**

    First preference of Sales Agent while handling defective or dead electronics accessory related complaint should be to warm transfer an customer to Trouble Shoot team. This is done through 3 way calling in which you first consult a TS specialist and then transfer customer to the TS executive through conference.

3. **REQUIRE TROUBLE SHOOT – ARRANGE CALLBACK**

    In case we are not able to consult Trouble Shoot team due to their lines being busy then agent can use this disposition type to arrange a callback from troubleshoot team within next 24 hours.

    NOTE: Agent need to try to contact troubleshoot team at least twice before committing callback.

CASE PANEL

CASE TYPE > ACCESSORY DEFECTIVE/DAMAGE

All issues relating to electronic product accessory needs to be handled by Trouble Shoot Team agents. For non electronic accessories Sales Agent have been provided with below disposition type

4. **NAAPTOL TO DISPATCH REQUIRED PART OF THE PRODUCT WITHOUT RECALLING THE FAULTY DEFECTIVE ACCESSORY**
Simply escalate this to backend for resolution without committing to customer weather customer will receive a new replacement or not.

" *Dear Mr. Customer, I am sorry to know that there is some defect/fault in the accessories received. I request you to wait for 7 working days as I am arranging for a new item to dispatched to you.*

CASE PANEL

EMPTY PARCEL RECEIVED

The most direct & implied definition of Empty Parcel Received will be that customer has not received any product in this package.

However, in actual terms Agent needs to be more aware of the scenarios when "Empty Parcel" case type can be applied.

1. **No Items In The Box:** Upon receipt of parcel box was completely empty and there were no items in the box.

2. **Fake Items In The Box:** If agent can identify that some fake item has been put in the box to replace the product. This usually is done with intent of maintaining the weight of parcel eg. Soap for Mobile, Books for Tablet.

3. **Majority of Items Missing:** If more than 50% of the content of the box is missing. i.e in a set of 7 jewelry sets customer receives only 2.

CASE PANEL

CASE TYPE > EMPTY PARCEL RECEIVED

RESOLUTION

It is not agent responsibility to handle such cases. If agent is able to relate to customer problem and categorize issue as EMPTY PARCEL then such complaints are only to be escalated to backend team.

Dear Customer, I am sorry to know that you have not received the complete package which you ordered. We usually do not face such issues in product delivery but I assure you that this issue will be investigated on priority. I have taken down your complaint and forwarded it to our backend team. You will shortly be contacted by our specialized team and correct resolution will be given. I request you to wait for next 24-48 hours for the same.

NOTE: It is very important to identify weather Post Office (GPO) was involved or was it our courier partners involved in parcel delivery. To check this agent simply needs to go to OMS screen and check the "Logistics & AWB No." details.

CASE PANEL

1. **CUSTOMER CALLED AFTER 24 HOURS.**

   Naaptol gives customer time for initial 24 hours to report any discrepancy with the parcel/ product received. In case customer is calling after 24 hours then we are not able to offer any specific assistance.

2. **NAAPTOL TO DISPATCH REQUIRED PART OF THE PRODUCT.**

   This case has to be escalated to backend so that the correct resolution can be offered to customer.

"Dear Mr. Customer, I am sorry to know that there are some items missing in the parcel. I am forwarding your complaint to our specialized customer assistance team and a proper resolution will be given <u>within next 7 working days</u>.

CASE PANEL

Wrong Product Received, as name suggest means that customer has received a incorrect product. For example :

- ➢ Customer ordered a phone but gets a stylish aluminum wallet.
- ➢ Customer ordered a red phone but received a black color mobile.

For such issues , first we have to identify if mistake was made by Agent in placing the order or if mistake was made by vendor/ Warehouse in dispatching the product. Accordingly we will escalate this to backend team.

Following tagging are available:

1. Incorrect Information by Sales – Wants Refund
2. Incorrect Information by Sales – Wants Replacement
3. Wrong Dispatch – Wants Refund
4. Wrong Dispatch – Wants Replacement

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CASE PANEL

How to Identify Is Wrong Product Ordered Or Wrong Product Dispatched?

1. INCORRECT INFORMATION BY SALES:
    If customer is complaining that he has ordered a mobile – let's say Mobile-A, but has received Mobile-B. Check order details, if Order has been placed for Mobile-B *(instead of Mobile-A)* then consider it as   Incorrect information by sales. Apologize to customer and advise that you are getting this investigated. Assure customer that our concerned team will contact within 24-48 Hours.

2. WRONG DISPATCH:
    Check the order details, if order has been placed correctly *(customer asked for MobileA and order has also been placed for MobileA)* however still customer has received incorrect MobileB, then this means Wrong Product Has Been Dispatched. Use the tagging and update customer that concerned team will contact within 24-48 hours. (Backend will take call if product has to be recalled)

CASE PANEL

There will be occasions when customer has orders shoes/apparels but customer is facing issues with the fitting. Customer will call you and request for product to be sent again but with a different size.

