SOP: Order Status Communication and Customer Notification Process

This SOP details the **order status communication and customer notification process**, covering steps to inform customers about order confirmations, processing updates, shipping details, delays, and delivery status. It aims to enhance customer satisfaction by ensuring timely, accurate, and consistent communication throughout the order fulfillment cycle.

1. Purpose

To establish a standardized process for communicating order status updates and notifications to customers, ensuring transparency and reliability at each stage of the order lifecycle.

2. Scope

This SOP applies to all staff responsible for order processing, fulfillment, and customer communications.

3. Responsibilities

- **Customer Service:** Draft and send all customer notifications and respond to inquiries.
- **Order Fulfillment:** Update order status in the system and notify Customer Service of any delays or issues.
- **IT/Automation:** Ensure order management and notification systems are operational and templates are up to date.

4. Process Steps

Step	Description	Notification Template/Method	Responsible
1. Order Confirmation	Upon successful order placement, immediately confirm the order with the customer.	Email: "Thank you for your order..." Order summary included	System/CS Rep
2. Processing Update	If processing takes longer than usual, inform the customer of the delay.	Email/SMS: "Your order is being processed, update expected by..."	CS Rep
3. Shipping Notification	When the order ships, send shipment details and tracking number.	Email/SMS: "Your order has shipped! Tracking #..."	System/CS Rep
4. Delivery Confirmation	Notify the customer once the order has been delivered (based on carrier confirmation).	Email/SMS: "Your order has been delivered..."	System/CS Rep
5. Delay Notification	If an unexpected delay occurs (e.g., backorder, carrier issue), proactively notify the customer.	Email/SMS/Call: "We apologize, your order has been delayed due to..."	CS Rep

5. Notification Guidelines

- Use clear, concise, and courteous language.
- Always include relevant details (order number, estimated dates, tracking info).
- Respond to customer inquiries within 24 hours.
- Personalize messages with the customer's name where possible.
- Escalate unresolved issues to the supervisor or manager as needed.

6. Documentation and Record-Keeping

- Maintain records of all notifications sent to customers for at least 6 months.
- Log any escalations or customer complaints related to order notifications.

7. Review and Continuous Improvement

- Review this SOP annually or as needed based on process changes or customer feedback.
- Update templates and processes to improve communication quality and efficiency.

8. References

- Order Management System User Guide
- Customer Service Communication Standards

Note: All communication must comply with applicable data privacy regulations.