Missing Package Request Handling

RugaOps

1ST EDITION 2026

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Standard Operating Procedure

Purpose

To provide a consistent, efficient, and customer-focused process for handling customer reports of missing packages while minimising financial losses, reducing fraud risk, and maintaining customer satisfaction.

Scope

This SOP applies to all customer inquiries regarding:

- Packages marked as delivered but not received
- Packages delayed beyond expected delivery windows
- Packages lost in transit
- Packages with tracking issues or no tracking updates
- Domestic and international Shopify orders

This SOP applies to all customer support agents and managers handling order-related inquiries.

Responsibilities

Suport Agents

- Respond to customers within SLA targets.
- Verify order and tracking information.
- Investigate shipment status.
- Follow the decision tree outlined in this SOP.
- Document all actions in the helpdesk system.
- Escalate cases when required.

Senior Support Agent / Team Lead

- Review escalated cases.
- Approve replacements or refunds outside standard policy.
- Handle carrier claims and high-value orders.
- Monitor KPIs and process compliance.

Definitions

Missing Package

Any shipment that has not been successfully received by the customer.

Delivered Not Received (DNR)

Tracking shows "Delivered" but the customer reports not receiving the package.

Lost in Transit

Shipment has stopped moving within the carrier network beyond the defined threshold.

High-Value Order

Orders exceeding the company's designated risk threshold (example: $200+).

Step-by-step procedure

Step 1: Acknowledge the Customer

Respond within the standard support SLA.

Example:

Thank you for contacting us. I'm sorry you're having trouble locating your package. I'll review the shipment details and help determine the next steps.

Step 2: Verify Order Information

Confirm:

- Order number
- Customer name
- Shipping address
- Email address
- Tracking number

Check for:

- Address mismatches
- Duplicate orders
- Recent address changes

Decision Point

Is the shipping address correct?

- Yes → Continue to Step 3
- No → Escalate to Support Lead for review

Step 3: Review Tracking Status

Check carrier tracking directly.

Identify one of the following scenarios:

Scenario A: Package Still In Transit

Examples:

- Tracking active
- Carrier delay
- Weather or operational disruptions

Proceed to **Step 4A**.

Scenario B: Delivered

Tracking shows delivered.

Proceed to **Step 4B**.

Scenario C: No Tracking Updates

Tracking has not updated for an unusual period.

Proceed to **Step 4C**.

Step 4A: Package Delayed In Transit Action

Action

Review expected transit time.

Suggested thresholds:

SHIPMENT TYPE	DELAY THRESHOLD
Domestic	*5 business days beyond ETA*
International	*10 business days beyond ETA*

Decision Point

Has delay threshold been exceeded?

- ***No*** → *Ask customer to allow additional time*
- ***Yes*** → *Open carrier investigation*

Next Step

- Monitor carrier response
- Update customer every 2–3 business days

Step 4B: Delivered but Not Received (DNR)

Ask customer to:

1. *Check around the property*
2. *Check with household members*
3. *Check with neighbors*
4. *Check building reception/mailroom*
5. *Wait 24–48 hours after delivery scan*

Decision Point

Package delivered within last 48 hours?

- ***Yes*** → *Ask customer to wait and recheck*
- ***No*** → *Continue investigation*

Additional Verification

Review:

- Delivery photo (if available)
- GPS delivery confirmation
- Carrier proof of delivery

Decision Point

Evidence suggests successful delivery?

- ***Yes*** → *Escalate according to DNR policy*
- ***No*** → *Open carrier claim*

Step 4C: No Tracking Updates

Determine Shipment Age

Review:

- Last tracking scan
- Carrier service level

Decision Point

Tracking inactive beyond threshold?

Recommended:

- Domestic: 7 calendar days without movement
- International: 14 calendar days without movement

If **Yes**:

- *Treat as potential lost shipment*
- *Open carrier investigation*

If **No**:

- *Continue monitoring*

Step 5: Evaluate Resolution Options

Once investigation is complete:

Option 1: Carrier Confirms Lost Package

Offer:

- Replacement shipment
- Store credit
- Refund

Based on company policy.

Option 2: Carrier Confirms Delivery

Review:

- Customer history
- Prior claims
- Delivery evidence

Determine whether:

- Courtesy replacement is warranted
- Claim should be denied

Manager approval may be required.

