Reklamator

E-commerce. A hundred complaints, seventeen rules.

An online store selling in Poland, Germany and the Czech Republic. A form that finds the order by itself, a ten-step process, four teams and an external service center — and most of the work is done by rules.

Large e-commerce — process and automation

Part 3 of 3



STARTING POINT

Lumeno: 144 complaints in ten weeks and four departments that have to work together

A sample store selling small appliances and home goods: its own website, Allegro, Amazon.de and Kaufland.cz. All screens come from its demo account.

3 request types
complaints, 30-day returns, transport damage — each with its own process

8 people
customer service, returns warehouse, quality, partner service

17 rules
on the "Complaints" type alone; 18 templates in four languages

5.6 days
average time to close a complaint against a 14-day deadline

WHAT HURTS A LARGE STORE

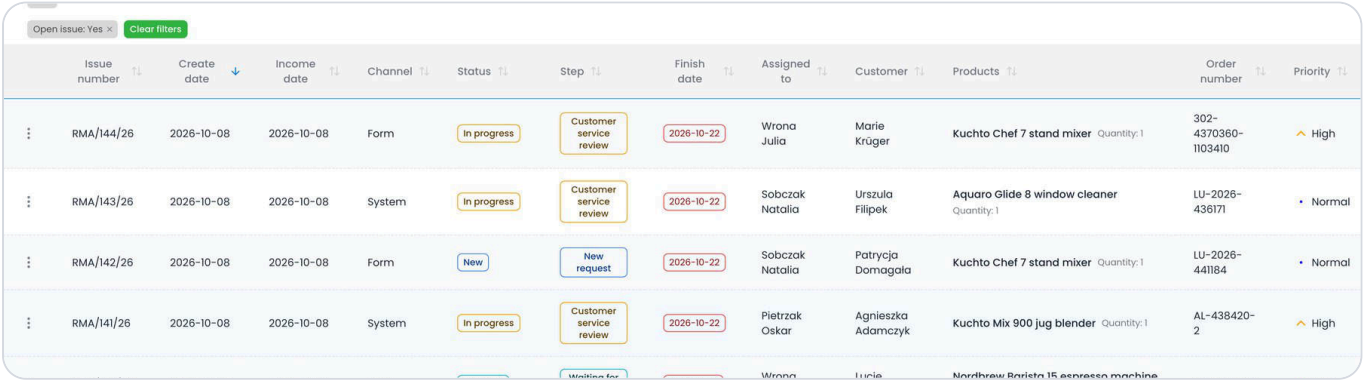
- **Retyping orders** — the customer gives a number, an agent looks it up in the store admin and copies the data.
- **One mailbox for everyone** — nobody knows who replied and who was "going to reply".
- **A case passes through four pairs of hands** — customer service, warehouse, quality, service — and can get stuck at every handover.
- **Marketplaces have their own deadlines**, shorter than the store's.
- **A customer in Germany gets an e-mail in Polish.**
- **Purchasing asks what breaks** — and the data sits in three spreadsheets.

HOW REKLAMATOR IS SET UP

- **Remote forms** on the store website, with order lookup through the store platform API.
- **The claims@ mailbox** — a new e-mail creates a request, a reply lands in the right case.
- **A 10-step process** with 15 operations; each operation belongs to a specific team.
- **Rules** assign, notify, create tasks and set fields.
- **The partner service** has its own login and sees only its own requests.
- **Reports** sent automatically: daily, weekly, monthly.

ONE COMPLAINT, EIGHT STOPS

1. **Request** — form, e-mail or phone
2. **Review** — customer service, complete data
3. **Completion** — the customer adds data via a link
4. **Product return** — RMA slip, instructions
5. **Warehouse** — parcel received, SMS
6. **Assessment** — quality or service
7. **Decision** — e-mail, PDF report
8. **Resolution** — replacement or refund

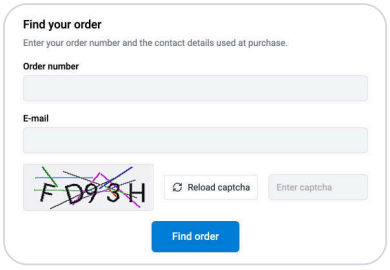


The complaints list: channel, status, step, color-coded deadline, owner, customer, product and order number. Columns and filters are set on the request type.

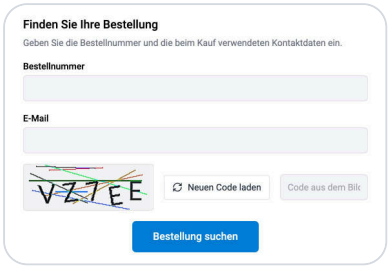
ENTRY 1 THE CUSTOMER ON THE STORE WEBSITE

The customer enters the order number. The form already knows the rest.

A remote form embedded in the store website or opened from a link. Before the customer fills in anything, the system asks the store platform for the order.



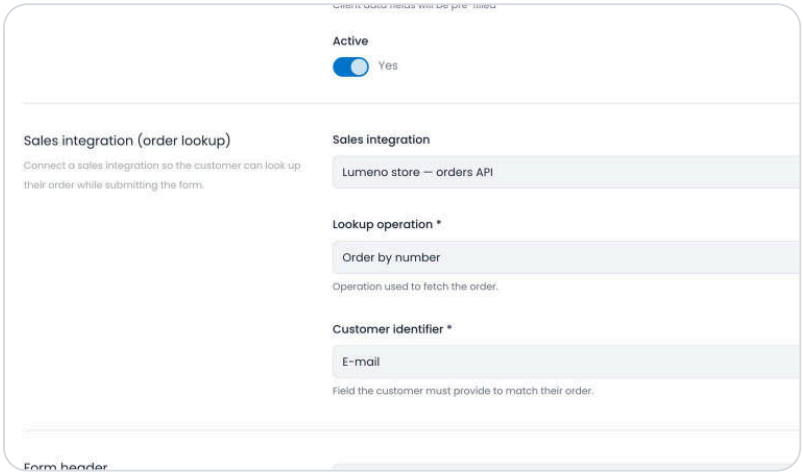
Step 1. Order number and the e-mail used for the purchase. A CAPTCHA keeps bots out.



