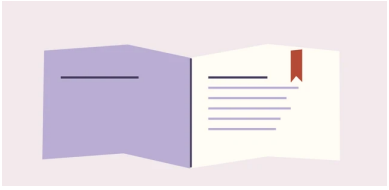
Order exception playbook



We write six response paths for late, duplicate, failed and incomplete orders.

Who it helps

Merchants and online retail teams

The problem to solve

Unusual orders are often handled inconsistently when staff cannot see which action is authorised for a given failure.

Working through the brief

1. **Select recurring order exceptions**

   Gather the agreed inputs. Trading data, fulfilment rules or product launch brief pertinent to the assignment.

2. **Write six response paths**

   Track “Reported exception” and “First response” together so the reviewer can connect the source information to the result.

3. **Check the routes against examples**

   Use the playbook to check the next action and owner before an exception becomes a support escalation.

4. **Check the scope at handover**

   Subscriptions, platform fees, advertising and fulfilment charges are separate.

Worked example

A paid order has no dispatch confirmation. Assign an owner and specify when that exception should be escalated.

Read the service scope / COM-027

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