Option 3: Carrier Investigation Pending

- Inform customer of timeline
- Maintain regular updates
- Do not close ticket until outcome is known

Step 6: Document the Case

Record in CRM/helpdesk:

- Tracking number
- Carrier
- Investigation dates
- Customer communications
- Resolution provided
- Refund or replacement value
- Escalation notes

Step 7: Close the Ticket

Before closure:

- Confirm resolution delivered
- Confirm refund/replacement processed
- Send final customer communication
- Tag ticket appropriately

Suggested tags:

- Missing Package
- Lost In Transit
- DNR
- Carrier Claim
- Replacement Sent
- Refund Issued

Decision Matrix

SITUATION	ACTION
Package delayed but within carrier window	*Wait and monitor*
Delay exceeds threshold	*Open investigation*
Delivered less than 48 hours ago	*Ask customer to wait*
Delivered over 48 hours ago	*Investigate DNR*
Carrier confirms loss	*Refund or replace*
Tracking inactive beyond threshold	*Open investigation*
High-value order	*Manager review*
Multiple prior claims	*Manager review*

Escalation Rules

Escalate to Team Lead or Manager when:

High-Value Orders

Example threshold:

- *Orders greater than $200*

Executive Complaints

- *Social media escalation*
- *BBB complaints*
- *Legal threats*

Fraud Indicators

Examples:

- *Conflicting customer information*
- *Multiple address changes*
- *Unusual claim patterns*
- *Chargeback threats*

Carrier Disputes

- *Carrier rejects claim*
- *Delivery evidence conflicts with customer report*

Exceptions

Exceptions may be approved by the Operations Manager.

Replacement Without Investigation

May be allowed when:

- Low-value order
- Strong customer history
- Clear carrier error

Manager discretion applies.

International Shipments

Allow longer investigation timelines due to:

- Customs delays
- Cross-border carrier handoffs
- Regional disruptions

Seasonal Peaks

During holidays and promotional periods:

- Extend transit expectations
- Communicate delays proactively
- Adjust investigation thresholds if carriers announce disruptions

KPI Considerations

KPI	TARGET
FIRST RESPONSE TIME	*< 8 business hours*
MISSING PACKAGE RESOLUTION TIME	*< 5 business days*
CUSTOMER SATISFACTION (CSAT)	*> 90%*
CARRIER CLAIM RECOVERY RATE	*Increasing trend*
REFUND RATE DUE TO MISSING PACKAGES	*Within target budget*
REPLACEMENT SHIPMENT RATE	*Monitor trend*
REPEAT MISSING PACKAGE CLAIMS	*< 2% of orders*
ESCALATION RATE	*Monitor for staffing/training needs*

Support agents should:

- Show empathy and ownership.
- Avoid implying customer fault.
- Follow policy consistently.
- Document every investigation step.
- Maintain clear communication throughout the process.

Key Principle:
Resolve genuine missing package issues quickly while maintaining appropriate controls against fraud and unnecessary replacement costs.

Additional Steps

Verify Order Risk Before Replacing

Before issuing a replacement or refund, agents should review:

- Previous missing package claims
- Previous chargebacks
- Order value
- Shipping destination risk
- Fraud/risk score (if using Shopify Protect, Signifyd, Fraud Filter, etc.)

Why it matters: Replacements are one of the largest leakage points in e-commerce support.

Check Store Order Timeline

Add a step requiring agents to review:

- Order notes
- Address edits
- Shipping app logs
- Tracking synchronization issues
- Previous support interactions

This often reveals customer-side mistakes or fulfilment errors.

Define Investigation Timelines

Add specific expectations:

CARRIER	EXPECTED INVESTIGATION TIME
USPS/Post	*7-10 business days*
UPS	*5-8 business days*
Fedex	*5-10 business days*
International	*10-20 business days*

Without timelines, customers become frustrated waiting.

Require Customer Confirmation Before Reshipment

Before shipping a replacement:

- Confirm address
- Confirm recipient name
- Confirm safe delivery location

This prevents sending a second package to the same problematic address.

Add Follow-Up After Resolution

For replacements:

- Verify shipment delivered successfully
- Close loop with customer

This improves CSAT and identifies recurring delivery issues.

Define Chargeback Handling

Missing package claims frequently become chargebacks.

Add:

If customer mentions bank dispute or chargeback, immediately escalate and stop refund/replacement processing until reviewed.

Create a "Carrier Claim Filed" Status

A formal workflow stage helps tracking:

- Open
- Investigating
- Carrier Claim Filed
- Awaiting Carrier Response
- Resolved
- Closed

This improves reporting accuracy.

Operational Risks

Risk 1: Friendly Fraud

Most common e-commerce loss source.

