Standard Operating Procedure (SOP)

Shipment Tracking Initiation and Customer Notification

This SOP details the process for **shipment tracking initiation and customer notification**, covering steps to accurately record shipment details, generate tracking information, and promptly inform customers about their order status. The procedure ensures transparency, improves customer satisfaction, and facilitates timely updates throughout the delivery process.

1. Purpose

To define the standardized process for initiating shipment tracking and notifying customers after order dispatch.

2. Scope

This SOP applies to all outbound shipments handled by the logistics, warehouse, and customer service teams.

3. Responsibilities

- **Warehouse Staff:** Record and verify shipment details.
- **Logistics Team:** Generate and assign tracking information.
- **Customer Service:** Notify customers and address queries.

4. Procedure

1. **Order Preparation**
   - Confirm the order ready for dispatch after final quality and quantity verification.
2. **Recording Shipment Details**
   - Log package dimensions, weight, and contents into the shipment management system.
   - Assign a unique shipment ID if not auto-generated.
3. **Generating Tracking Information**
   - Process shipment with designated carrier.
   - Obtain and record the tracking number and estimated delivery date.
4. **Initiating Customer Notification**
   - Send a notification email/SMS to the customer with the following details:
     - Order number
     - Shipment date
     - Carrier name
     - Tracking number and tracking link
     - Estimated delivery date
5. **Updating Internal Records**
   - Ensure shipment status is updated to "Dispatched" in the system.
6. **Ongoing Tracking & Customer Support**
   - Monitor shipments for any exceptions or delays and proactively update customers if needed.
   - Respond to customer inquiries related to shipment status in a timely manner.

5. Documentation

- Shipment logs
- Customer notification records (emails/SMS)
- Tracking information from carrier portals

6. Revision History

Version	Date	Author	Description of Change
1.0	2024-06-11	Logistics Team	Initial SOP release