The following tagging are available:

1.   Wants Change In size.

CASE PANEL

Product Failure Outside Warranty is not be handled by us. In case customer is complaining about the product with expired warranty then simply suggest customer to visit a local shop.

Dispositions Available:

1. **Diverted To Local Shop**

    Once the product warranty expires then we will not be able to provide much assistance. Suggest customer to visit local repair shop

    "Sir, As you are aware that your product warranty period is lapsed, we advice you to kindly seek help from open market. "

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CASE PANEL

Payback is a 3'rd party which offers discount points on purchases. These discount points can be redeemed while shopping with various companies which have registered with payback.

Naaptol also allows it's customer's to shop using payback points. One payback point is valued at 25 paisa i.e
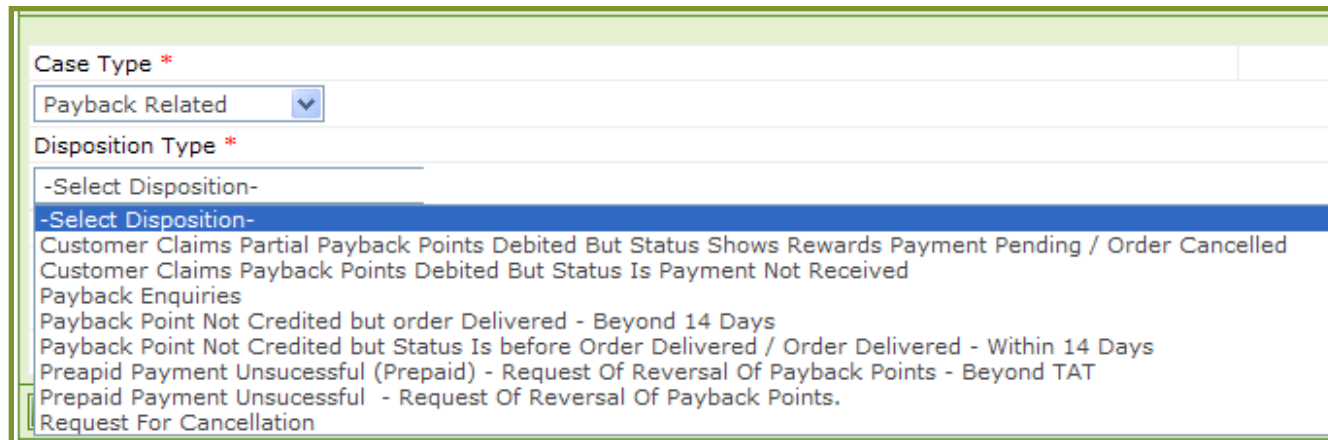
4 payback Points = Re. 1

Customers can also earn payback points while they shop with Naaptol website. Payback points are credited to their payback account in 14 Days from date of product delivery.

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CASE PANEL

CASE TYPE > PAYBACK RELATED

We can redeem payback points while placing orders and we can also receive calls from customers enquiring about their payback points.

Case Type *
Payback Related
Disposition Type *
-Select Disposition-
-Select Disposition-
Customer Claims Partial Payback Points Debited But Status Shows Rewards Payment Pending / Order Cancelled
Customer Claims Payback Points Debited But Status Is Payment Not Received
Payback Enquiries
Payback Point Not Credited but order Delivered - Beyond 14 Days
Payback Point Not Credited but Status Is before Order Delivered / Order Delivered - Within 14 Days
Preapid Payment Unsucessful (Prepaid) - Request Of Reversal Of Payback Points - Beyond TAT
Prepaid Payment Unsucessful - Request Of Reversal Of Payback Points.
Request For Cancellation

Dispositions Available:

1. Customer Claims Partial Payback Points Debited But Status Shows Payment Pending/ Order Cancelled.
2. Customer Claims Payback Points Debited But Status Is Payment Not Received.

CASE PANEL

We can redeem payback points while placing orders and we can also receive calls from customers enquiring about their payback points.

Dispositions Available:

3. Payback Enquiries

4. Payback Points Not Credited But Order Delivered- Beyond 14 Days

5. Payback Points Not Credited But Status Is Before Order Delivered/ order Delivered – Within 14 Days.

6. Prepaid Payment Unsuccessful- Request Of Reversal Of Payback Points- Beyond TAT

7. Prepaid Payment Unsuccessful- Request Of Reversal Of Payback Points

8. Request For Cancelation

CASE PANEL

1. **Customer Claims Partial Payback Points Debited But Status Shows Payment Pending/ Order Cancelled.**

   Apologize to customer for the inconvenience and check order status. Request customer to speak to payback on helpline number 1860-258-5000 and also ask for screenshot of payback account summary to be e-mailed to us on backoffice.crm@naaptol.com.

