

Picture Process Maps (PPM) E-Commerce Customer Service: Daily Duties

Purpose and Table of Contents

PURPOSE

The Picture Process Maps (PPM) document is a guide for E-Commerce Customer Service team members. It provides step-by-step instructions for handling customer inquiries, managing product returns, and ensuring smooth order processing from receipt to fulfillment. By outlining the tools, procedures, and workflows required for daily duties, the PPM aims to ensure accuracy, efficiency, and consistency in managing products and customer service interactions. This guide empowers team members to make informed decisions while maintaining customer satisfaction and safety standards.

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Customer Service

Required Tools and Workstation

This page provides information on the required tools and the workstation setup.

The role of an e-commerce Customer Service team member is multifaceted and requires decision-making in unique situations every day. Customer Service is also responsible for customer pick-ups, returns, and assisting customers with their questions or requests.

SHELVES

TOP SHELF: Bins for pickup orders

MIDDLE SHELF: Boxes for closed

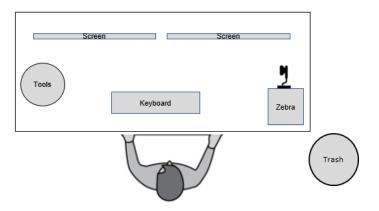
inquiries, fulfilled pickup orders, folders

or forms

BOTTOM SHELF: Incoming returns or

returns tracking form





TOTES

CART
Clipboard with pick-up
order forms

Workstation					
	☐ Two screens				
	Computer				
	Zebra printer				
	Scanner				
	Keyboard				
	Mouse				

Tool Bin
Stapler
Box opener
Tape
Small plastic bags
Pens
Painter's tape
Caliper
Scale



Assistance with Customer Tickets

Needing Assistance with Customer Tickets

When you need a manager's help with customer tickets, create a list of tickets and the corresponding issues and then request help. When reviewing the ticket with someone else, do not try to explain the ticket without your helper **seeing** the ticket. Slow down, be organized, and start at the beginning of the ticket.

Ask for Help

When asking for help, consider assigning tasks to the helper that can be concluded quickly and efficiently. This way, you're not giving them tasks requiring follow-up, as the person helping you might not be available for that. Your helper's role in resolving these tasks promptly is crucial and greatly appreciated.

If you need help with the number of tickets, ask for help to clear the following types: missed payments, deferred payment dates, removal of bids, customer questions about a product, and items "not found." For items "not found" and customer questions about products, create a list of items, their locations, and SKUs with a note of what is needed and give that list to the helper.



Accessing Customer Tickets

New Tickets

Every new (bolded) ticket must be addressed within 48 hours. Addressing a ticket includes the following:

- · Responding to the customer with follow-up questions as needed
- Answering questions and closing the ticket

NOTE: Addressing a ticket does not include a statement of postponement for "manager" or "short-staffed."

Assigning Tickets

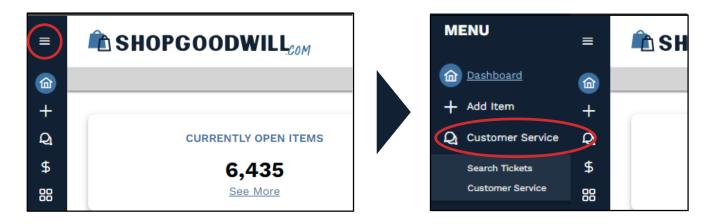
You must address a ticket on the same working day it's assigned to you. If the ticket is already assigned to someone else or you can't respond to it within the same workday, it should not be assigned to you.

The only person/s who can reassign tickets are managers.