The same form in German — the language comes from the page address.

Order lookup

- Order found — **customer, address and purchased products** fill in by themselves; all that is left is to pick the product and describe the problem.
- Number and e-mail must match the order — nobody can view someone else's order.
- Products and customers that were not in the database **are created automatically**.



Form settings: sales integration, lookup operation and the data the customer uses to prove the order is theirs.

A form without a developer

- Your own set of fields, required fields, character limits, regular expressions.
- Photos and videos from a phone (HEIC, MOV) — accepted and converted to formats that open anywhere.
- Privacy notice, acceptance of terms, your own header, font, colors and CSS.
- A direct link or a widget pasted into the store website.

The customer's language

The form interface comes in six languages; you translate the content yourself — field names, lists, messages.

A separate return form

A 30-day return has different fields and a different process. You can have as many forms as you need.

Abuse-resistant

Submission and upload limits per address and per form, CAPTCHA, files checked before they are saved.

Every channel ends up in the same queue

The claims@ mailbox

The system receives mail from the department's mailbox. A new message creates a request with its content and attachments, and the customer — recognized by address or created on the spot — is already linked.

- A reply with the case number in the subject **is attached to the right request** and triggers the "customer replied" rule.
- Auto-responders and blacklisted addresses do not create cases.
- Gmail and Microsoft 365 via OAuth, other mailboxes via IMAP.
- Every received message has an entry in the mail log.

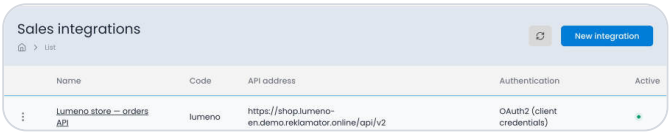


An inbox with its assigned request type, organization and person.

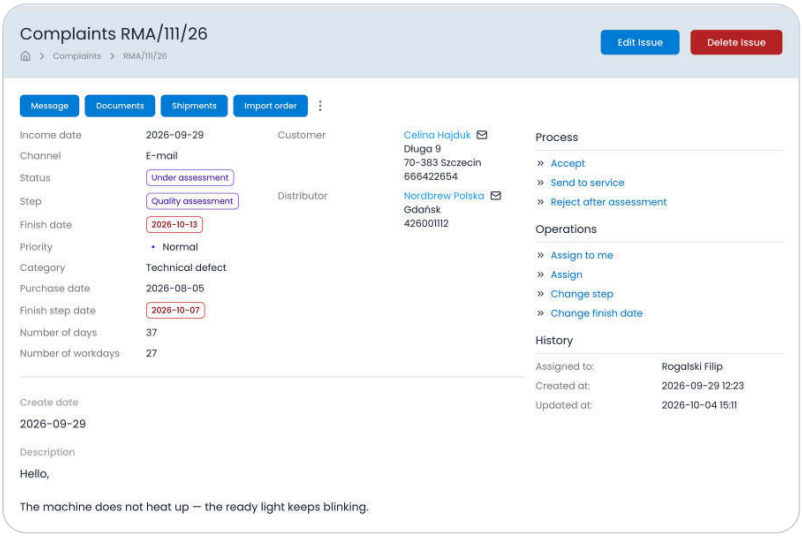
Sales integration

The connection to the store platform API is configured in the panel: address, authentication, the "order by number" operation and mapping of the response to the customer and order items.

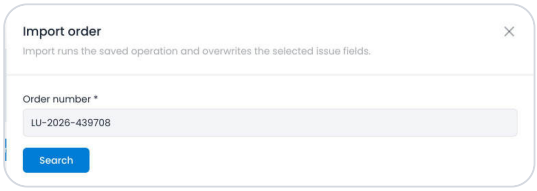
- Authentication: API key, Basic, Bearer or OAuth2 (client credentials). Secrets are encrypted.
- The same connection serves the customer form and the **"Import order"** button on the request card.
- Requests over HTTPS only and to public addresses only.



The "Lumeno store — orders API" integration.



Request RMA/111/26 created from an e-mail: channel "E-mail", the message text in the description, step, case and step deadlines, operations available to the signed-in user.



"Import order" — the agent enters the number, the system pulls in the customer and products.

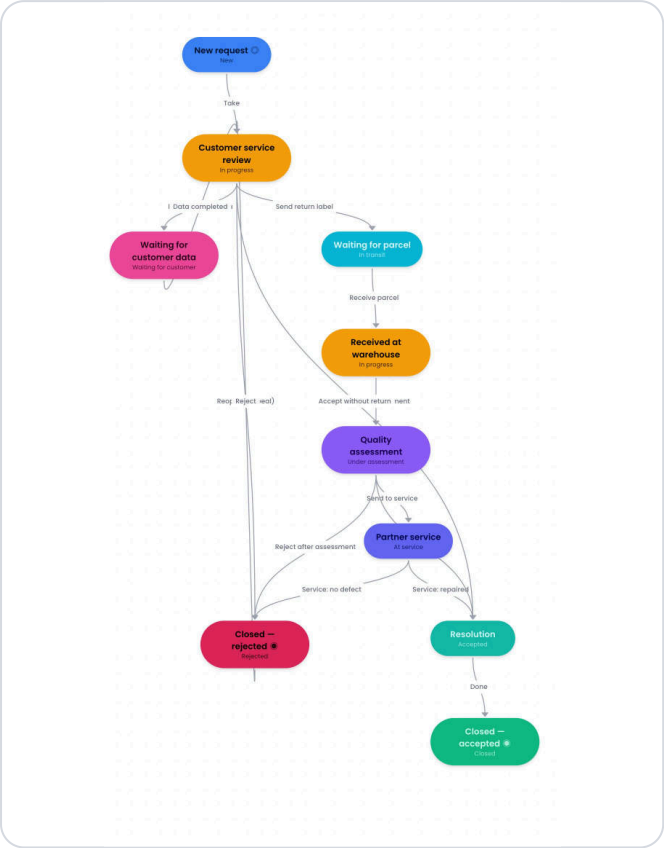
> **Phone and marketplaces.** A request from a call or from the Allegro panel is created by an agent by hand — with order import it takes a moment. The "Sales channel" field then separates cases in rules and reports.

