

Ordering Method	Order Issue				Refund from Merchant		Refund from Courier		Refund from Ritual	
	Issue Category	Reason Level 1	Description/Examples	Reason Level 2	Order Value	Store Credit	Delivery Fee	Delivery Tip	Order Value, Delivery, & Delivery Tip	
Pickup / Delivery	Order Cancelled Before Delivery/Pickup	System Failure/Ritual Cancelled Order	Any Ritual-related failures resulting in order cancellation Ex: App glitch	Before Food is Made	-	-	-	-	100%	
		Order was Cancelled	Customer cancelled the order or Merchant unable to fulfill order and cancelled	After Food is Made	-	-	-	-	100%	
				Before Food is Made	100%	-	-	100%	-	
				After Food is Made	No refund		-	100%	-	
	Poor Packaging	Minor Packaging Issue	Packaging was reasonable but not fully secure Ex: Grease or sauce leaked inside the bag or food fell out of wrap, causing minor inconvenience		-	\$2-\$5	-	-	-	
		Major Packaging Issue	Unreasonable or poor container/packaging choice led to major food spillage		50%-100%	-	-	-	-	
	Missing Item(s)	Missing Major Item(s)	Order picked up/delivered, but merchant did not provide all items Ex: Missing an entire item/side		100% (of missing item value)	-	-	-	-	
		Missing Minor Item(s)/Add-On(s)	Order picked up/delivered, but merchant did not provide all items Ex: Missing salad dressing, ingredients/toppings, paid for chicken add-on		Partial refund (missing ingredient value)	-	-	-	-	
	Incorrect Order	Wrong Item(s)	Order picked up/delivered, but merchant did not provide correct item(s)		100% (of wrong item value)	-	-	-	-	
		Entire Order is Wrong	Order picked up/delivered, but merchant did not provide correct items for entire order		100%	-	-	-	-	
		Special Notes Ignored	Order picked up/delivered but customer's special requests were ignored	Minor Requests	-	\$2-\$5	-	-	-	
				Allergen Requests	100%	-	-	-	-	
	Poor Food Quality	Food Safety Concern	Customer reported food seemed expired, meat was undercooked, contaminant objects found in order, food station was unsanitary, etc.		100%	-	-	-	-	
		Unsatisfactory Food Quality/Portion	Customer reported food taste unsatisfactory/dry/salty, etc. or portion was smaller than normal/expected		0%-10%	\$2-\$5	-	-	-	
Pickup	Order Prepared Late	Order Late & Customer On Time	Customer arrived at pickup time, but merchant did not have order ready, resulting in customer waiting	Order late by 5-14 mins	-	\$2-\$5	N/A		-	
		Order Late & Customer Left Without Order	Order was not prepared by stated pickup time, so customer left without picking up their order.	Order late by 15+ mins	-	\$5+	N/A		-	
			Order late - No Pickup	100%	-	-	N/A	-		
	Order Prepared Early	Order Prepared Too Early	Merchant prepares order more than 10 minutes early Ex: Customer complains that coffee or heated items are cold by pickup time		0%-10%	\$2-\$5	N/A		-	
	Customer Never Picked Up Order	Order Ready & Customer Never Picked-Up	Customer never arrived to pick up order		No refund		N/A		-	
		Customer Ordered at Wrong Location	Customer unable pickup order due to placing order at wrong location		-	-	N/A		100%	
Poor Pickup Experience	Poor Pickup Experience	In-store operations were confusing, difficult locating order or staff to assist		-	\$2-\$5	N/A		-		
	Staff Complaint	Customer upset by inexperienced/rude staff		-	\$2-\$5	N/A		-		
Delivery	Order Delivered Late	Order Not Ready & Deliverer On Time	Deliverer on time, but merchant not ready with order, resulting in delays past stated drop off time	Delivery late by 15-30 mins	-	\$2-\$5			-	
				Delivery late by 30+ mins	-	\$5+			-	
		Order Not Ready & Deliverer Late	Deliverer was late & merchant also not ready with order, resulting in delays past stated drop off time	Delivery late by 15-30 mins	-	\$2-\$5	100%		-	
				Delivery late by 30+ mins	-	\$5+	100%		-	
		Order Ready & Deliverer Late	Merchant prepared food on time but deliverer was late for pickup/dropoff that resulted in order being late	Delivery late by 15-30 mins	-	\$2-\$5	100%		-	
				Delivery late by 30+ mins	-	\$5+	100%		-	
	Order Never Delivered	Order Ready & Deliverer Never Picked-Up	Deliverer never arrived to pick up order		100% Collect from courier*	-	-	100%		-
		Customer Unavailable in Delivery Window (-15, 15)	Customer not reachable upon arrival to destination (order marked Abandoned with proof of attempt to contact customer)		No refund		-	-	-	
		Customer Unavailable Outside of Delivery Window (-15, 15)	Deliverer was 15+ minutes early or late, and customer was unreachable upon arrival to destination (order marked Abandoned)		100% Collect from courier*	-	-	100%	-	
		Customer Information Wrong	Deliverer unable to complete delivery due to wrong delivery address, wrong customer info, etc		No refund		-	-	-	
		Delivery Failure/Fraud	Deliverer marked delivered but customer reported they did not receive order (due to deliverer fraud or courier mechanical failure, car break down, etc)		100% Collect from courier*	-	-	100%	-	
Poor Delivery Experience	Poor Delivery Experience	Customer refused delivery; - Package and/or contents were damaged in transit despite secure packaging - Food looked tampered with in transit		25-50% Collect from courier*	-	-	100%		-	
	Deliverer Behaviour Complaint	Deliverer exhibited poor behaviour and customer would like to adjust tip amount.		-	-	-	100%	-		