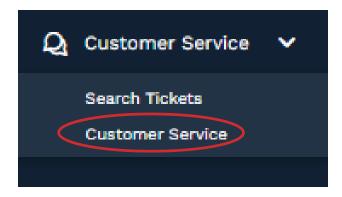


Accessing Customer Tickets Steps

1. In your Shop Goodwill account (shopgoodwill.com), from the Menu icon, select Customer Service.



2. Click the arrow pointing down and select Customer Service.





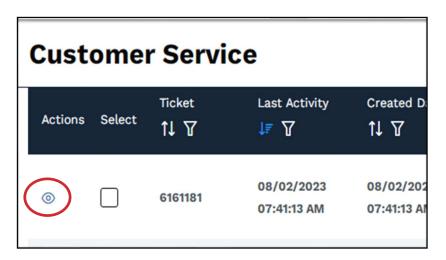
Accessing Customer Tickets Steps

(Continued)

3. In your Customer Service dashboard, you will find the list of customer tickets. If the information is in bold, it means that the ticket is brand new or a customer has replied.

Customer Service									Clear All Fili	ters		
0		6935517	05/30/2024 03:08:31 PM	05/30/2024 02:40:40 PM	Barbara Koich	No	Shipping Support	2 200309026	why such a high shipping cost?	Ryan Lee	Open	
©		6935414	05/30/2024 03:08:04 PM	05/30/2024 01:48:11 PM	Annalee Crum	No	Item Inquiry	199906852	native print	Customer Service	Open	

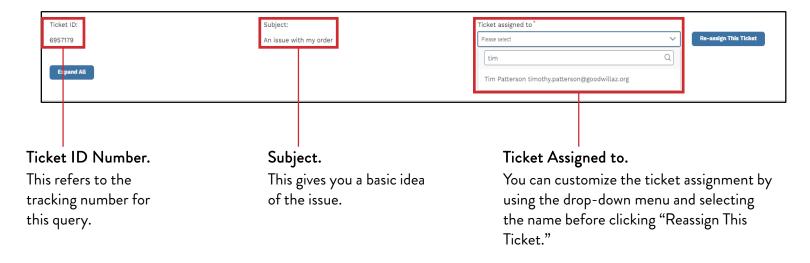
4. To open a specific ticket, click on the eye icon.





Customer Ticket Sections

At the top of the ticket, you'll find the following items:





Customer Ticket Sections (Continued)

The next section contains the message from the customer. The following details are included:

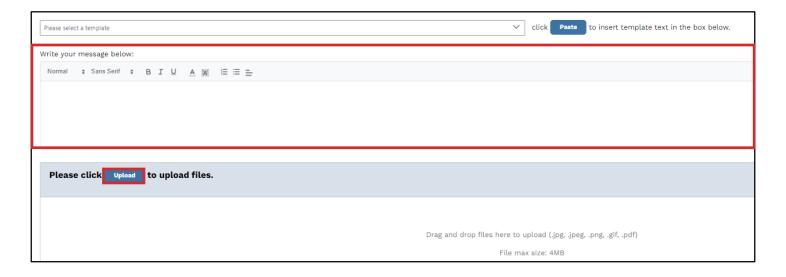
- Date/Time This refers to when the ticket was created.
- Responder This is the customer's name.
- Message This contains the customer's message.
- View Complete Message Allows you to open the message in a new window.
- Attachments This may be used if the customer includes a product picture.





Replying or Closing a Ticket

Below is a screenshot of the messaging area. You will use this to reply to customer tickets. You may drag and drop or upload photos and other information for the customer. Please note that the template section is currently not being used.



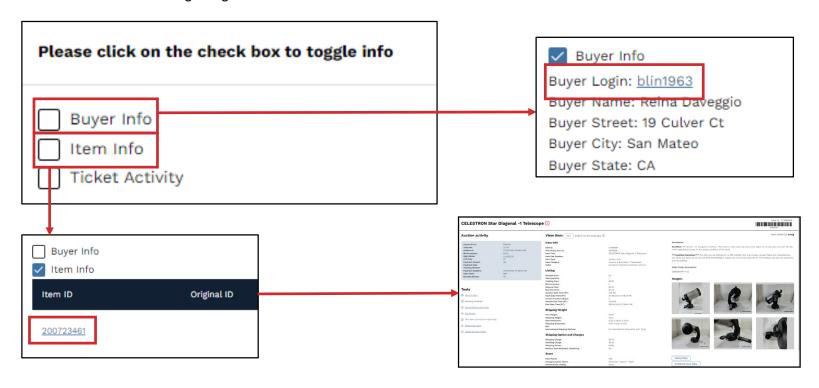
When ready to send the message, click **Post New Message**. Use the **Close This Ticket** icon when you have clarified any requested information and do not anticipate the customer to respond.





