

# SOP: Order Placement, Tracking, and Delivery Guidelines

This SOP details the process for **order placement, tracking, and delivery guidelines**, covering steps for accurate order entry, confirmation procedures, real-time tracking updates, delivery schedules, handling delays, and customer communication protocols. The goal is to ensure timely and accurate order fulfillment while maintaining high customer satisfaction and efficient logistics management.

## 1. Scope

This SOP applies to all staff involved in the order processing, tracking, and delivery operations.

## 2. Responsibilities

- **Order Entry Staff:** Accurate order entry and confirmation.
- **Logistics Team:** Managing tracking, delivery schedules, and addressing delays.
- **Customer Service:** Communication with customers about order status and delivery.

## 3. Procedure

### 3.1 Order Placement

1. Receive order request via approved channels (website, email, phone).
2. Verify order details (product, quantity, customer information, shipping address).
3. Enter order into the order management system accurately.
4. Generate and assign a unique Order ID.

### 3.2 Order Confirmation

1. Review order for completeness and accuracy.
2. Send order confirmation to the customer with order details and expected delivery timeline.
3. Update order status to "Confirmed" in the system.

### 3.3 Order Tracking

1. Assign tracking number upon shipping.
2. Update the order tracking section in the customer portal or send real-time tracking link via email/SMS.
3. Monitor tracking systems for delivery progress and exceptions.

### 3.4 Delivery Scheduling

1. Plan optimal delivery routes and schedules.
2. Notify customers of the expected delivery date and time window.
3. Coordinate with delivery partners or in-house drivers for timely dispatch.

### 3.5 Handling Delays and Exceptions

1. Identify causes of delay as early as possible (weather, supply issues, etc.).
2. Update order status and notify the customer with revised delivery estimate and explanation.
3. Record delay reasons in the system for analysis and improvement.

### 3.6 Customer Communication Protocols

1. Ensure all communications are professional, courteous, and timely.
2. Send proactive updates at each critical step (confirmation, shipping, out for delivery, delivery completed).
3. Provide a contact channel for customer inquiries or issues (email, phone, live chat).

### 4. Documentation & Records

- Order forms and confirmations
- Tracking records
- Delivery notes and proof of delivery
- Delay and exception logs
- Customer communications

### 5. Key Performance Indicators

Indicator	Description
Order Accuracy Rate	Percentage of orders processed without errors.
On-Time Delivery Rate	Percentage of orders delivered within promised timeframe.
Customer Satisfaction Score	Average rating from customer feedback.
Delay Resolution Time	Average time taken to resolve and communicate delivery delays.

### 6. Review & Continuous Improvement

- Review SOP and process metrics quarterly.
- Act on feedback from customers and staff to enhance order and delivery processes.
- Document improvements and communicate changes to all stakeholders.