Examples:

- Customer receives package
- Claims package missing
- Requests replacement
- Keeps both orders

Mitigation:

- Proof of delivery review
- Claim history review
- Signature requirements for high-value orders

Risk 2: Double Refunds

Common scenario:

1. Agent issues refund
2. Carrier later pays claim
3. Customer keeps both

Mitigation:

- Track claim status
- Reconcile carrier reimbursements monthly

Risk 3: Inconsistent Agent Decisions

With 1–5 agents, one agent may replace everything while another follows policy strictly.

Mitigation:

- Add approval thresholds
- Create replacement authorization matrix

Example:

ORDER VALUE	APPROVAL REQUIRED
<$50	*Agent*
$50-$200	*Team Lead*
>$200	*Manager*

Risk 4: Seasonal Delivery Delays

During Q4:

- Customers report "missing" packages that are simply delayed.

Mitigation:

- Dynamic delay thresholds during peak periods.

Risk 5: International Shipments

Risks include:

- Customs holds
- Local postal handoffs
- Incomplete tracking

International packages should have separate policies.

Risk 6: Abuse of Courtesy Replacements

A generous policy can become widely known among customers.

Mitigation:

- Limit courtesy replacement frequency.
- Track by customer email, address, and order history.

Common Customer Complaints

These are the complaints agents should expect most often.

"Tracking says delivered but nothing is here."

Most common scenario.

Customer expectation:

- Immediate replacement.

Business reality:

- Investigation first.

Requires careful communication.

"Why do I have to wait 48 hours?"

Customers often believe delivery scans are final.

Need a canned explanation:

Carriers occasionally scan packages before final delivery. Many packages arrive within 24-48 hours.

"This is a gift and I need it now."

Urgency often exceeds policy timelines.

Potential solution:

- Expedited replacement option
- Manager-approved exception

"The carrier told me to contact the seller."

Extremely common.

Customers become frustrated when bounced between parties.
Support should own the investigation process.

"I've been waiting for updates."

Investigation delays create dissatisfaction.

Recommended:

- Automated updates every 2-3 business days.

"Why can't you just refund me?"

Especially common for DNR cases.

Need a documented explanation of carrier verification requirements.

Opportunities for Automation

For a 1–5 person support team, automation can eliminate 30–50% of manual work.

1. Automated Tracking Status Detection

Trigger workflows when:

- Delivered
- Exception
- Lost
- Delayed

Tools:

- Shopify Flow
- AfterShip
- ParcelPanel
- Wonderment

2. Self-Service Missing Package Form

Instead of email back-and-forth.

Collect:

- Order number
- Tracking number
- DNR confirmation
- Neighbor check confirmation
- Safe place check confirmation

Reduces agent workload significantly.

3. Automated Delivery Delay Emails

Send proactively when:

- Package inactive for X days
- Carrier reports delay

Can reduce tickets by 10–30%.

4. Automatic Customer Updates

When carrier claim is open:

- Day 0: Claim opened
- Day 3: Investigation ongoing
- Day 7: Update
- Resolution notification

Reduces "Any update?" tickets.

5. Auto-Tagging

Automatically apply tags:

- Missing Package
- DNR
- Carrier Delay
- Claim Open
- High Risk
- Repeat Claim

Improves reporting.

6. Fraud Alerts

Flag automatically when:

- Multiple missing-package claims
- High-value orders
- Address previously associated with claims

7. KPI Dashboard

Automate reporting for:

- Missing package rate
- Carrier claim recovery rate
- Refund cost
- Replacement cost
- Resolution time

Weekly review is usually sufficient for small teams.

FAQ Articles

Below are production-ready assets that can be implemented immediately in a Shopify support operation.

My Package Shows as Delivered, but I Can't Find It

We understand how frustrating it can be when a package appears to be missing. Before contacting support, please complete the following steps:

Step 1: Check Around Your Delivery Location

Carriers may leave packages in:

- Front porch
- Side door
- Garage
- Mailbox
- Parcel locker
- Building reception area
- Mailroom

Step 2: Check With Others

Please ask:

- Household members
- Neighbors
- Building management
- Reception or concierge staff

Sometimes packages are accepted on your behalf.

Step 3: Allow Additional Time

Occasionally carriers mark packages as delivered before the final drop-off is completed. We recommend waiting up to 48 hours after the delivery scan.

Step 4: Review Your Shipping Address

Verify that the shipping address on your order is correct.

Step 5: Contact Our Support Team

If you still cannot locate your package after completing the steps above, please contact us with:

- Order number
- Tracking number
- Confirmation that you checked neighbors and secure delivery locations

We will investigate the shipment and determine the appropriate next steps.

What Happens Next?

Depending on the carrier's findings, we may:

- *Open a carrier investigation*
- *Arrange a replacement shipment*
- *Issue a refund*
- *Provide additional delivery information*

Each case is reviewed individually to ensure the best resolution.