Access to Item and Buyer Information

If you need more customer information, click "Buyer Info." You'll mostly need to right-click the Buyer Login hyperlink to open their profile in a new tab and find more information. To open the listing, click on **Item Info**, which will give you a drop-down menu that includes a hyperlink to the listing. Right-click the Item ID# to open the listing in a new tab. This new tab contains all the information you need about the auction, listing, images, and more.





Item Information

Auction Activity Basics

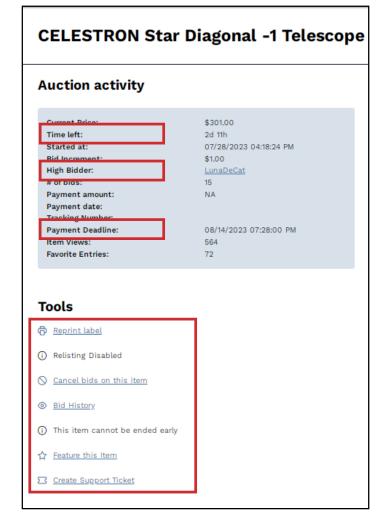
Time left: Time remaining until the auction closes

High Bidder: Email for the highest bidder/winner (Right-click on this to open the Buyers information page)

Payment Deadline: The date and time the winner of the auction has to pay for the item

Tools

- · Reprint Label: Allows you to print a new label for the item
- Relisting Disabled/This Item cannot be ended early: These pertain to fixing listings or the listing of a returned item, or removing a listing altogether
- Cancel bids on this item/Bid History: These are used when a customer requests their bid to be removed, and after the auction is complete, it lets us see the final bidders and their bids
- Feature this item: This is used by listers when we have an item we want to prioritize
- Create Support Ticket: This is used if you need to reach out to the winner of an auction. It sets up a ticket for you to communicate with the customer





Item Information

(Continued)

Item ID

Using the Item ID is another way of finding the item within our systems.

Item's Location

You often need to locate the item to answer a customer's question. The item's location is in the Store section, under "Store Location Name".

View Item Edit Added via 3rd pa	O
View Item Edit Added via 3rd p	arty app O
Item Info	
Item Id:	173591939
Item Title:	42308176 CELESTRON Star Diagonal -1 Telescope
Item Part Number:	ozzzomon otal biagonat i retescope
Item Type:	Auction Item
Item Category:	Science & Education > Telescopes
Seller:	Goodwill of Central & Northern Arizona
Listing	
Stocked Item:	No
Item Quantity:	1
Starting Price:	\$9.99
Bid Increment:	1
Reserve Price:	\$0.00
Buy Now Price:	\$0.00
Auction Start Time (PT):	4:18 PM
Start Date Time (PT):	07/28/2023 04:18:24 PM
Auction Duration (Days):	7
Auction End Time (PT):	7:28 PM
End Date Time (PT):	08/04/2023 07:28:00 PM
Shipping Weight	
Item Weight:	23.00
Shipping Weight:	41.00
Item Dimension:	15.00 X 18.00 X 21.00
Shipping Dimension: Box:	0.00 x 0.00 x 0.00
International Shipping Options:	No International Shipments (U.S. Only)
Shipping Option and Charges	
Shipping Charge:	\$0.00
Handling Charge:	\$3.50
Shipping Carrier:	FedEx
Restrict Item Shipment Combining:	No
Store	
Store Name:	098
Storage Location Name:	Oversized - Bay 01 - Shelf
Enhance your Listing:	None



Item Information

(Continued)

Description

This section contains the item descriptions posted within the listing, including the condition, condition disclaimer, and images.

Seller Private Description

The Seller Private Description, or SKU, is a unique number assigned to each product for tracking purposes within ecommerce.





