

SOP: Tracking and Delivery Status Updates

This SOP details the process for **tracking and delivery status updates**, including order confirmation, real-time shipment tracking, communication of delivery progress to customers, handling exceptions or delays, updating delivery status in the system, and ensuring accurate and timely information flow between logistics, customer service, and recipients to enhance customer satisfaction and operational efficiency.

1. Purpose

To formalize the procedures for monitoring, updating, and communicating delivery statuses to ensure timely and accurate information flow throughout the delivery process.

2. Scope

This SOP applies to all staff involved in order fulfillment, logistics, customer service, and related support functions.

3. Responsibilities

- **Logistics Team:** Track shipments, update delivery statuses, and report issues promptly.
- **Customer Service:** Communicate delivery progress and exceptions to customers.
- **IT/System Support:** Maintain and troubleshoot tracking systems.
- **Recipients:** Provide accurate delivery information and report inconsistencies.

4. Procedure

1. **Order Confirmation**
 - Verify order and shipment details upon receipt.
 - Send confirmation email/SMS to customer with order and tracking information.
2. **Initiate Real-Time Tracking**
 - Assign shipment tracking number in system.
 - Enable real-time status updates via integrated tracking platform.
3. **Monitor Shipment Progress**
 - Logistics team monitors status updates at key milestones (e.g., dispatch, in transit, out for delivery, delivered).
 - Automated or manual status updates are recorded in the system.
4. **Communicate Delivery Status to Customer**
 - Send timely notifications to customers at key shipment milestones.
 - Provide tracking link and estimated delivery date.
5. **Handle Exceptions/Delays**
 - Identify and flag exceptions or delays (e.g., weather, address issues) in the system.
 - Notify customers immediately, provide new estimated delivery timeline and resolution steps.
 - Escalate persistent issues to management if necessary.
6. **Update Delivery Status in System**
 - Log final delivery status promptly upon completion.
 - Capture proof of delivery where applicable.
7. **Post-Delivery Feedback and Closure**
 - Solicit delivery feedback from customer if required.
 - Close order in the system once confirmed delivered and accepted.

5. Communication Matrix

| Milestone/Event | Responsible | Communication Method | Recipient |
|--------------------------|----------------------------|--------------------------------|--------------------------|
| Order Confirmation | Customer Service | Email/SMS | Customer |
| Dispatched | Logistics Team/System | System Update, Email/SMS | Customer |
| In Transit | Logistics Team/System | System Update, Tracking Portal | Customer, Internal Teams |
| Delivery Exception/Delay | Logistics/Customer Service | Email/Phone | Customer, Management |

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|-----------|----------------|--------------------------|----------|
| Delivered | Logistics Team | System Update, Email/SMS | Customer |
|-----------|----------------|--------------------------|----------|

6. Documentation and Record Keeping

- Maintain shipment logs, status records, and customer communications for a minimum of 12 months.
- Ensure all system entries are time-stamped and updated in real-time.

7. Training

- Staff must receive regular training on the tracking system, SOP updates, and communication protocols.

8. Review and Improvement

- This SOP will be reviewed annually or upon significant process changes.
- Feedback on delivery tracking processes should be collected and applied for continuous improvement.