

Pronto Customer Support Playbook (Policies + Escalations)

Audience: Pronto Customer Support agents and supervisors

Purpose: Provide consistent, customer-safe guidance for common order and delivery issues.

Applies to: Pronto marketplace orders fulfilled by merchant partners and delivery partners.

Guiding principles

- **Be clear and calm:** Acknowledge the problem and set expectations on next steps.
- **Protect customer safety and trust:** For sensitive issues (safety, fraud), follow escalation rules.
- **Use the least disruptive resolution:** Replace missing items or issue credits/refunds based on policy.
- **Do not promise what you can't confirm:** Use available order and case context before committing to outcomes.

Case creation and case handling

Create a support case when:

- The customer requests a refund, credit, or replacement.
- The issue involves **safety, fraud, harassment**, or repeated delivery failures.
- There's a dispute that requires follow-up (merchant partner, delivery partner, payment).
- The customer is unhappy with the outcome and asks for escalation.

Before creating a new case:

- Check for an **existing open case** for the same order/issue.
- If one exists, update the existing case with the new details instead of creating a duplicate.

Refunds, credits, and replacements

What we can offer

- **Replacement:** Best for missing or incorrect items when the customer still wants the order.
- **Credit:** Fast, commonly used for partial issues or goodwill recovery.
- **Refund:** Used for significant failures (not delivered, major quality issues, merchant closure, etc.).

Basic decision rules

- **Missing/incorrect item:**
 - If 1–2 items missing and order otherwise OK → **partial credit/refund** is typical.
 - If most of the order is wrong or unusable → consider **replacement** or **full credit/refund**.
- **Late delivery:**
 - Minor delay with acceptable quality → **goodwill credit** may apply.
 - Severe delay and poor quality → **credit** or **refund** depending on impact.
- **Never arrived / delivered to wrong address:**
 - Verify address and delivery proof if available.
 - If confirmed failure → **full refund** or **replacement** (customer preference).

What we never do

- Do not request or share full payment card numbers or sensitive authentication data.
- Do not commit to a refund amount if policy eligibility cannot be confirmed.
- Do not issue refunds for clearly abusive patterns without supervisor review.

Sensitive scenarios and escalations

Escalate immediately (create a case and route to the appropriate escalation queue) for:

- Food safety or contamination (foreign object, suspected poisoning).
- Harassment or unsafe delivery interaction.
- Fraud or account takeover suspicion.
- Repeated failures within a short period (pattern of non-delivery or incorrect orders).

Customer verification (when required)

Before taking sensitive actions (like issuing refunds or accessing detailed order history), verify the customer using one of these:

- Verified email/identity flow (preferred)
- Customer membership identifier when policy allows (Member Number)

Communication templates

Empathy + next step

"I'm sorry this happened. I can help. I'm going to check your order details and confirm the best resolution option (refund, credit, or replacement)."

Setting expectations on follow-up

"I've created a case so we can track this properly. If we need more details, we'll follow up there."

Common questions

"Where is my order?"

- Confirm order status and ETA if available.
- If the order is late, acknowledge and share the current best ETA.
- If the customer reports no movement or concern, create a case and follow escalation guidelines if needed.

"I want a refund"

- Confirm the issue category (missing items, late delivery, never arrived, quality).
- Follow the refund/credit decision rules and create a case when appropriate.