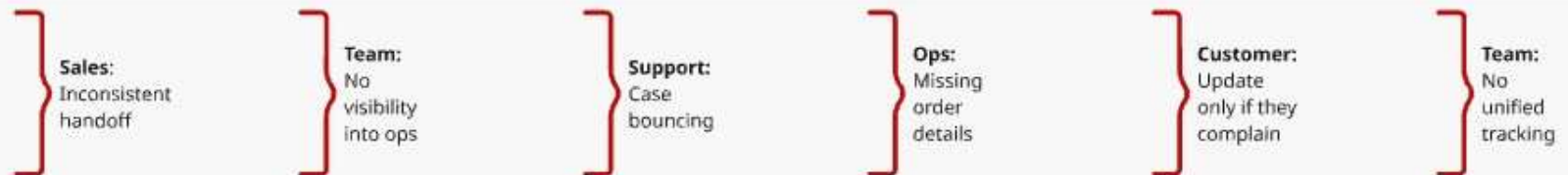
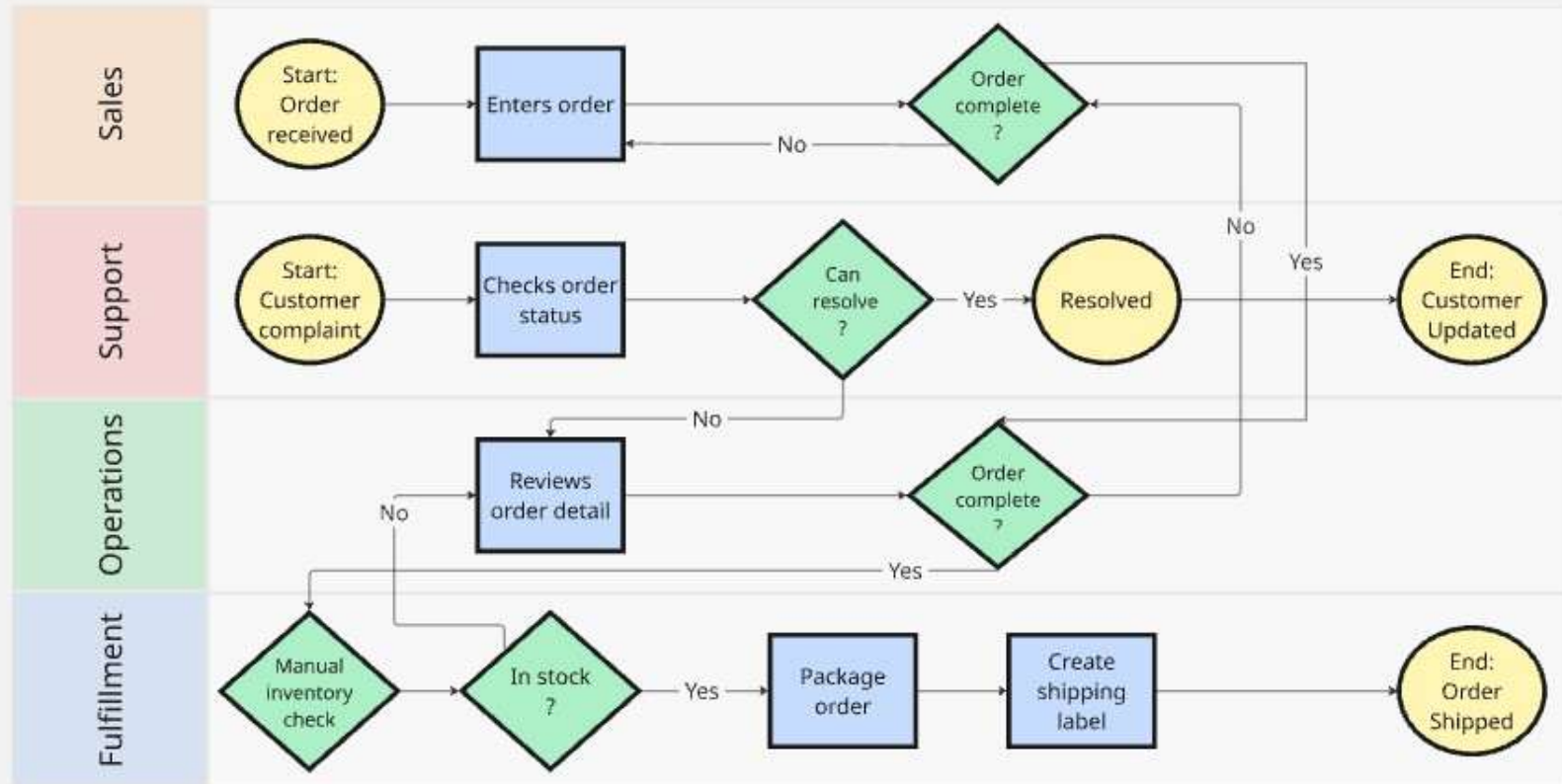