Bid Retraction or Release from Payment

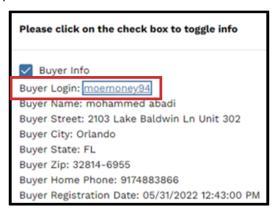
NOTE: Review the comments on their account when the customer requests a retraction of their bid, and ensure they have yet to receive a retraction from our location.

The steps to do this are as follows:

1. In the Customer Service Ticket, scroll below the message area and click on the Buyer Info checkbox.



2. Once expanded, right-click on the hyperlinked username and select "Open in New Tab" to review the customer's account details and any notes from our location regarding a previous retraction of a bid.





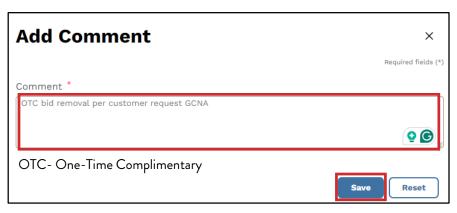
Bid Retraction or Release from Payment

(Continued)

3. On the customer's profile, confirm that no notes are present under Comments from our location (Bid retractions and release from payment are offered only once a rolling year). The customer has two comments in the example below, but neither are from us. Click "Add Comments" to add your note.



4. Clicking on "Add Comments" will give you a pop-up where you can leave the note that you are retracting or providing a release for payment and include GCNA in the statement. Click "Save".



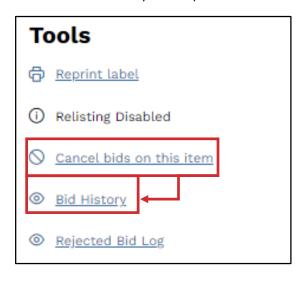


Bid Retraction or Release from Payment (Continued)

5. Go back to the Customer Service Ticket, click on "Item Info," and open the listing in a new tab.

Please click on the check box to toggle info
Buyer Info
Buyer Comments
☐ Item Info
Ticket Activity

6. Under "Tools," click "Cancel bids on this item." This will then allow you to open the "Bid History".





Bid Retraction or Release from Payment (Continued)

NOTE: The bid history will first list the bids in order of the newest bid. We have no access to the bid amounts until the auction has closed. Even then, we only need that information if a customer is contesting that they should have won the auction.

7. Look for the customer's bidding ID and click "Retract."



8. Clicking Retract will give you a popup to enter why the bid is being retracted. The customer receives this message, so ensure it is professional and you don't use abbreviations such as OTC (One-Time Complimentary). Click "Retract" to finalize the action.

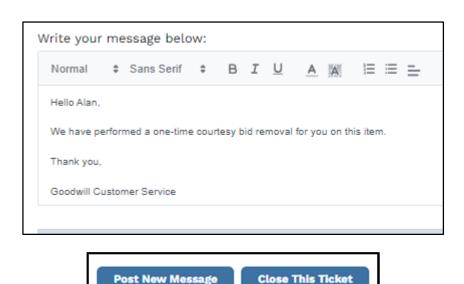




Bid Retraction or Release from Payment (Continued)

Follow these guidelines if the customer requests a retraction of their bid.

Go back to the Customer Service ticket and add your notes that the bid has been retracted. Since there is no expected response from the customer, you will want to click "Close This Ticket" to complete the bid retraction or release from payment. If you're expecting a response from a customer, click "Post New Message."





Return or Refund

Because our items are varied, returning or refunding must be handled individually. The information below provides guidelines to help you determine the best option and inform you regarding the current policies. Remember that a manager must approve any refund over \$100.00.

