

Delivery, Damage and Claims Guide

The post-delivery experience should help the customer first and protect evidence second. Confirm arrival, make it easy to report damage or shortage, preserve packaging and deadlines, assemble a complete claim record, resolve the issue, then invite an honest independent review without incentives or sentiment filtering. Promotional re-engagement is a separate permissioned decision.

UPDATED August 11, 2026 | 11 minute read

BEST FOR: Merchant customer-care, warehouse, freight, claims, ecommerce, legal/privacy, and lifecycle teams

WEB GUIDE: <https://shipsafeoffers.com/guides/delivery-damage-and-claims-guide>

Current availability

This guide is an operating framework, not legal advice or a promise that a carrier will approve a claim. Messaging, evidence upload, claims submission, Trustpilot or other review invitations, and re-engagement require approved providers, consent, privacy/vendor review, configuration, and end-to-end testing. Carrier contracts and deadlines control.

IN THIS GUIDE

01. Help the customer before asking for praise
02. Send a useful delivery check
03. Use neutral, actionable customer copy
04. Collect the minimum useful photos and facts
05. Build a complete claim record
06. Choose and operate the review funnel fairly
07. Use a neutral review invitation
08. Re-engage only after service and permission
09. Escalate urgent exceptions

Help the customer before asking for praise

1 Confirm delivery

Use an authoritative delivered event and a configured communication path. A carrier scan may be late or wrong, so the customer can still report not received.

2 Ask one neutral condition question

Make No issue, Damage, Shortage, Not received, Refused, or Need help equally visible. Do not force a rating before support.

3 Open service handling immediately

An issue receives a case, owner, next action, evidence route, and time-sensitive claim check. Stop promotional and review messages while it is open.

4 Preserve and assemble evidence

Ask only for what is necessary, protect sensitive material, record receipt and integrity, and meet the carrier's notice/inspection requirements.

5 Resolve and close

Keep the customer informed, document carrier/merchant outcomes, and close only after external effects and remaining responsibilities are clear.

6 Invite an honest review fairly

Evaluate every genuinely delivered customer under the same provider-approved rule and timing. A service response may suppress an invitation while an issue is open, but no response, a no-issue response, mixed feedback, or a resolved issue must not become a sentiment-selection rule. Do not pay for a positive rating, hide the review route from unhappy customers, or make support conditional on review behavior.

Send a useful delivery check

Recommended delivery-touch sequence		
Trigger	Message job	Suppression
Booked / pickup confirmed	Set expectations and provide one authoritative tracking route when configured	Cancelled/refunded, duplicate, missing consent where required, invalid address/channel, open service incident
Material exception	Explain what changed, who owns it, what the recipient should do, and next update	Do not send raw duplicate scans or optimistic dates without authority
Delivered	Confirm the item appears delivered and ask whether it arrived as expected	Already responded, not actually delivered, open loss/damage/refusal, legal/privacy hold, unsupported channel
No response	One reminder only when permitted and useful	Opt-out, bounce, complaint, active issue, refund/chargeback, frequency cap
Uniform review-eligibility checkpoint	At the same approved delay, evaluate no response, no issue, mixed feedback, and resolved issues under the same rule	Open issue or legal/privacy hold may suppress; never select by sentiment or support outcome
Re-engagement	Send care, accessory, replenishment, or relevant repeat-purchase content only with marketing permission	No consent, active issue, quiet/frequency rule, unavailable product, cancellation/deletion

Service and marketing are separate

Permission to send an order or delivery update is not blanket permission for promotion. Record purpose, consent or other approved basis, preferences, and suppression for each message.

Use neutral, actionable customer copy

Delivery-check subject: "Did order {{order_reference}} arrive as expected?" Preview: "Tell us no issue, damage, shortage, not received, or need help." Body: "Our records show your order was delivered on {{date}}. Did it arrive as expected? Choose one option so the right team can help. If anything is damaged or missing, keep the item and all packaging until we confirm the next step. Do not email payment information or identity documents."

Issue receipt subject: "We opened delivery case {{case_reference}}." Body: "We received your report of {{issue_type}} and assigned it to {{owner_or_team}}. Please preserve the item and packaging. Use {{secure_upload_route}} for the requested photos or documents; do not send sensitive material through ordinary email. The next update is due {{time_timezone}}. Claim eligibility and outcome depend on the carrier and governing terms."

Collect the minimum useful photos and facts

- 1 Start with safety**
Do not ask the customer to move an unsafe product, climb, lift beyond ability, expose personal documents, or handle sharp/broken material.
- 2 Overall condition**
One wide photo shows the item and packaging as found. For refused delivery, capture only when safe and allowed.
- 3 Damage detail**
Close and medium views show location and scale without asking for unnecessary people, home interiors, addresses, labels, or documents.
- 4 Packaging**
Photograph the outside, all sides where practical, crushed/punctured/wet areas, internal protection, and any exposed product.
- 5 Labels and receipt**
Capture the relevant shipment/handling-unit reference and annotated delivery receipt through the protected route. Minimize unrelated addresses and barcodes.
- 6 Shortage**
Record expected versus received units/items, seal/packaging condition, and the carrier's shortage notation.
- 7 Facts**
Record delivery time, visible or concealed discovery time, who received it, driver/carrier comments, refusal or exception, and whether the item/packaging remains available for inspection.

Keep the packaging

Do not repair, discard, return, or destroy the product or packaging until the merchant or carrier gives instructions. Inspection and notice requirements vary, and a missed deadline can affect the claim.