Form 138 · Panel (phone, marketplace) 61 · E-mail 13

Entry channel of 212 requests in the demo account.

PROCESS

Ten steps. Each has an owner and a clock.



The "E-commerce complaint" process — a diagram generated from the configuration.

STEP	TEAM	TIME
New request	Customer service	1 day
Customer service review	Customer service	1 day
Waiting for customer data	Customer service	3 days
Waiting for parcel	Customer service, warehouse	5 days
Received at warehouse	Returns logistics	1 day
Quality assessment	Quality	3 days
Partner service	Quality, partner	7 days
Resolution	Customer service, warehouse	2 days
Closed — accepted / rejected	—	—

Shortcuts that save money

- **"Accept without return"** — for a cheap product, return shipping costs more than the goods.
- **"Reject"** right at the review, when the case is obvious.
- **"Reopen (appeal)"** — a closed case goes back into the flow with a new deadline.

An operation has a group

"Receive parcel" is visible to the warehouse, "Accept" to quality. Nobody can move a case through someone else's step.

Two deadlines at once

The case deadline counted from receipt and the step deadline from entering the step. Both with warning colors.

A process per request type

Returns have 6 steps, transport damage 4. A process can be copied and adapted.

Process history

Process step	Start	User	Finish	Operation	Days	Work days	Finish date	User
New request	2026-09-16 12:54	Wrona Julia	2026-09-17 22:31	Take	0	0	2026-09-17 02:00	Wrona Julia
Customer service review	2026-09-17 22:31	Wrona Julia	2026-09-18 14:55	Request more data	0	0	2026-09-18 02:00	Wrona Julia

Process history of one case: step by step, who handled it, which operation moved it on and what the step deadline was.

AUTOMATION

Seventeen rules that do what people forget

A rule is an event, conditions and actions — assembled in the panel from drop-down lists. Below is the full set of rules for the "Complaints" type in the demo account.



Business Rules

Issue Type List › Complaints › Business Rules List

Add Busir

Rule	Rule Description
01 Receipt confirmation Event: Issue Creation · Required conditions: 0 · Optional conditions: 0 · Actions: 1	Every new request: an e-mail in the customer's language with a status link.
02 Form → customer service queue Event: Issue Creation · Required conditions: 1 · Optional conditions: 0 · Actions: 1	Requests from the form go to the first-line coordinator.
03 Nordbrew coffee machines → ElektroFix service Event: Issue Creation · Required conditions: 0 · Optional conditions: 3 · Actions: 2	Products on the list get the partner service and the manufacturer right away.
04 Marketplace → high priority Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 3 · Actions: 1	Allegro, Amazon and Kaufland have shorter response deadlines.
05 Request for more details Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 1	An e-mail with a link to the update form for this request.
06 Customer completed the data Event: Issue Modification via Remote Form · Required conditions: 0 · Optional conditions: 0 · Actions: 1	Update form: notify the owner.
07 Customer replied by e-mail Event: Assigning Incoming Email to Issue · Required conditions: 0 · Optional conditions: 0 · Actions: 1	Reply attached to the request: notify the owner.
08 Return label Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 1	RMA slip as PDF and the packing guide from the library, in the customer's language.
09 Parcel at warehouse Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 2	SMS and e-mail to the customer; the request moves to the warehouse.
10 To assessment → quality engineer Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 1	Assign the request to the quality team.
11 Order for the partner service Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 2	The service gets an e-mail with the description and sees the request in its panel.
12 Complaint accepted Event: Changing Issue Step · Required conditions: 0 · Optional conditions: 3 · Actions: 2	E-mail and SMS with the decision.
13 Refund → accounting Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 2 · Actions: 2	Decision "refund": tasks and an e-mail to accounting.
14 Product defect → claim against manufacturer Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 1	After acceptance in quality assessment: a task list for the quality team.
15 Complaint rejected Event: Changing Issue Step · Required conditions: 0 · Optional conditions: 3 · Actions: 1	E-mail with the reason and the assessment report as PDF.
16 Request completed Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 1	A thank-you after the decision is carried out.
17 Appeal → new deadline Event: Changing Issue Step · Required conditions: 1 · Optional conditions: 0 · Actions: 2	Reopening restarts the deadline and raises the priority.

Events

Request created · modified · assigned to a person · step changed · e-mail attached to the request · updated via a form · task completed.

Conditions

Operation performed · step · status · person · customer, distributor, service · product · value of any field · request source. Required (all) and optional (any).

Actions

E-mail to the customer, distributor, service, owner or a given address — with a PDF and files from the library · SMS · assign a person · set a field · tasks from a template · new deadline.

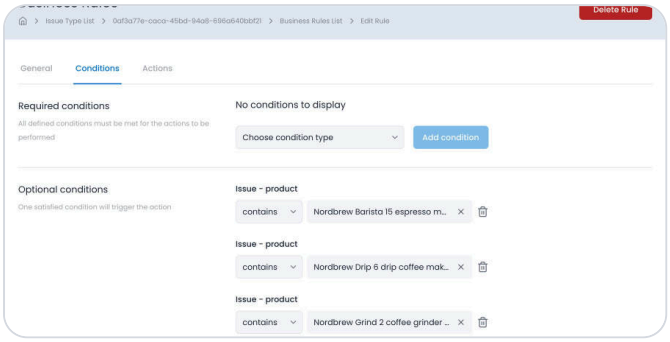
The customer's language

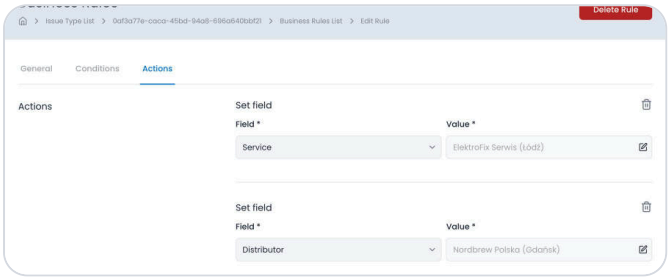
One rule, one template — content and subject in the language saved on the customer, and the library attachment too.

