The Essential Handbook For
Automating E-commerce Post-purchase Customer Support

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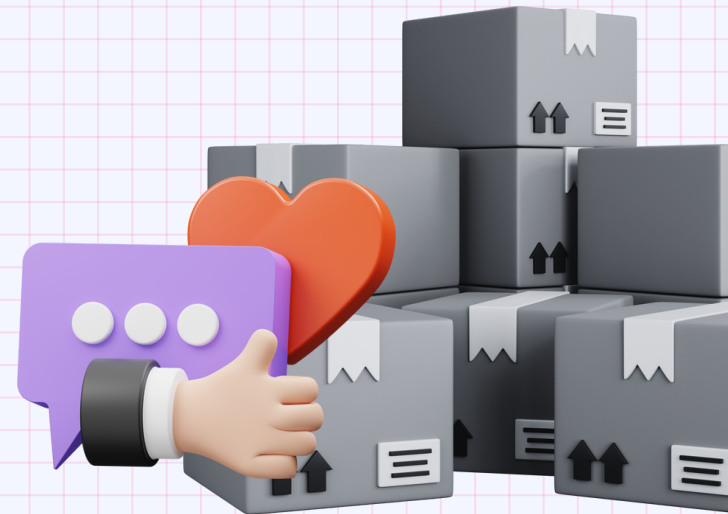
gorgias *and* **LATESHIPMENT.COM**

Post-purchase Event	Suggested Gorgias Macros	Automated Ticket-Level Actions	Suggested Gorgias Rules	Explanation of Suggested Rules
Packages delivered with delays	**Delay Notification**: Inform customers about delays in delivery and provide new estimated delivery date. **Delay Resolution:** Provide solutions such as compensation or expedited shipping to mitigate the delay.	• Set priority based on delay severity • Add internal notes for future reference	• Priority: Delayed Delivery • Auto-prioritize based on tags	• Set a higher priority for tickets with the "Delayed Delivery" tag to ensure quicker resolution. • Automatically adjust the priority based on tags, allowing the team to focus on higher-priority tickets first.
In transit with delays	**ETA Update:** Provide an updated estimated time of arrival (ETA) and reassure customers about the shipment. **Shipment Status Check:** Offer real-time tracking status and reassure customers about the delayed transit.	• Set response time SLA based on delay • Assign to specific agent/team based on delay	• Priority: In-Transit Delayed • Auto-assign based on tags	• Assign a medium priority for tickets with the "In-Transit Delayed" tag to ensure timely attention. • Automatically assign tickets to specific agents or teams based on tags to streamline handling.
Failed Deliveries	**Retry Instructions:** Advise customers on retry options, provide alternate delivery address instructions. **Delivery Resolution:** Guide customers through the resolution process and escalate if needed.	• Escalate to a higher support level if retries fail • Trigger notifications to relevant parties for failed deliveries	• Escalate to Tier 2 Support • Notify Supervisor for Failed Deliveries	• Escalate the ticket to a higher support level if delivery retries fail, ensuring faster issue resolution. • Notify supervisors when tickets with failed deliveries are encountered, ensuring prompt attention.

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Predicted Delays	**Delay Alert:** Alert customers about possible delays, apologize for any inconvenience, and offer solutions. **Support Request:** Allow customers to ask questions and receive assistance related to the predicted delay.	• Update order status with predicted delay • Notify customers about the delay via email	• Priority: Predicted Delay • Auto-send predicted delay alert email	• Assign a lower priority for predicted delay tickets to ensure timely resolution while managing expectations. • Automatically send an email to customers to alert them about potential delays and offer support options.
Packages suspected lost	**Lost Package Investigation:** Assure customers of the investigation process and provide updates regularly. **Lost Package Resolution:** Offer replacement, refund, or other solutions if the package is confirmed lost.	• Create tasks for agents to follow up on investigation • Update customer profile with lost package status	• Escalate for Lost Package Investigation • Auto-assign Lost Package Investigation Team	• Escalate tickets with "Lost Package" and "Investigation" tags to the team responsible for investigations. Automatically assign tickets with the "Lost Package" tag to the team handling package investigations.
Lost/ Damaged shipments	**Resolution Process:** Detailed steps for resolution, including returns, replacements, or compensation. **Compensation Offer:** Provide compensation options for damaged items and explain the process to customers.	• Send automated survey after resolution process • Add a satisfaction score to the ticket	• Send Survey After Resolution • Auto-send satisfaction survey	• Automatically send a survey to customers after resolution of lost/damaged shipment tickets to gather feedback. Automatically send a satisfaction survey to gather feedback from customers after compensation resolution.

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Return Initiated	**Return Confirmation:** Confirm the successful initiation of the return process and outline the next steps. **Return Assistance:** Offer assistance in case customers encounter issues during the return initiation.	• Set up reminders for return processing milestones • Automatically update inventory levels for returned items	• Set Reminders for Return Processing Milestones • Auto-update inventory levels upon return initiation	• Automatically set reminders for key return processing milestones to ensure timely handling and communication. • Automatically update inventory levels when a return is initiated to maintain accurate stock information.
Return Cancelled	**Cancellation Confirmation:** Confirm the cancellation of a return and provide further assistance if needed. **Return Reactivation:** Explain how to reactivate a cancelled return process if customers change their mind	• Create tasks for agents to follow up on investigation • Trigger re-approval process if return is reactivated	• Auto-assign for Return Reactivation • Auto-assign Lost Package Investigation Team	• Automatically remove specific tags and actions when a return is cancelled to keep the ticket organized. • Automatically assign tickets for return reactivation cases to the team handling return approvals.
Return Received	**Return Receipt Confirmation:** Confirm the receipt of returned items and outline the steps for processing **Return Processing ETA:** Inform customers about the expected time frame for processing their return.	• Notify the warehouse or inventory team about the received items • Update the order history with return receipt status	• Notify Warehouse for Return Receipt • Auto-update order history for return receipt	• Automatically notify the warehouse or inventory team when items are received as part of a return. • Automatically update the order history with the return receipt status to maintain accurate records.

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Return Approved	**Return Approval Notification**: Notify customers that their return request has been approved and actioned. **Return Reactivation:** Explain how to reactivate a cancelled return process if customers change their mind	Create tasks for agents to follow up on investigation Trigger re-approval process if return is reactivated	Auto-assign for Return Reactivation Auto-assign Lost Package Investigation Team	Automatically remove specific tags and actions when a return is cancelled to keep the ticket organized. Automatically assign tickets for return reactivation cases to the team handling return approvals.
Return Rejected	**Return Rejection Explanation:** Explain why the return request was rejected and provide further guidance.	Offer alternative solutions if return is rejected	Offer Alternatives for Rejected Returns	Automatically offer alternative solutions to customers if their return request is rejected.