Shopify Implementation Guide - Refund Requests

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Implementation Guide

Shopify Refund SOP Implementation Guide

Objective

Implement a standardized refund management process that:

- Delivers a consistent customer experience
- Ensures policy compliance
- Reduces manual effort
- Prevents refund abuse
- Improves reporting and decision-making
- Supports future business growth

Implementation Overview

PHASE	OBJECTIVE	OWNER	TIMELINE
Phase 1	Review & approve SOP	Operations Manager	*Week 1*
Phase 2	Configure Shopify	Shopify Admin	*Week 2*
Phase 3	Configure Helpdesk	Support Lead	Week 2
Phase 4	Create Knowledge Base	Support Team	Week 3
Phase 5	Train Agents	Operations Manager	Week 4
Phase 6	Go Live	Support Team	*Week 5*
Phase 7	Review & Optimize	Operations Manager	*Week 7*

Phase 1 – Review & Approve SOP

Tasks

- Review refund policy for legal and business alignment.
- Confirm refund approval thresholds.
- Define policy exceptions.
- Assign document ownership.
- Publish the SOP in the internal knowledge base.

Deliverable: Approved Refund SOP.

Phase 2 – Configure Shopify

1. Create Standard Order Tags

Create the following order tags:

- Refund Requested
- Refund Approved
- Refund Denied
- Refund Processed
- Refund Escalated
- Policy Exception
- Fraud Review
- Goodwill Refund
- Damaged Product
- Lost Package
- VIP Customer

These tags help agents quickly identify order status and support reporting.

2. Standardize Internal Notes

Agents should record:

- Refund reason code
- Refund amount
- Approval level
- Summary of customer communication
- Root cause
- Date processed

3. Saved Views

Create filtered views for:

- Refund Requests
- Pending Approval
- Awaiting Customer
- Fraud Review
- Escalated Cases
- Completed Refunds

4. Refund Reason Codes

Adopt standardized codes:

CODE	REASON
RR01	Customer Changed Mind
RR02	Damaged Item
RR03	Defective Item
RR04	Wrong Item Received
RR05	Missing Item
RR06	Lost Package
RR07	Product Not As Described
RR08	Carrier Issue
RR09	Goodwill Refund
RR010	Policy Exception

Phase 3 – Configure Helpdesk

Required Custom Fields

- Order Number
- Refund Category
- Refund Reason Code
- Refund Amount
- Evidence Received
- Approval Required
- Approval Status
- Refund Status
- Root Cause

Ticket Statuses

- New
- Awaiting Customer
- Under Review
- Pending Approval
- Approved
- Refunded
- Denied
- Closed

Ticket Categories

- Cancellation
- Damaged Item
- Defective Item
- Wrong Item
- Missing Item
- Lost Package
- Delivered Not Received
- Customer Dissatisfaction
- Policy Exception
- Fraud Review

Phase 4 – Configure Automations

Automatic Assignment

If the ticket contains "refund" or is submitted via the Refund form:

- Assign the Refund category.
- Route to the Refund queue.

High-Value Refunds

If the refund amount exceeds the approval threshold:

- Assign to Team Lead.
- Set status to Pending Approval.

Fraud Indicators

If:

- Multiple refunds in 90 days
- Delivered but not received claim
- High-value order

Then:

- Add Fraud Review tag.
- Notify Operations Manager.

Customer Notifications

Automatically send:

- Refund request received
- Additional information required
- Refund approved
- Refund processed
- Refund denied

Phase 5 – Publish Customer Help Center

Create the following articles:

- Refund Policy
- Return Policy
- How to Request a Refund
- Refund Processing Times
- Damaged Items
- Wrong Items
- Lost Packages
- Delivered but Not Received
- Exchanges
- Return Shipping Costs

Review these articles quarterly.

Phase 6 – Train Support Agents

Training topics:

- Refund policy
- SOP workflow
- Shopify refund process
- Fraud awareness
- Documentation standards
- Escalation procedures
- Customer communication

Agent Competency Checklist

Each agent must demonstrate the ability to:

- Locate orders in Shopify
- Verify fulfillment and tracking
- Apply the refund policy correctly
- Process refunds accurately
- Record complete internal notes
- Escalate exceptions appropriately

Phase 7 – Go Live

On launch day:

- **Publish the SOP.**
- **Confirm Shopify configuration.**
- **Enable helpdesk workflows.**
- **Verify automations.**
- **Notify the support team.**
- **Begin tracking KPIs.**

Schedule a review after the first week to address any issues.

Reporting & KPIs

Track monthly:

KPI	TARGET
First Response Time	< 24 hours
Average Resolution Time	< 3 business days
Refund Rate	Within business target
Refund Approval Rate	Trend monitored
Escalation Rate	< 10%
Goodwill Refund Rate	< 5%
Documentation Compliance	≥ 95%
Customer Satisfaction (CSAT)	≥ 90%

Review trends by:

- Refund reason
- Product SKU
- Supplier
- Carrier
- Support agent

Continuous Improvement

Conduct a monthly Refund Review Meeting involving Support, Fulfillment, and Operations.

Agenda:

1. Review refund volume.
2. Identify top refund reasons.
3. Analyze repeat issues.
4. Assign corrective actions.
5. Review policy exceptions.
6. Update FAQs and SOP if needed.

Document action items, owners, and due dates.

Implementation Checklist

Governance
☐ SOP approved
☐ Refund policy verified
☐ Approval matrix confirmed

Shopify
☐ Order tags created
☐ Saved views configured
☐ Internal note standard established
☐ Refund reason codes documented

Helpdesk
☐ FAQ articles published
☐ Return instructions published
☐ Refund policy published

Team
☐ Agents trained
☐ Competency verified

Reporting
☐ KPI dashboard created
☐ Monthly review scheduled
☐ QA audit process established

Success Criteria

Within 90 days of implementation:

- 95% of refund tickets follow the SOP.
- Average first response time is under 24 hours.
- Documentation compliance exceeds 95%.
- Escalation rate remains below 10%.
- Refund trends are reviewed monthly.
- At least one process improvement is implemented based on root-cause analysis.



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SHOPIFY IMPLEMENTATION GUIDE - REFUND REQUEST HANDLING