

ONGOING: Customers not receiving confirmation of orders reliably

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We know confirmation order emails aren't always landing in customer inboxes — it's an intermittent issue we're actively working to fix on our end. In the meantime, here's how to resend confirmations manually and make things right with the customer. This process takes about five minutes and keeps customers in the loop while we sort out the underlying problem.

How to resend a confirmation order email

Locate the order in Kraken

1. Open **Kraken** and navigate to **Customers**.
2. Search for the customer by name, email, or account number.
3. Select the customer's account to open their profile.
4. Find the order in question under **Order history** — it'll show the order date and status.

Resend the confirmation email

1. Click on the specific order to open its details.
2. Look for the **Resend confirmation** button (usually near the top of the order details panel).
3. Click it. The system will queue the email to send immediately.
4. A confirmation message should appear on screen — you'll see something like "Email queued for delivery."

Apologize and offer the discount

1. Let the customer know the email is on its way: *"I've just resent your confirmation email — it should arrive in the next few minutes. I'm really sorry about the delay. This is something we're actively fixing."*

2. Apply a **5% discount** to their next bill as an apology. To do this, navigate to **Billing** in their account, then select **Apply credit or discount**. Choose **One-time discount**, enter 5%, and add a note like "Confirmation email resend — service recovery."
3. Let them know about the discount: *"I'd also like to apply a 5% discount to your next bill as an apology for the inconvenience."*

Document the interaction

1. Add a note to the customer's account explaining what happened and what you did. Include the date and time you resent the email.
2. This helps the team track the issue and ensures the customer doesn't get confused if they contact us again about the same order.

Good to know: If a customer says they've checked spam and promotions folders and the original email still hasn't arrived after 24 hours, escalate to the technical team — there may be a deeper delivery issue we need to investigate.