

# SOP: Order Confirmation and Tracking Communication to Customer

This SOP details the process for **order confirmation and tracking communication to customers**, ensuring timely and accurate updates about order status. It includes verifying order details, sending immediate confirmation emails, providing tracking information once the order ships, managing customer inquiries related to order status, and ensuring consistent, clear, and professional communication throughout the order fulfillment process to enhance customer satisfaction and trust.

## 1. Purpose

To ensure all customers receive accurate and timely confirmation of their orders as well as tracking updates, supporting a positive purchasing experience and building customer trust.

## 2. Scope

This procedure applies to all staff involved in order processing, customer communication, and order fulfillment for online sales.

## 3. Responsibilities

- **Order Processing Team:** Verify order details and initiate confirmation process.
- **Customer Support Team:** Respond to order-related inquiries and send communications.
- **Shipping/Logistics Team:** Update tracking information upon order dispatch.

## 4. Procedure

1. **Order Verification:**
  - Confirm all order details (product, quantity, shipping address, contact info) in the system.
2. **Send Order Confirmation Email:**
  - Immediately send a confirmation email to the customer upon successful order placement.
  - Include order number, summary of items, expected shipping timeline, and contact information for support.
3. **Order Tracking Information:**
  - Once the order ships, update order status and retrieve carrier tracking information.
  - Send a shipping confirmation email to the customer, including tracking number/link and estimated delivery date.
4. **Handling Customer Inquiries:**
  - Respond promptly (within 24 hours) to all order and tracking related questions or issues.
  - Provide updated information or escalate complex cases as required.
5. **Consistent Communication:**
  - Use standardized, professional, and branded templates for all correspondence.
  - Ensure all communications are clear, concise, and accurate.

## 5. Communication Templates

Stage	Subject	Body (Key Content)
Order Confirmation	Your Order #[ORDER_NUMBER] is Confirmed	Thank you for your order! Order number: [ORDER_NUMBER] Items: [ORDER_SUMMARY] Shipping to: [SHIPPING_ADDRESS] Estimated shipping time: [ESTIMATED_SHIPPING_TIME] For questions, contact us at [CONTACT_INFO].

Shipping/Tracking	Your Order #[ORDER_NUMBER] Has Shipped!	<p>Your order is on its way!</p> <p>Tracking number: [TRACKING_NUMBER]</p> <p>Track your package: [TRACKING_LINK]</p> <p>Estimated delivery date: [ESTIMATED_DELIVERY_DATE]</p> <p>For updates, reply to this email or contact us at [CONTACT_INFO].</p>
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## 6. Monitoring & Review

- Regularly review customer feedback and inquiry response times.
- Update email templates and procedures to address common issues or improve clarity.
- Report and resolve recurring communication errors promptly.

## 7. References

- Customer Service Policy
- Email Communication Guidelines
- Order Fulfillment SOP