   Assure customer that a resolution to this issue will be provided within 7 working days from receipt of his e-mail screenshot.

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CASE PANEL

2. Customer Claims Payback Points Debited But Status Is Payment Not Received.

Apologize to customer for the inconvenience and check order status. Request customer to speak to payback on helpline number 1860-258-5000 and also ask for screenshot of payback account summary to be e-mailed to us on backoffice.crm@naaptol.com.

Assure customer that a resolution to this issue will be provided within 7 working days from receipt of his e-mail screenshot.

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CASE PANEL

3. **Payback Enquiries.**

Educate customer about the terms for payback points like valuation and duration for credit point transfer.

For more details suggest customer to call up at Payback Helpline No. 1860-258-5000.

CASE PANEL

4. **Payback Points Not Credited But Order Delivered- Beyond 14 Days .**

Customers receive their Payback Credit points within 14 days from delivery of product. However if a customer calls advising that payback points have not been credited beyond 14 days use this tagging.

Assure customer that you will get this checked and get this issue resolved within 5 working days.

CASE PANEL

5. Payback Points Not Credited But Status Is Before Order Delivered/ Order Delivered – Within 14 Days.

If customer enquires about his Payback Points then check for Order Delivery. It takes 14 days after delivery of the product for payback points to be credited into customer's payback account.

Request customer to wait for 14 days (or remaining period) and assure that Payback Points will be credited in advised timeframe.

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CASE PANEL

6. **Prepaid Payment Unsuccessful- Request Of Reversal Of Payback Points- Beyond TAT**

If payment fails after order booking and customer has used payback points then these payback points are automatically reversed in 48 hours.

When customer contacts after order failure then assure customer that points will be reversed within 2 working days.

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CASE PANEL

7. **Prepaid Payment Unsuccessful- Request Of Reversal Of Payback Points**

If payment fails after order booking and customer has used payback points then these payback points are automatically reversed in 48 hours.

When customer contacts after order failure then assure customer that points will be reversed within 48 hours.

CASE PANEL

8. **Request For Cancelation**

Use this tagging to cancel those orders for which customer have made full payment using Payback Points and customer's liability of for zero payment.

If customer asks to get such orders cancelled use given tagging.

CASE PANEL

Enquiry Calls No Complaints, is for the scenarios wherein customer is just seeking some assistance or are enquiring about the product ordered.

CASE PANEL

Enquiry Calls No Complaints, is for the scenarios wherein customer is just seeking some assistance or are enquiring about the product ordered.

Dispositions Available:

1. Customer provided service center's number

2. Enquired About product features

3. Others

4. Product features not available in system

5. ~~Required Troubleshoot- Arrange callback~~

6. ~~Transferred to troubleshoot desk~~

CASE PANEL

1. Customer Provided Service Center's Number

Use this tagging when customer is seeking contact details for service center where he can contact vendor of the product

2. Enquired About Product Features

When customer has already booked his product and he wants to know some additional product related features. For eg. customer has booked a Mobile and he now wants to know if it is wi-fi enabled or not.

NOTE: *This tagging is only to be used when customer is asking for Product Features only.*

CASE PANEL

3. **Others**

This category is used as a generic tagging used to cover exceptional enquiry cases. This is used to tag those enquiries which do not have any specific tagging, for eg.

- ➤ Customer has booked an order and wants to know warranty.
- ➤ Customer has booked an order and wants vendor's name.
- ➤ Customer calls and asks for money back policy or Naaptol policy, after order booking.

4. ~~**Product Features Not Available In System**~~ **??????**

CASE PANEL

FLOW FOR NAVIGATING CASE PANEL

CASE PANEL

Navigation Flow:

DATA CAPTURE
- Update the Customer Details Section
- Enter Order Number

→

TAG CALL
- Enter Case Type
- Disposition Type

→

SUPPORT TOOLS
- Agent Instructions
- Update Agent Checklist
- Go through Agent Script

→

VOICE OF CUSTOMER
- Update summarized description of customer interaction

→

ESCALATE
- Select Escalate/ Quick Close
- Feedback Type
- Int* Comm*
- Submit

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CASE PANEL

THINGS TO REMEMBER

CASE PANEL

- ✓ Always validate
- ✓ Always refer to Agent Checklist & Agent Script
- ✓ Give complete information to avoid repeats.
- ✓ Update Voice Of Customer correctly so that next agents knows what you assured/advised customer of, on your call.
- ✓ Do not use short forms which are difficult for others to understand.
- ✓ Warm transfer to Troubleshoot.
- ✓ Advise customer of the TAT involved & set correct expectations.

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