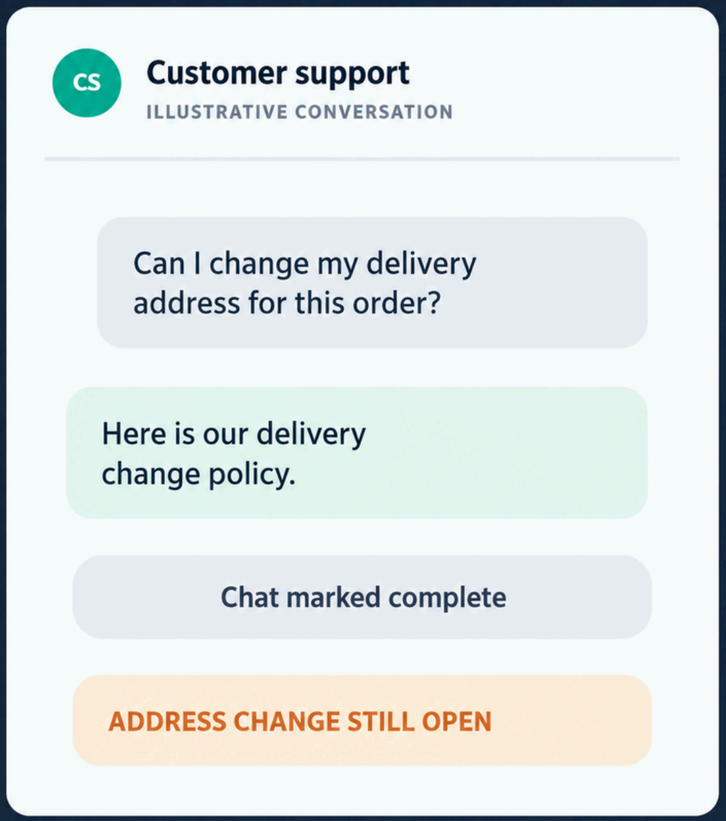
01 / THE CUSTOMER RESOLUTION GAP

A Closed Chat Is Not Proof of a Resolved Customer Request

A chatbot can answer quickly while the customer's original problem remains unfinished. The reason may be missing order information, outdated product data, unclear service rules, or an incomplete handoff.

- Outdated product information
- Incomplete order visibility
- Unresolved return requests
- Handoffs without ownership



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Four Customer Requests That Need Different Responses

Before introducing automation, identify what the customer is trying to accomplish. A product question, order lookup, account change, and return dispute do not require the same information or authority.

Information request

Answer product or policy questions using approved, maintained knowledge.

Record lookup

Retrieve current order, shipment, or return information after appropriate verification.

Business action

Apply defined rules and permissions before changing an order or creating a request.

Human decision

Route disputes, exceptions, and sensitive approvals to the responsible team.

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Check the Workflow Before Replacing the Chatbot

An unsuccessful interaction does not automatically indicate a model problem. Examine the supporting process before deciding whether development, integration, or better service controls are necessary.

Knowledge gap

Is the approved product or policy information missing, contradictory, or outdated?

System-access gap

Can the assistant retrieve the current record required to answer?

Business-rule gap

Is the requested action permitted, and who can approve exceptions?

Ownership gap

Does an unresolved request reach a responsible employee with a clear next step?

Key insight: Different failure causes require different improvements.

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Map Every Customer Answer to an Authoritative Source

Ecommerce information changes at different rates and often belongs to different teams. A reliable answer depends on knowing which system owns the information and how current that information needs to be.

- Confirm which system is authoritative.
- Identify who maintains the information.
- Define acceptable freshness for the request.
- Establish what happens when the source is unavailable.

Customer question	Information to verify
Product specifications	Approved catalog or maintained product documentation
Stock availability	Inventory source for the relevant item and location
Order and delivery status	Order, fulfillment, and carrier records
Return or refund progress	Return workflow and financial transaction records

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Order Status Requires More Than a Single Status Label

An order can contain several items, different fulfillment states, and separate shipments. A chatbot must distinguish what has been fulfilled, what remains pending, and what the carrier has actually reported.

1. **Verify customer access:** Confirm the requester is authorized to view the order.
2. **Inspect fulfillment details:** Identify partially fulfilled, on-hold, or pending items rather than relying only on the order summary.
3. **Check shipping evidence:** Distinguish fulfillment records from carrier tracking events.
4. **Explain the exception:** Tell customers which items are affected and what information is still unavailable.

ILLUSTRATIVE EXAMPLE

Incomplete answer “Your order has shipped.”
More useful answer “One item has shipped. The second item is still on hold.”

This example assumes the relevant fulfillment records have been verified.

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Refund Guidance Needs Eligibility and Status Checks

Explaining the return policy is not enough to determine whether a specific purchase qualifies or whether a refund has been issued. These are separate decisions supported by different records.

Policy

Which return conditions apply to the purchased item and order?

Eligibility

Is the item within the permitted return window and other applicable conditions?

Request status

Has the return been requested, approved, declined, or completed?

Refund status

Has the financial refund actually been processed, or is action still pending?

Key insight: A completed return workflow does not automatically establish that the customer has received their money.

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A Handoff Must Transfer Responsibility, Not Just the Conversation

Escalation is only useful when the next employee receives sufficient context and knows what must happen. Passing a conversation to another queue without defined ownership can leave the original problem unresolved.

Reason for escalation

Record the customer's actual request and the unresolved issue.

Relevant context

Preserve authorized order details, useful conversation history, and previous steps.

Assigned responsibility

Identify the team or employee expected to take the next action.

Next-step visibility

Track whether the case was accepted, progressed, and resolved.

Practical test: Can the receiving agent continue the request without asking the customer to explain everything again?

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Set Clear Permissions Before Automating Customer Actions

Answering a customer's question and changing a business record require different controls. An assistant that can view an order should not automatically have permission to cancel it, approve a refund, or change account details.

Identity verification

Confirm the customer before disclosing protected order or account information.

Limited system access

Grant only the permissions required for each supported task.

Approved action rules

Enforce eligibility, authorization, and human approval where necessary.

Failure handling

Prevent unsupported actions, record relevant events, and provide a safe alternative.

Key principle: AI may interpret a request, but connected systems must enforce the permission to execute it.

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Measure Customer Outcomes Beyond Chatbot Activity

Conversation counts, response speed, and automation rates provide useful operational information. They do not independently establish whether customers completed their requests or whether unresolved work moved to another service channel.

- **Verified completion** — Was the requested information delivered accurately or the approved task completed?
- **Repeat contact** — Did the customer return about the same unresolved issue?
- **Handoff completion** — Was the escalation accepted by the responsible team and followed through?
- **Outstanding exceptions** — Which requests remain open, delayed, or without a clear owner?

A practical starting audit

1. Select one frequent request
2. Trace its records
3. Identify where it fails
4. Retest after improvement

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NEXT STEP

Build Customer Support Around Verified Resolution

Customer questions often expose gaps in knowledge, system access, business rules, and service ownership. Gyan Solutions' **ecommerce AI chatbot solutions** help organizations review these dependencies and implement appropriate improvements when needed.

- Review frequent customer requests and unresolved interactions.
- Validate information sources, permissions, and workflow rules.
- Define approved actions, handoffs, and completion criteria.
- Determine whether operational changes or technical implementation are needed.

Discuss Your AI Chatbot Requirement