A trail in the history

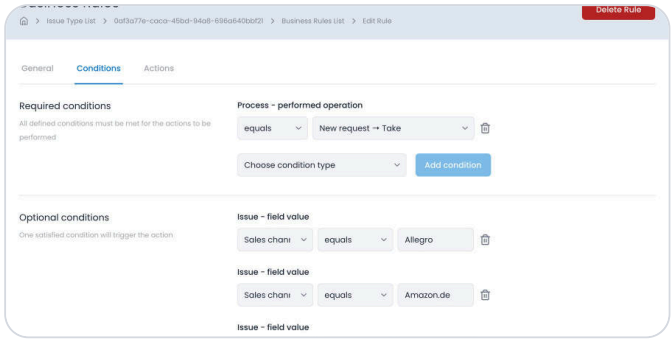
Every rule run is recorded on the request: which rule, what it sent and to whom.

"If… then…" — four examples from real screens

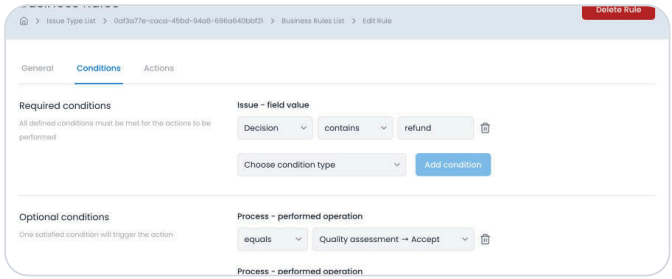




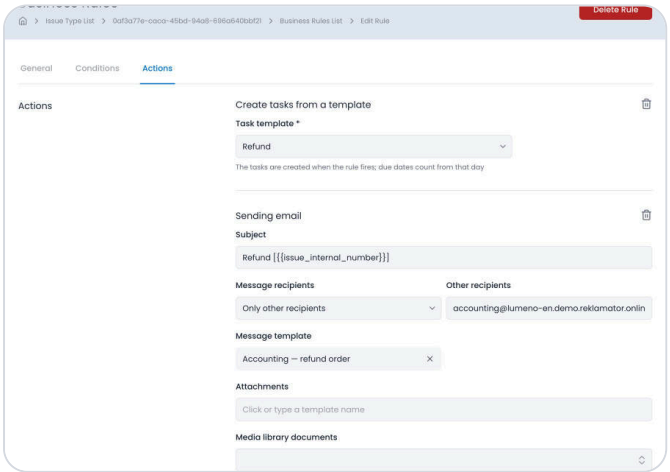
03 Nordbrew coffee machines → ElektroFix service. If the request contains one of three products, the system immediately fills in the partner service and the manufacturer. Nobody has to remember who repairs what.



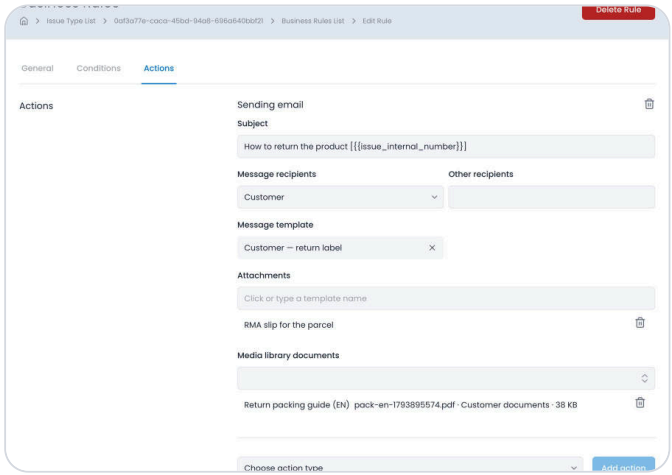
04 Marketplace → high priority. Once a case from Allegro, Amazon.de or Kaufland.cz is taken, the priority changes to "high" — because deadlines there are shorter.



13 Refund → accounting (conditions): the decision contains "refund" *and* the operation "Accept" *or* "Accept without return" was performed.



13 — actions: tasks from the "Refund" template and an e-mail to the accounting address with the amount, order and sales channel.



08 Return label: an e-mail with the RMA slip generated from a PDF template and the packing guide from the media library — in the customer's language version.

Assignment

Form → service coordinator. "To assessment" → quality engineer. "To service" → service user.

Notifications

11 of 17 rules send an e-mail, 2 of them also an SMS. Agents do not write routine messages.

Tasks

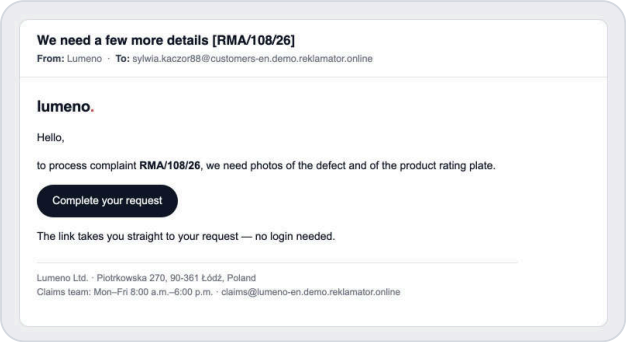
Refund and the claim against the manufacturer are ready-made checklists with deadlines.

Data

Priority, service, manufacturer, category and custom fields set conditionally.