Build a complete claim record

Claim evidence index	
Section	Record
Authority and deadlines	Claimant, carrier/account, governing terms, notice/inspection/filing deadline, owner, next action
Shipment identity	Merchant/order, booking/PRO/tracking, carrier/service, pickup/delivery, handling units, shipper/consignee
Tender condition	Verified packout, dimensions/weight, packaging/materials, pre-shipment condition/photos, documents
Delivery exception	POD/delivery receipt, notation, visible/concealed/short/lost/refused state, discovery time, carrier communication
Damage or loss	Affected item/unit, description, photos, quantity, repair/salvage/inspection status, preservation location
Value	Commercial invoice, cost/value basis, freight/repair/replacement and other allowed amounts under the terms
Submission	Exact packet version/hash, submitted time/channel, carrier claim/reference, receipt, assigned adjuster
Lifecycle	Acknowledged, information requested, inspection, approved, partially approved, denied, appealed, paid, closed; amount and dates
Privacy/retention	Access, evidence location, allowed disclosures, retention/deletion/legal hold, customer communication history

A product may help organize this record, but the carrier, insurer, contract, law, and evidence decide the claim. Never promise approval, timing, or payment. Escalate a deadline or ambiguous tender/delivery record immediately.

Choose and operate the review funnel fairly

Review-product decision

Option	Best use	Checks before launch
First-party feedback only	Service learning and private condition/satisfaction feedback	Consent/purpose, moderation, privacy, export/deletion, no public-star implication
Trustpilot	Independent public company/service review presence if approved	Claim/verify business account, plan and invitation method, merchant/customer data fields, vendor/DPA/subprocessor review, branding, moderation/replies, export/exit, invitation fairness, production test
Product review provider	SKU/product-specific feedback and merchandising	BigCommerce compatibility, verified-purchase rules, syndication, moderation, incentives/disclosures, accessibility, privacy, migration/export
Marketplace review	BigCommerce app/product listing after publication	Marketplace eligibility and policies; do not solicit before the product/listing is actually available
Manual neutral link	Low-volume pilot after legal/vendor review	Same eligibility for all eligible customers, one invitation, no sentiment gate, tracked suppression, no positive-score condition

1 Eligible

Authoritative delivery, correct recipient/contact path, no duplicate invitation, no active issue requiring promotional suppression, and current purpose/permission.

1 Neutral

Invite an honest review. Do not ask only people who selected No issue or a high first-party score.

1 Independent

Support, refund, replacement, claim, warranty, or future service is never conditional on posting, changing, or removing a review.

1 No undisclosed incentive

Do not exchange discounts, gifts, sweepstakes entries, or better support for a positive review. Any lawful incentive program requires platform-rule and legal review and must not be sentiment-dependent.

1 One owner

Monitor reviews, respond without disclosing order details, route service issues privately, preserve criticism, and correct systemic causes.

Use a neutral review invitation

Subject options: “Share an honest review of your experience” or “How was your order experience?” Preview: “Your candid feedback helps future customers and the team.” Body: “Thank you for your order {{reference}}. If you would like, you can share an honest review of your experience at {{approved_review_url}}. Positive, negative, and mixed feedback are all welcome. A review is optional and does not affect support, refunds, claims, warranties, or future service. For an unresolved order issue, use {{support_url}} so the right team can help.”

Re-engage only after service and permission

1 Care and setup

Send product care, assembly, maintenance, safe-use, or documentation content when useful and allowed; keep it separate from a review ask.

1 Accessory or replenishment

Use only accurate compatibility and current availability. Do not exploit a claim or damage event to sell a replacement.

1 Repeat purchase

Use marketing permission, frequency caps, exclusions, current pricing/stock, and an easy preference/unsubscribe path.

1 Win-back

Suppress customers with unresolved service, privacy, security, billing, refund, chargeback, deletion, or complaint records. A closed issue does not automatically create marketing permission.

1 Learning

Measure delivery feedback, case resolution, review invitation, review response, repeat purchase, opt-out, and complaint separately. Do not optimize by hiding unhappy customers.

Escalate urgent exceptions

Escalate immediately when a carrier notice or inspection deadline may expire; a shipment is lost, refused, unsafe, or materially damaged; evidence may be deleted; the recipient reports non-delivery after a delivered scan; a review message was sent during an active issue; or sensitive material went through an unapproved path. Preserve the record, stop the affected automation, and assign the next update.

Use the current public trust and operations resources:

- Order-to-delivery operations guide

<https://shipsafeoffers.com/guides/order-to-delivery-operations-guide>

- Support Policy

<https://shipsafeoffers.com/policies/support>

- Privacy Policy

<https://shipsafeoffers.com/privacy>

- Security and Trust Statement

<https://shipsafeoffers.com/policies/security>

RELATED RESOURCES

Read the order-to-delivery operations guide

Build the shipping packet, warehouse handoff, booking, tracking, delivery, and final-bill loop.

<https://shipsafeoffers.com/guides/order-to-delivery-operations-guide>

Review the Security and Trust Statement

Understand the current public security and data-handling posture.

<https://shipsafeoffers.com/policies/security>

Contact support

Use the public route for general questions; do not submit credentials or customer data.

<https://shipsafeoffers.com/contact>

SUPPORT: help@shipsafeoffers.com

Do not send passwords, API keys, carrier credentials, negotiated rates, customer labels, or sensitive exports through ordinary email.