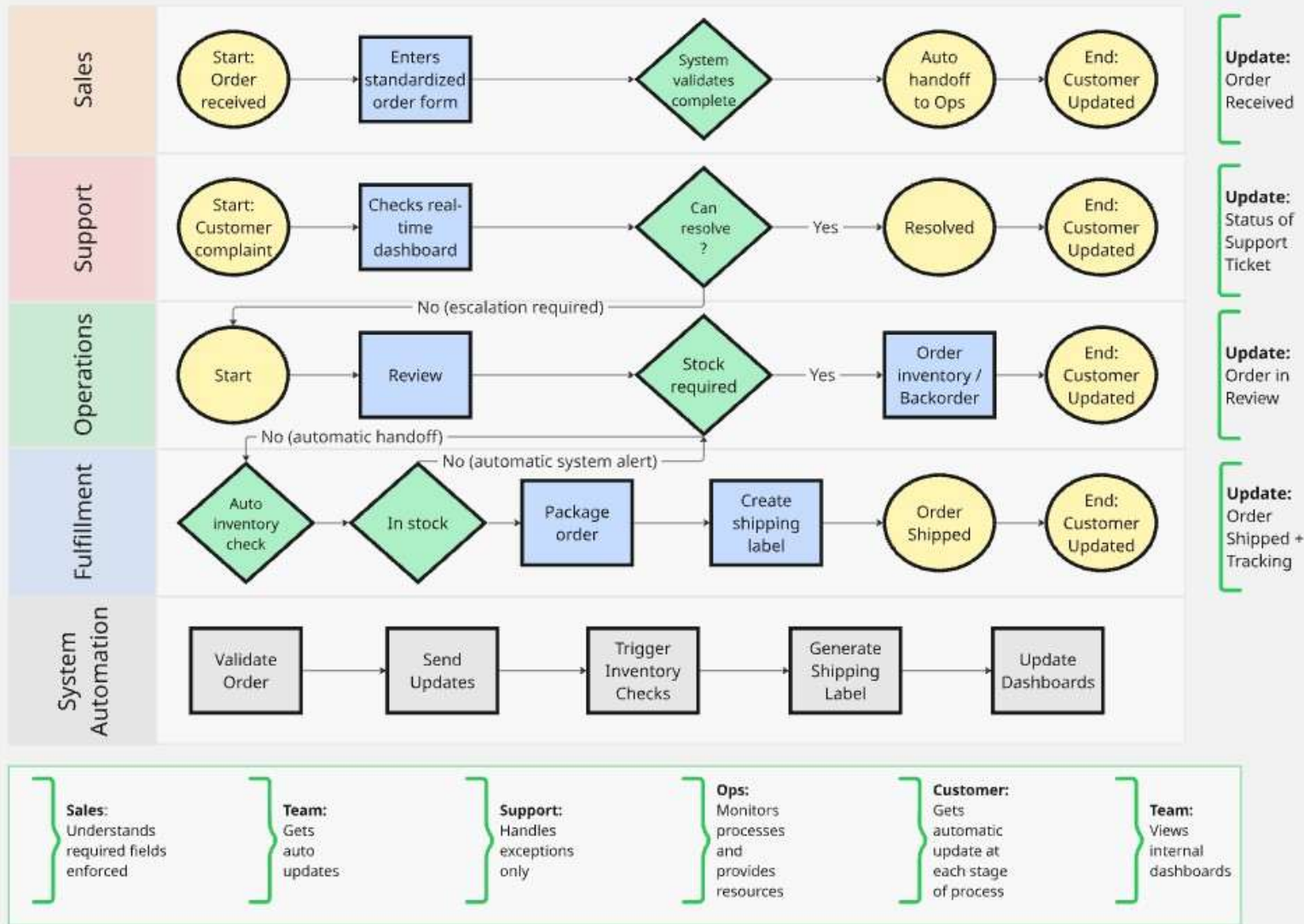
WORKFLOW VISUALS



Order Management Workflow — Before State



Order Management Workflow — Improved State



Customer Journey					
Stage	Purchase	Consideration	Decision	Retention	Loyalty
Customer Action	Places order	Receives confirmation	Order reviewed, notified if backordered	Receives shipping and tracking	Receives package
Touchpoints	Website / Sales rep	Confirmation email / SMS	Processing update / backorder notice	Shipping notification	Delivery + follow up
Customer Experience	 Smooth checkout	 Reassured	 Informed or  appreciative if backordered	 Excited	 Happy
Business Goal	Captured order	Build trust	Reduce support tickets	Provide visibility	Ensure successful delivery
KPIS	Checkout completion	Confirmation delivery rate	Support ticket reduction and Backorder communication	On-time shipping rate and tracking engagement	Repeat purchase likelihood and delivery success rate

Service Level Agreement Chart