STOP 3 PHOTOS ARE MISSING

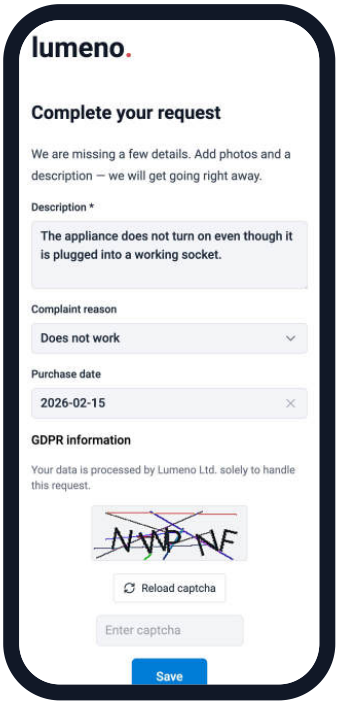
Instead of three "please send photos" e-mails — one link to this request



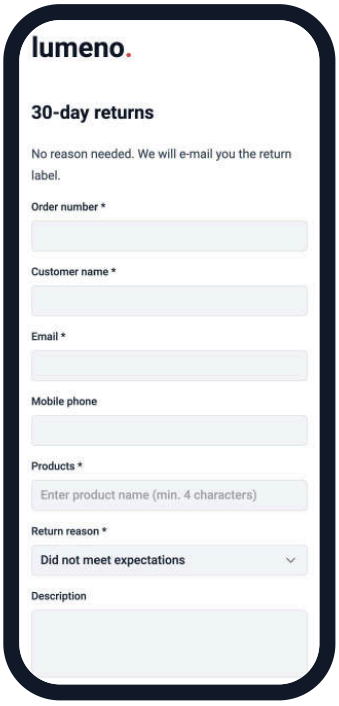
The agent clicks "Request more data". Rule 05 sends an e-mail with a button — the link belongs to this one case.

How it works

1. The **"Request more data"** operation moves the case to the "Waiting for customer data" step — with its own three-day clock.
2. The customer opens the link **without logging in**, sees their data and adds what is missing; photos are added to the existing ones.
3. Saving triggers rule 06 — the case owner gets a notification, and the changes go into the history field by field.

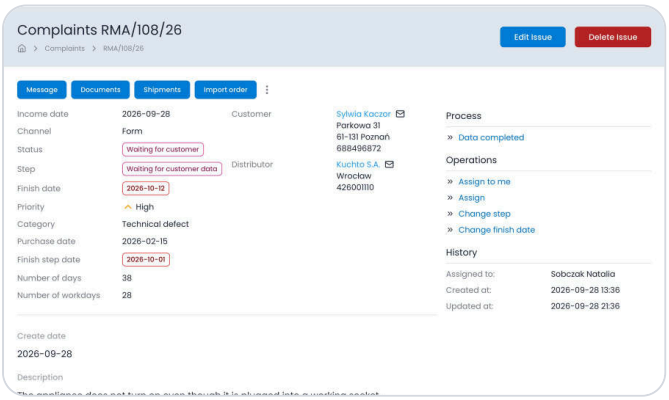


The update form on the customer's phone

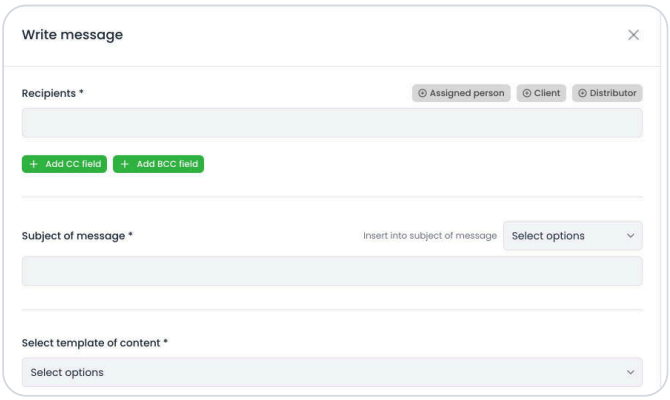


The return form with the store's header

Safe. The link opens only the fields of this form. With this link, the customer cannot change customer data, the organization or other request fields.



RMA/108/26 at the "Waiting for customer data" step: the step deadline has passed — red. The only operation: "Data completed".

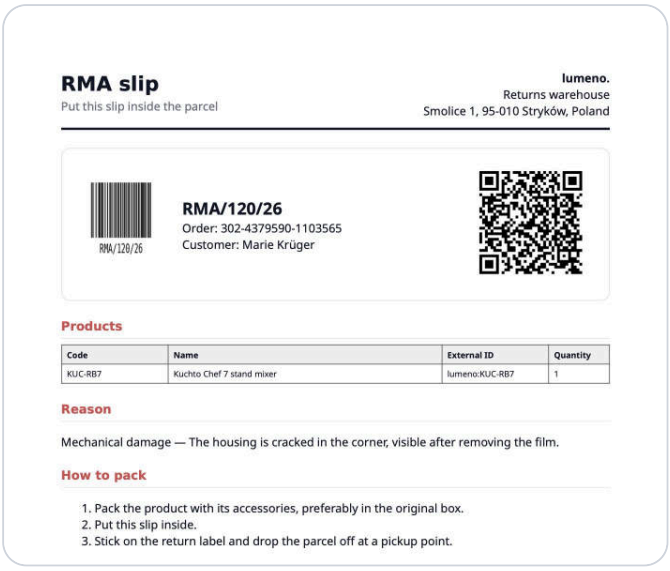


When you need to write something yourself: a message from the request card — recipients in one click, a content template, PDFs from templates and files from the media library.