Shop Goodwill (SGW) Return Policy

- For items to be eligible for return, you must contact us within seven (7) days of receipt of your order. Return requests for reasons stated or shown in photographs in the auction will be denied. NO EXCEPTIONS. Before placing bids, please carefully review auction photos, listing descriptions, and disclaimers. By bidding on items, bidders understand and accept that items are represented to the best of our ability, ARE previously used, and may contain unseen flaws that we cannot ascertain and for which we do not take responsibility.
- Unless specifically stated, items have NOT been appraised, certified, or authenticated. There is no warranty, and all items in this
 auction are being sold "AS IS WHERE IS" to the highest bidder without warranty or guarantee of any kind. ALL SALES ARE
 FINAL. We are not responsible for the authenticity of or defect in any lot and make no warranty concerning defects or authenticity.
- A thorough review of photos and item information is strongly recommended to ensure personal satisfaction of condition and value.
 Please contact us before bidding to clarify any questions or concerns. You can view more information about our return policy by clicking the Seller Info tab.



Return or Refund (Continued)

ShopGoodwill (SGW) Return Policy Cont.

- For items to be eligible for return, you must contact us within seven days of receipt of your order. Any unauthorized returns or "refused" by the recipient will be considered a donation. Return requests for reasons stated in an auction will be denied, as well as damage in photos not specifically noted in the listing. By bidding on items, bidders understand and accept that items are represented to the best of our ability, ARE previously used, and may contain unseen flaws that we cannot ascertain and for which we do not take responsibility. Any item(s) sold AS-IS' will not be eligible for return or refund. GCNA is not responsible for lost or stolen packages. Under no circumstances will refunds be issued for items marked as delivered.
- Authenticity/Value/Condition: Unless specifically stated, items have NOT been appraised, certified, or authenticated. There is no
 warranty and all items in this auction is being sold "AS IS WHERE IS" to the highest bidder, without warranty or guarantee of any
 kind. ALL SALES ARE FINAL. We are not responsible for, authenticity of, or defect in any lot, and make no warranty in connection
 to defects or authenticity.
- It is strongly recommended that you thoroughly review photos and item information to ensure personal satisfaction with condition and value. Please contact us before bidding to clarify any questions or concerns.
- Special Conditions and Restocking Fees: In some cases, a 20% restocking/re-listing fee will be applied based on pre-approved return reasons. Customers will be notified before return if a restocking fee will apply.



Return or Refund (Continued)

ShopGoodwill (SGW) Return Policy Cont.

- Damage to Shipment: If your item(s) arrive damaged, please do not discard the item(s) or packaging until written authorization is received by a Customer Service representative. Any order received as damaged requires an image(s) of the shipping carton, packing material, and the product. Once the photos are received, we will file a shipping claim with the carrier on your behalf. Refund will be based on Carrier's refund of claim, which is subject to the FedEx Declared Value for Carriage and Limitations of Liability (https://www.fedex.com/en-us/service-guide/terms/express-ground-samedaycity.html#declared-value-for-carriage-and-limits-of-liability-international). Many items sold and shipped are limited to a maximum declared value for carriage by FedEx of \$1,000 per shipment. It is the responsibility of the buyer to purchase additional insurance not covered by FedEx as outlined in the FedEx Declared Value for Carriage and Limitations of Liability through a 3rd party insurance provider if desired.
- The claims process may take up to 30 days to resolve. You may also refuse delivery on the spot if damages are clearly visible. In this case, you will need to contact us about refusing shipment so we can proceed with a refund on the order once the item(s) are received back at our location.



Customer Service

Customer Service

- Our Customer Service Department is accessible via the "Contact Us" link above. Customer support tickets are answered Monday through Saturday from 8:30 a.m. to 5:00 p.m. MST. We strive to respond to all customer messages within 24-48 hours.
- Correct shipping information relies solely on you as the buyer. We cannot make changes once an order has shipped; therefore, please verify that all your information is correct before finalizing your order. If you need to update your shipping address after your item has shipped, sign up for FedEx Delivery Manager (https://www.fedex.com/en-us/delivery-manager.html). You may also request your package be held at a participating FedEx location near you through the FedEx website (https://www.fedex.com/en-us/shipping/hold-at-location.html)



Consider the following when determining Refunds/Returns for Goodwill:

- 1. Does the listing accurately reflect the item?
- 2. Do the pictures accurately reflect what the customer received? Is there damage to the item (not from shipping) depicted in the listing?
- 3. Does the "detailed description" accurately reflect the condition of the item?
- 4. Is the stated "condition" of the item, accurate?
- 5. Does the Disclaimer cover any of the customer's concerns?
- 6. Is the title accurate to the item?