Missing Package Investigation Checklist

VERIFICATION	DONE
Customer identity verified	✓
Order number confirmed	
Shipping address verified	
Tracking number verified	
Order value reviewed	
Customer history reviewed	

TRACKING REVIEW	DONE
Tracking checked on carrier website	✓
Delivery status identified	
Last scan reviewed	
Delivery date reviewed	
Delivery photo reviewed (if available)	
Proof of delivery reviewed	

CUSTOMER CONFIRMATION	DONE
Customer checked mailbox	✓
Customer checked neighbors	
Customer checked household members	
Customer checked safe locations	
Customer waited 48 hours after delivery scan	

RISK REVIEW	DONE
Prior missing package claims reviewed	✓
Prior chargebacks reviewed	
High-value order identified	
Fraud indicators reviewed	

RESOLUTION	DONE
Carrier investigation opened	✓
Replacement approved	
Refund approved	
Escalated to Lead/Manager	

DOCUMENTATION	DONE
Ticket tagged correctly	✓
Internal notes completed	
Resolution documented	

Ticket Category Structure

Primary Category: Missing Package

Subcategory

CATEGORY	USE WHEN
Delivered Not Received (DNR)	*Tracking shows delivered*
Lost In Transit	Carrier confirms package lost
Delayed Shipment	*Shipment moving but delayed*
No Tracking Updates	*Tracking inactive beyond threshold*
Wrong Address	Customer entered incorrect address
Carrier Investigation	*Claim submitted to carrier*
Replacement Request	*Customer requesting replacement*
Refund Request	*Customer requesting refund*
Fraud Review	*Suspicious or repeat claims*
High-Value Shipment	*Order exceeds approval threshold*

Recommended Tags

- *MP_DNR*
- *MP_DELAYED*
- *MP_LOST*
- *MP_INVESTIGATION*
- *MP_REPLACED*
- *MP_REFUNDED*
- *MP_DENIED*
- *MP_HIGH_VALUE*
- *MP_REPEAT_CLAIM*
- *MP_FRAUD_REVIEW*

Escalation Matrix

SCENARIO	AGENT	LEAD	MANAGER
Open carrier investigation	✓	✓	✓
Replacement under $50	✓	✓	✓
Refund under $50	✓	✓	✓
Replacement $50-$200	*Escalate*	✓	✓
Refund $50-$200	*Escalate*	✓	✓
Order over $200	*Escalate*	Review	*Approve*
Repeat missing package claim	*Escalate*	Review	*Approve*
Fraud concern	*Escalate*	Review	*Approve*
Chargeback mentioned	*Escalate*	Review	*Approve*
Policy exception	*Escalate*	Recommend	*Approve*
Social media escalation	*Escalate*	Review	*Approve*
Legal threat	*Escalate*	*Escalate*	*Approve*

Escalation SLAs

ESCALATION TYPE	RESPONSE TIME
High-value order	*4 business hours*
Fraud review	Same business day
Chargeback risk	*Same business day*
Legal threat	*Immediate*
Standard manager approval	*1 business day*

Improvements

A support operations manager would look beyond the customer-facing workflow and focus on scalability, consistency, risk management, reporting, and cost control. This SOP is good for frontline handling, but let's add operational controls as well.

1. Add a Formal Policy Layer

Add a policy section defining:

SCENARIO	RESOLUTION
Lost in transit under $50	Reship automatically
Lost in transit $50-$200	Agent discretion
Lost in transit over $200	Manager approval
Delivered with proof of delivery	Investigate before compensation
Repeat claimant	Manager review

Without this, agents make inconsistent decisions.

2. Define Service Level Agreements (SLAs)

Exact targets for responding quickly.

Example:

ACTIVITY	SLA
First response	4 business hours
Investigation initiation	1 business day
Customer update cadence	Every 3 business days
Final resolution	Within 7 business days

This creates accountability and measurable performance.

3. Add Root Cause Classification

Most companies fail to learn from missing package cases because they never categorise them.

Require agents to tag every case:

Carrier Issue

- Lost in transit
- Delivery scan error
- Damaged shipment

Customer Issue

- Wrong address entered
- Mailroom confusion
- Neighbor accepted package

Internal Issue

- Wrong label
- Wrong address printed
- Fulfillment error

This allows **trend** analysis.

4. Create a Resolution Authority Matrix

Agents should know exactly what they can approve.

ACTION	AGENT	LEAD	MANAGER
Reship <$50	Yes	Yes	Yes
Refund <$50	Yes	Yes	Yes
Reship $50-$200	No	Yes	Yes
Refund >$200	No	No	Yes
Policy exception	No	No	Yes

This prevents over-refunding.