A return parcel with a document
the warehouse recognizes with a scanner



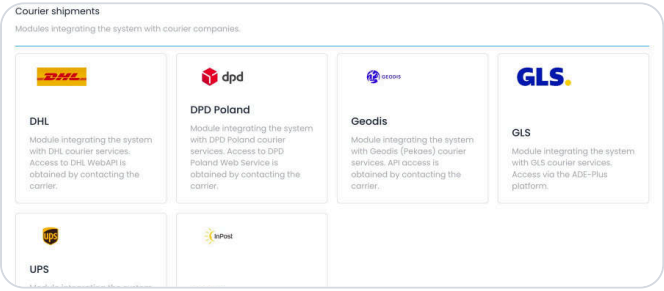
A customer in Germany gets the message in German — with the German packing guide. The rule and the template are the same as for a customer in Poland.



RMA slip from a PDF template: a barcode with the case number, a QR code to the status page, products and instructions. The warehouse scans the code and lands on the request.

Shipments from the request card

The waybill is created in Reklamator: the customer's data and the case number are already in the request, the label goes to the attachments and the tracking number to the history.



Courier modules enabled in the settings: DHL, DPD, GLS, Geodis, InPost (parcel lockers and courier).

"Receive parcel"

The warehouse worker enters the number in the search box, opens the request and clicks the operation. Rule 09 sends the customer an **SMS and an e-mail** that the parcel has arrived.

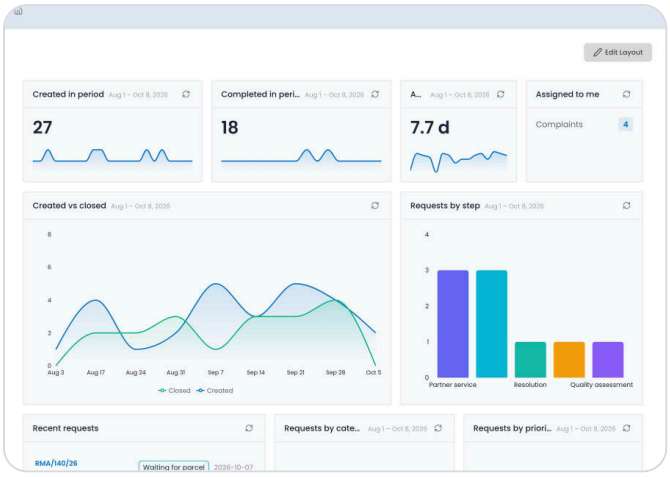
SMS through a gateway

SerwerSMS or SMSAPI. Content from a template, number from the customer's data; each message is recorded in the request history.

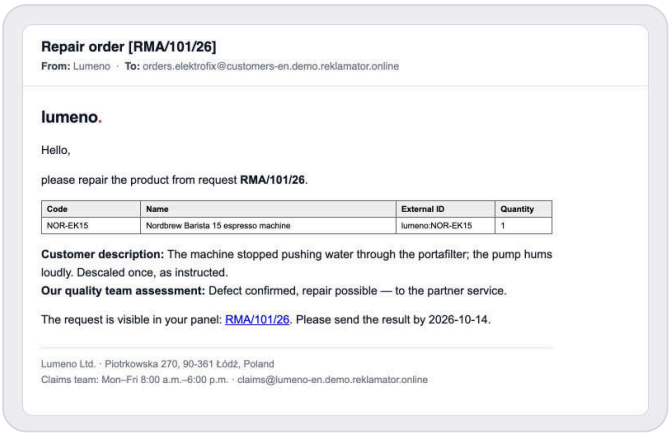
Branch and head office

The returns warehouse is a separate organization in the account. Users see requests from their organizations and of the types assigned to them.

The partner service works in your system, but sees only its own cases



The ElektroFix service dashboard. The same layout as the manager's, but the numbers cover only requests where ElektroFix is the service: 27 instead of 144.



The "Send to service" operation: rule 11 sends the order with the customer's description and the quality team's assessment, and assigns the case to the service center's user.

Visibility from the link

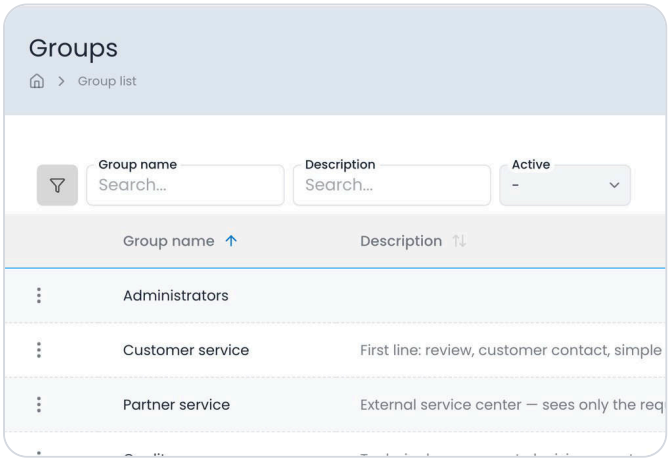
The partner's account is linked to its company. Without the "all requests" permission, it sees only cases in which that company is the customer, distributor or service.

Two service operations

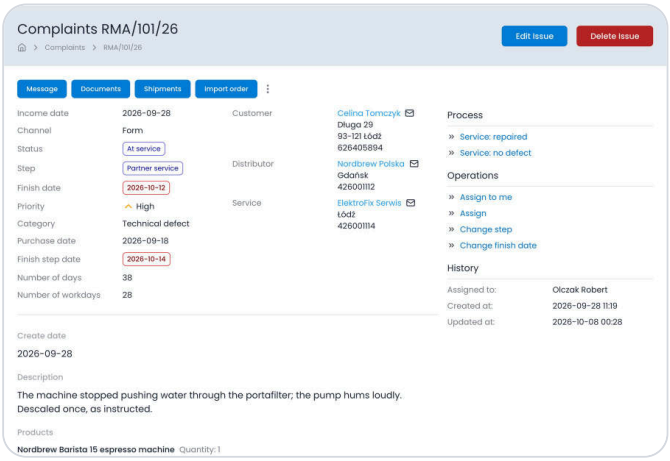
"Service: repaired" and "Service: no defect". The partner closes its step itself — no e-mail to your quality team needed.