If your answer to any of these questions is "no," there will most likely be room for a refund/return if it is due to our error in advertising the item. If your answers are mostly "yes," most likely, there is no room for a return/refund.



Determining Refunds/Returns for Goodwill

(Continued)

We can't decide on issues without having the item in our possession.

Example: Jewelry

If a piece of jewelry is called "sterling silver," but the customer claims it is not, it cannot be accurately determined without re-testing it. Take note of whether it was described as sterling in the description.

Consider the following:

- If we receive the item back, is it resalable? If not, a full/partial refund without a return is possible.
- The price of the item vs shipping costs.

If the customer is approved to return the item:

- · If we determine that the item was described accurately in the listing, consider offering a refund minus ALL shipping and handling.
- If the gems/metals were not accurately reflected in the listing, most likely, a full refund is in order.

NOTE: If a customer makes or wants to make a return and nothing is wrong with the item, E-Commerce management has a right to charge a 20% processing fee.



Determining Refunds/Returns for Goodwill

(Continued)

Example

We sold a very small gold medallion. The listing weighed the item and numerous pictures, including the medallion pictured next to a dime to show the size. The customer wanted to return the item because it was smaller than he thought it would be, and he claimed the listing didn't accurately reflect the size. We determined that the listing was accurate and that the medallion was resalable. We allowed him to return the medallion but only refunded the cost of the item, not the shipping and handling.

Example

Clothing. The listing should include pictures of the manufacturer's label depicting the size of the garment; only if the garment is not labeled will we add measurements. If the measurements were inaccurate, a refund might be appropriate. If the garment label has the size and the customer claims the label needs to be more accurate, we will most likely not refund/return it.

Shipping

If FedEx shows the item was delivered (with/without a picture) and the customer wants a refund, they must contact FedEx and file a claim. We can also file a claim for them.



Types of Refunds

The following are the types of refunds:

- 1. Refund AFTER Return
- High-value items
- · Items that still have value for parts or repair
- 2. Refund WITHOUT Return
- Low-value items
- Significant damage or issue(s) that cause the item to be unsellable
- · Approved/paid shipping carrier claims
- 3. Partial Refund
- One of three in lot
- · Item damaged but repairable
- Item missing from the shipment (e.g., power cord)

- Questionable issues (can't determine)
- Shipping carrier claim was denied; high-value or decent parts/repair
 value

- Difference in value (14k vs. 10k jewelry)
- · Shipping carrier claim denied, but easy repair or replacement

The following are the steps to access return labels:

1. From the customer service ticket, select "Item Info". Right-click the Item ID to open the listing in a new tab.



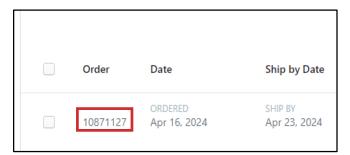
2. Copy the Seller Private Description (SKU number).

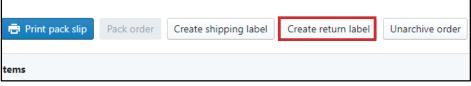


3. In Upright, Go to the Orders page and click All. Then, type the SKU number and select Search. This will then bring up the order.

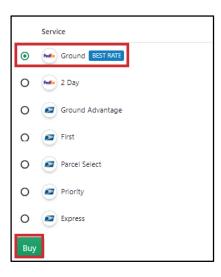
Return Labels (Continued)

4. Select the order and click "Create return label" at the top.





5. Look for the rates at the bottom right section. Click FedEx Ground and then select "Buy." A "Success" notification will appear.







Return Labels (Continued)

6. The shipping label must be emailed to the customer. Click on the text field and enter the customer's email. Select "Email return label."





Return Order Page

NOTE: When an item is returned, no refund is processed until we've received the item.