5. Add Fraud Prevention Controls

A support operations manager would add:

Automatic Review Triggers

- 2+ missing package claims in 12 months
- High-risk shipping address
- Multiple customer accounts using same address
- Prior chargebacks
- High-value order

These cases should route to escalation automatically.

6. Define Carrier-Specific Processes

Not all carriers operate the same way.

Carrier Claim Requirements

- Documents required
- Filing deadlines
- Claim portal links
- Reimbursement timelines

Otherwise agents waste time figuring this out repeatedly.

7. Add Financial Controls

A support operations manager tracks loss.

Every case should capture:

- Order value
- Refund amount
- Replacement cost
- Shipping cost
- Carrier reimbursement amount

This allows reporting on:

- Cost of missing package claims

which is often one of the largest hidden support costs.

8. Add Ticket Macros and Templates

Include standard communication templates.

Examples:

- Delayed shipment response
- Delivered-not-received response
- Carrier investigation opened
- Replacement approved
- Claim denied

Benefits:

- Consistency
- Faster handling
- Better CSAT

9. Add Queue Prioritization Rules

A support operations manager would prioritise:

Priority 1

- VIP customers
- High-value orders
- Gift orders
- Time-sensitive shipments

Priority 2

- Standard missing package claims

Priority 3

- Low-value delayed shipments

This improves resource allocation.

10. Define Reporting Requirements

Specify what gets reviewed weekly or monthly.

Weekly Dashboard

- Missing package volume
- DNR rate
- Carrier loss rate
- Resolution time
- Refund cost
- Replacement cost

Monthly Review

- Top carrier issues
- Top geographic problem areas
- Repeat claimant rate
- Fraud loss rate

This turns the SOP into a management tool rather than just an agent guide.

METRIC	PURPOSE
Cancellation rate	Demand quality
Approval rate	Policy effectiveness
Denial rate	Customer friction
Average handling time	Efficiency
Refund value	Financial impact
Chargebacks after denial	Process quality
CSAT after cancellation	Experience quality

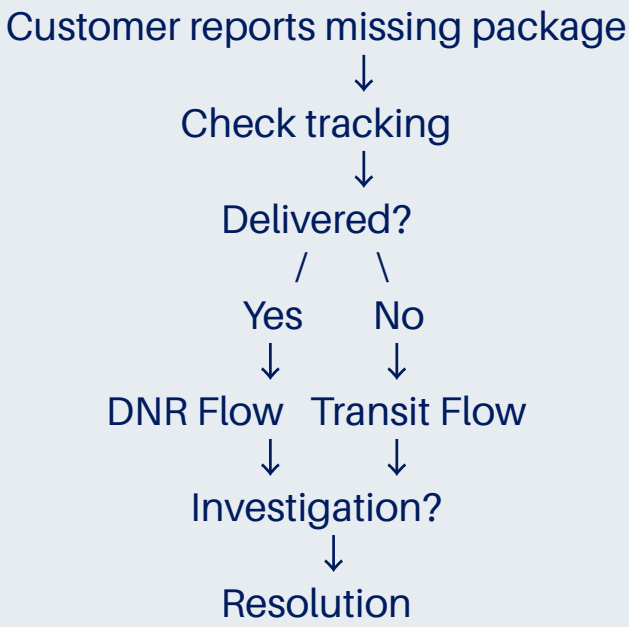
11. Add Carrier Performance Monitoring

Support operations managers use missing package data to influence logistics decisions.

CARRIER	MISSING PACKAGE RATE
Carrier A	0.7%
Carrier B	2.4%
Carrier C	1.1%
Refund value	Financial impact

If one carrier consistently underperforms, shipping strategy should change.

12. Create a Decision Tree



This dramatically reduces training time.

13. Add Workforce Planning Metrics

For a 1–5 person team, capacity matters.

Track:

- Missing package contacts per 100 orders
- Average handle time
- Reopen rate
- Escalation rate

This helps determine when additional staffing is needed.

14. Add Exception Approval Logging

Any exception should be documented.

FIELD	EXAMPLE
Reason	VIP customer
Cost	$78
Approver	Support Manager
Date	2026-06-15

Without this, exception spending becomes invisible.

15. Add Prevention Measures

The strongest support operation teams don't just resolve issues—they reduce future volume.

Add actions such as:

- *Signature confirmation for high-value orders*
- *Address validation at checkout*
- *Delivery insurance thresholds*
- *Proactive delay notifications*
- *Package protection programs*
- *Carrier optimization reviews*



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MISSING PACKAGE REQUEST HANDLING MANUAL