Permissions down to the button

The "Partner service" group can view and edit its own cases, add notes and tasks. It does not see the configuration, reports or other customers.

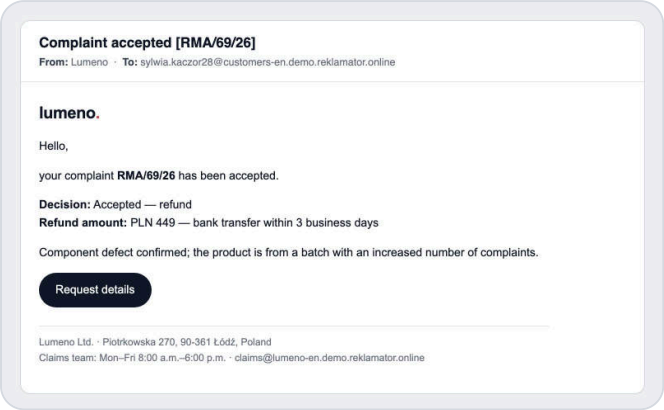


Permission groups: four teams and administrators.

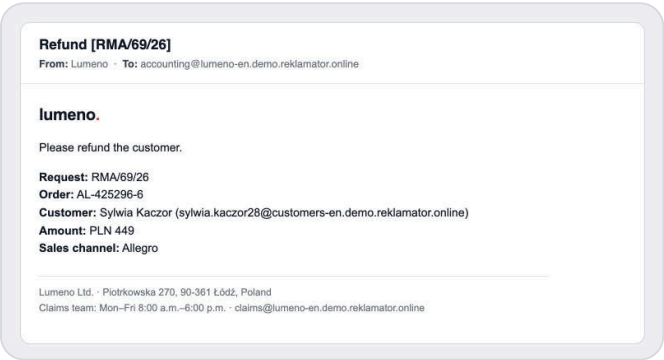


RMA/101/26 at the service: three parties to the case (customer, manufacturer, service), the step deadline and the service operations.

One "Accept" — the customer, accounting and a task list at once



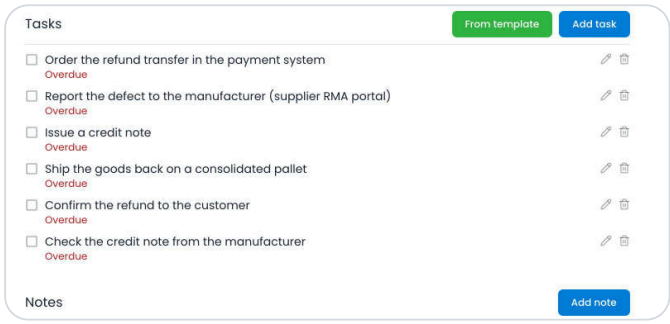
Customer: decision, amount and technical assessment. Rule 12 also sends an SMS.



Accounting: rule 13 runs only when the decision is "refund".



Assessment report — a PDF from a template. On rejection, rule 15 attaches it to the message with the reasons.



Tasks from two templates: refund and claim against the manufacturer. Overdue ones are marked.

Decision fields

Decision, refund amount and technical assessment are request fields — they go into e-mails, documents, the status page and reports.

Claim against the manufacturer

An accepted defect is not the end: a task list leads the quality team to a credit note from the supplier. A complaint stops being just a cost.

Linked cases

Requests can be linked: duplicate, follow-up, blocker, related. A return and a complaint for the same order see each other.

ONE CASE FROM START TO FINISH

RMA/69/26: eight days, four people, eleven automatic steps



An air fryer bought on Allegro switches off mid-cycle. The customer writes to the claims mailbox. This is the history of that request — unretouched.

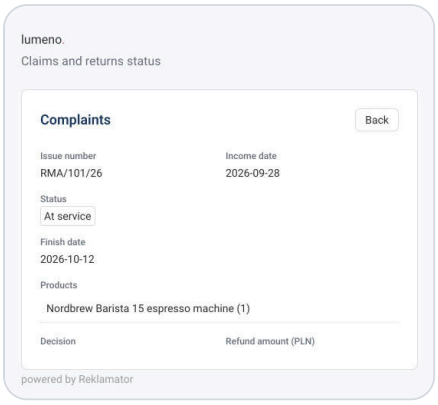
1. **An e-mail** creates the request. Rule 01 sends a confirmation.
2. A customer service agent takes the case and completes the data. Rule 04: **Allegro → high priority**.
3. Photos are missing: rule 05 sends a **link to complete the request**.
4. The data is in — rule 08 sends **the RMA slip and the packing guide**.
5. The returns warehouse receives the parcel. Rule 09: **SMS and e-mail**.
6. "Send to assessment" — rule 10 **assigns the quality engineer**.
7. The quality engineer enters the assessment and decision, clicks "Accept". Rules 12, 13 and 14: **e-mail, SMS, accounting, tasks**.
8. Customer service closes the case. Rule 16 sends a thank-you.

What people did

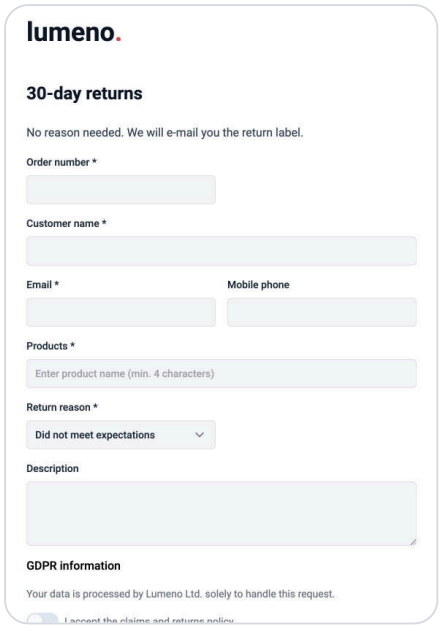
Seven operation clicks, three data edits, one note. All messages, assignments and tasks were done by the system.