Full Refund

If the customer receives a full refund, click "Refund Full Order."

Return Orde	er ①	
Refund Full Order	Refund Tax Amount Only	Conve

Partial Refund

For partial refunds, indicate the amount of money being refunded for any of the financial items below. This system will total your entries at the bottom of the "Return Amount" column.





Return Order Page (Continued)

Finalizing the Return

1. The system will fill in the **Total Tax Return** and **Refund Net Total** for you. Using the drop-down, pick a reason for the return, and if needed, use **Other**. If **Other** is used, type the reason in the Comment section.

Return Order Page (Continued)

Finalizing the Return Cont.

2. Review the refund prior to processing it. If the details are accurate, click **Proceed for Return**. Ensure that the Return Tracking Forms have been completed and notify the customer that the refund has been processed.

			CS-RETURNS			
Date Received	Customer Name	Order #	Issue	Need Mgr Help	Relisted by: CS or Dept	Date issue completed
neceiveu				псір	со от верг	completed

When Item Is Received:

- 1. Fill out this form
- 2. Print the order and attach it to the item
- 3. Determine if you need management assistance
- 4. Note if you were able to relist the item (and reshelf) or needed to give the item to the department to update the listing
- 5. Date the issue closed-including disposing of all packaging/boxes

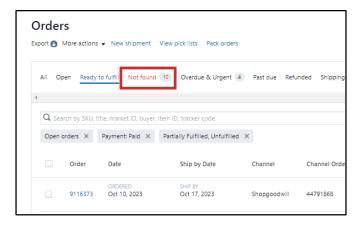
Customer Service Return tracking and processing

28 Jan 24

Not Found Items Procedures

NOTE: Any items over \$500.00 that are not found must be reported to a Manager the day they are noted as missing.

 In Upright, click on the shopping cart at the top right. On the Orders page, click Not Found and then select the order number to open it.



2. In the Order page, look for the inventory location. There is no location for this item.

Item	Channel Item ID	Picked/Packed	Inventory Location	Price
Michael Kors Tan Wallet Leather Wallet #13160871 • 0124172-D-06	View on Shopify 🗗 42325720563894 (Original)	Not picked 🖍	D - Bay 07 - Shelf 03 - Bin 03	1 X \$19.95
Authentic Ray-Ban Black Plastic Frame Clear Lens Full Rim Rectangle Eyeglasses #14114413 • 0875PRYXP-A-01	View on Shopify ☐ 42388518142134 (Original)	Not found 🖊	_	1 X \$39.09



- 3. If the item had a location, we would search the area and around the location denoted in the listing. If the item has no location, as shown in the example below. In that case, we will determine when the listing was created and what other items may have been placed on the same cart for shelving. We can then find those items to see if our lost item was placed with them.
- 4. In SGW, click Menu, Reports, and then Lister Posting Reports. Enter the date posted to the current day and click Get Report.

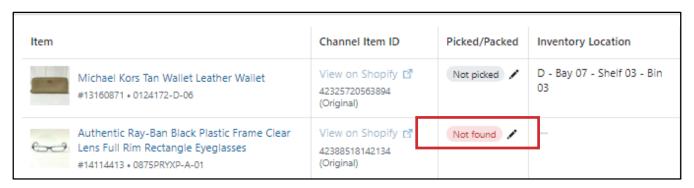


5. When the report opens, copy and paste the item's title in the box. The item will show up in orange on the report.

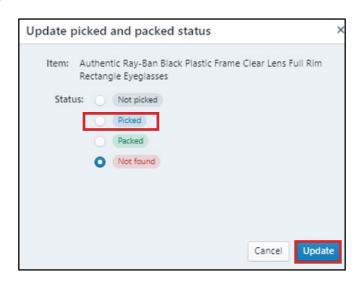


Not Found Items Procedures (Continued)

