BUSINESS CASE WHITEPAPER · COM-027

Order exception playbook

Give staff a consistent next step when an order goes wrong.



The decision

Staff give different replies to the same failed or duplicate order.

What the fee buys

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

When to commission

Commission when the merchant can supply actual exception types and approve the responses.

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SCOPE AND OPERATING CASE

How the work changes the decision

Starting position

A second customer message looks like a duplicate order, but its payment reference relates to a failed attempt.

In this illustrative case

Check the two order states before deciding on cancellation, contact or fulfilment.

Inputs and ownership

Gather the current fulfilment rules, escalation contacts and anonymised exception examples.

1. Select recurring order exceptions
2. Write six response paths
3. Check the routes against examples

Using the handover

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

An alternative to buying

Update an existing playbook if the response paths and escalation owners are already clear.

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INVESTMENT AND EVALUATION

Test the case before approving spend

£349 GBP · one-time catalogue fee excluding applicable VAT

Full cost to the buyer

Subscriptions, platform fees, advertising and fulfilment charges are separate. Include the cost of preparing inputs, reviewing the output and implementing any subsequent changes.

A time-only comparison

At an illustrative £40 per staff hour, the fee alone equals 8.72 hours. Replace £40 with your own fully loaded hourly cost. Divide the full incremental cost by that rate to find your break-even hours. Count only effort you can reasonably avoid. This illustration predicts no saving.

What to measure

Compare the first actions selected by two team members for the same anonymised exceptions. Record a baseline before work begins. Use the same scope and definition at follow-up, and note changes outside this service.

Timing and dependencies

Pay upfront at the external checkout. You can prepare immediately. We track clearance and start intake when payment clears, which can take up to seven business days depending on the payment system. The estimate after start and receipt of complete inputs is 3–7 working days.

Approval test

Commission when the merchant can supply actual exception types and approve the responses. Assign an owner for the handover and a date for checking the measure. If the inputs or owner are missing, defer the purchase.

Basis: Routine Works service specification COM-027, GBP catalogue fee and an illustrative working case. View service scope.

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