



## SOP for Order Management in WooCommerce

### Procedure:

#### Processing Orders

- Step 1: Log into the WordPress admin dashboard and navigate to "WooCommerce" > "Orders" to view the list of recent orders.
- Step 2: Click on an order number or customer name to view the order details, including items ordered, shipping information, and payment status.
  - Step 3: Update the order status as you proceed with order fulfillment:
    - Pending Payment: Order received but not paid for.
    - Processing: Payment received, and the order is being prepared.
    - Completed: Order dispatched and finalized.
  - Step 4: Use the "Order Actions" dropdown to email order details to the customer or resend order notifications as needed.
  - Tips: Keep track of inventory levels and shipping times to ensure orders are processed efficiently. Use a system for prioritizing orders, such as by order date or priority shipping status.

#### Managing Refunds and Cancellations

- Step 1: For order cancellations, change the order status to "Cancelled" in the order details page. This status is used when no payment has been made or at the customer's request before dispatch.
- Step 2: To process a refund, view the order details and click "Refund." Enter the quantity of products to be refunded, which will automatically calculate the refund amount. You can also refund a custom amount by entering it manually.
- Step 3: Issue the refund through the payment gateway used for the order (if the payment gateway supports refunds). Alternatively, process the refund manually and update the order status to "Refunded."
  - Tips: Always communicate clearly with the customer regarding the reason for the refund or cancellation and the expected time frame for refund processing.

#### Customer Communication Best Practices

- Step 1: Ensure timely and proactive communication with customers at every stage of the order process. Confirm order receipt, payment status, and dispatch details via email.
- Step 2: Utilize personalized communication wherever possible, addressing customers by name and providing specific details about their order.
- Step 3: Provide clear and accessible customer service contact information for inquiries and support. Include this in order confirmations, dispatch notifications, and on your website.
- Step 4: Gather customer feedback on their shopping experience to identify areas for improvement. Use surveys or follow-up emails after order completion.
  - Tips: Establish a FAQ section on your website to address common questions and reduce customer service inquiries. Maintain a polite, helpful tone in all communications, reflecting your brand's values.

Safety/Compliance Considerations: Ensure all customer communications comply with data protection regulations (e.g., GDPR) by safeguarding personal information and providing customers with privacy notices where required.