6. In Upright, return to the order and click the pen icon.



7. Select picked and then click update.





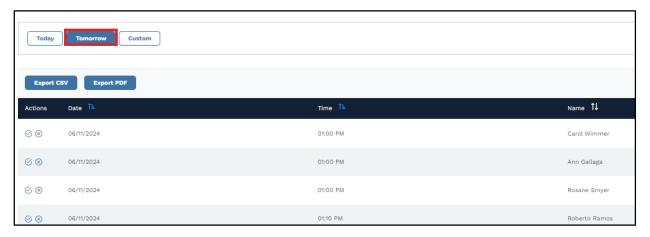
8. Back on the customer's order, click "Create Support Ticket" to create a ticket and notify the customer that the item wasn't found. The recommended message would be, "We apologize; this item was not located in time for shipping." We have issued a full refund for this order today. Please allow three to five business days for this to reflect on your account."



Customer Order Pickup

When a customer purchases an item, they can pick them up here at the warehouse.

1. In SGW, click on the Menu and then Pickup Scheduler. Next, click Shopper Pickup Schedule. Choose "Tomorrow." This will give you the list of the time of pickup, names, and order numbers for each customer. Click on each order and print the order for picking.



2. During customer pickups, they must follow their scheduled pick up time and must present a valid ID. Compare the order to the packing slip attached to the order to ensure the order is correct. Then, have the customer sign for the order. Give the customer their order. In Upright, mark the order as "fulfilled."





Customer Order Pickup (Continued)

3. Ensure that the pickup form is ready. Next to the appropriate time enter, customer's name, and order number. Keep this form near the Pickup door. If a customer does not have an appointment and you can pick the order, add the customer to the Unscheduled Pick Ups section. With advanced notice, the customer can notify us that someone else will pick up their order. They must give us the name of the person designated. These are saved in the Fulfilled Pickup Order box.

	Pick up ord	ers for: Day N	Nonth Year	CS/Initials	Order not picked up- email notification sent (initial/date		
Time	NAME	ORDER#	SIGNATURE	FULFILLED			
1:00 PM							
1:00 PM		-					
1:00 PM		-					
1:00 PM		-					
1:00 PM		-					
1:00 PM		-					
1:00 PM		-					
1:00 PM		-					
1:10 PM		-					
1:10 PM		-					
1:10 PM		-					
1:10 PM		-					
1:20 PM		-					
1:20 PM		-					
	UNSC	HEDULED PIC	K UPS				
		1			1		
		1			1		
		•]		
1	All Pick Ups require: Name/Order # and signature EVEN UNSCHEDULED PICK UPS						
2	All orders are initialed AFTER the order is marked "Fulfilled" in Upright.						
4	Only ofter an order is fulfilled can the order form be destroyed. If an order was missing items, have the customer sign. On the back write the order number, the item number/s of the missing item/s. When a determination has been made on the missing items, make a note on the back and then fulfill the order.						
ck Up Sheet		Revised 9 Jan 2	a				

Employee Order Pickup

E-Comm employees and other GCNA employees are permitted to purchase items from our store on ShopGoodwill.com. If they win an auction, they need to fill out the Employee Order pickup Slip, which is pictured below.

- 1. The following are the directions for this process:
- 2. Employee will fill out the **Employee Order pickup slip** and place it in the box across from the whiteboard
- Find the customer in SGW through Menu > Manage
 Buyers > Search Buyer
- 4. Paid but not Shipped > Print invoice/s
- 5. Pick the order
- 6. Place the order/s with the invoice/s in the Manager's office
- 7. Highlight "Your order is ready for pickup.

 Please take this slip with you to pick up your order."
- 8. Tape the Employee Order pickup slip on the whiteboard
- 9. Employee must sign for the order
- 10. Mark the order/s as fulfilled in Upright
- 11. Leave the form on the Manager's desk

Employee Order Pick Up Slip
First/Last Name:
User Name:
Date:
Order/s#
(when your order is ready for pick up, this slip will be taped to the white board and the "Your order is ready for pick up" will be highlighted)
Your order is ready for pick up. Please take this slip with you to pick up your order.
CUSTOMER SERVICE:
 This slip should remain with the clipboard after sign off until the order is marked Fulfilled in Upright