The history is append-only. On every edit it records the "before" and "after" value of each field — available to people with a separate permission.

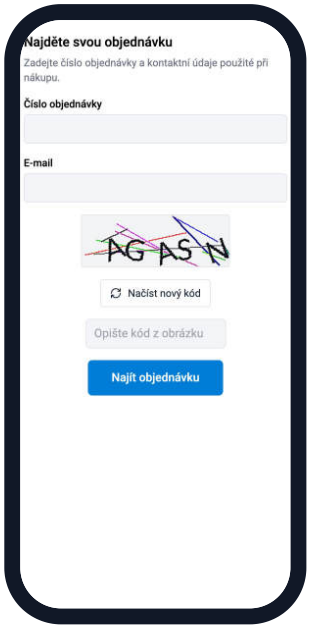
Status, form and e-mail in the customer's language



Status page: request number + e-mail or phone. You choose which fields to show.



Return form with its own header, privacy notice and terms.

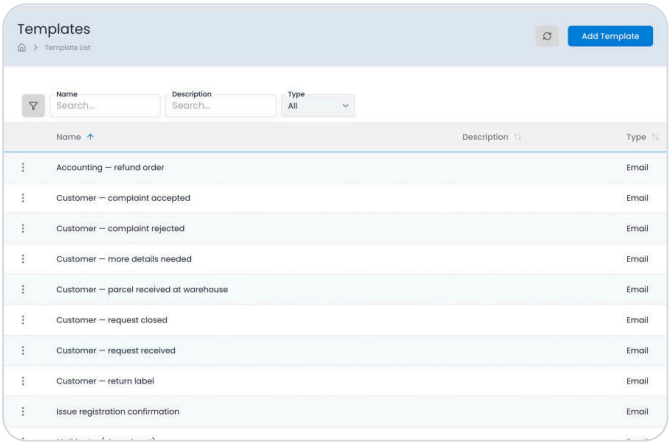


The complaint form in Czech on a phone.

Multilingual on three layers

LAYER	LANGUAGES
Staff panel	Polish, English, German, Dutch, Czech, Romanian
Form and status page	the same six
Content: names, lists, templates	also French and Slovak

The language saved on the customer's record decides which template version is used. No translation — the system uses the default version.



Account templates: e-mail, SMS and PDF. The shared footer is a separate template embedded in the others.

Fewer status questions
customers check for themselves, any time

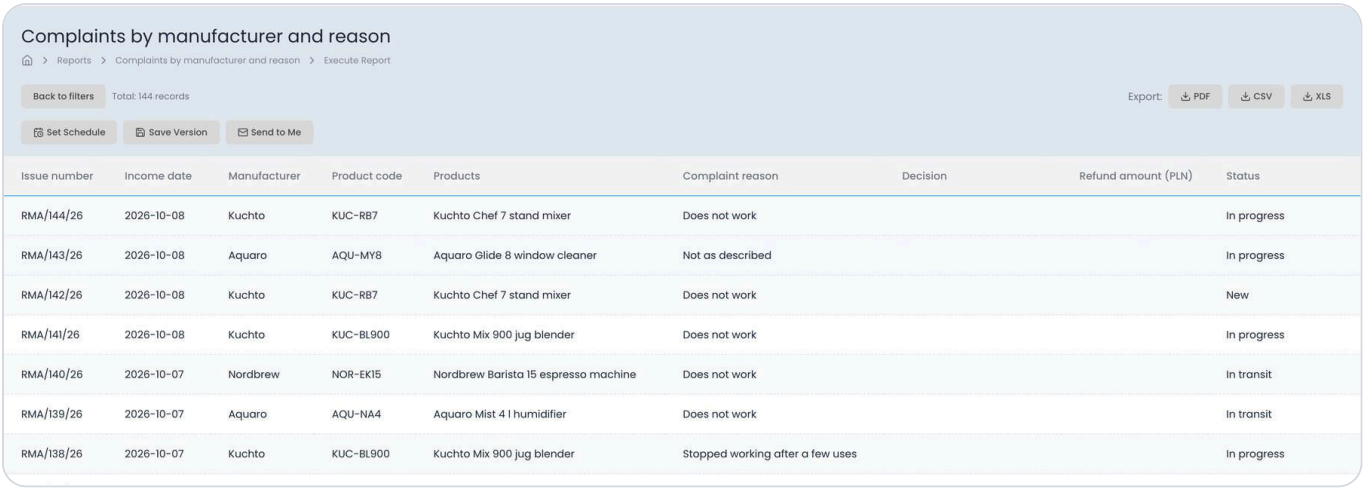
Fewer errors
data from the order, not from the customer's memory

One team, three markets
communication in the customer's language

Your brand
header, font, colors, your own CSS

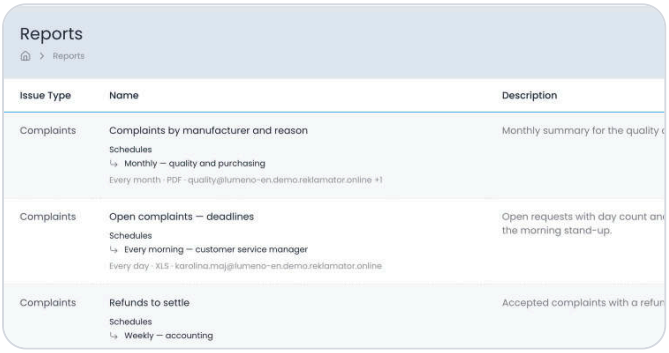
MANAGER, QUALITY, PURCHASING, ACCOUNTING

A report nobody has to ask for



Issue number	Income date	Manufacturer	Product code	Products	Complaint reason	Decision	Refund amount (PLN)	Status
RMA/144/26	2026-10-08	Kuchto	KUC-RB7	Kuchto Chef 7 stand mixer	Does not work			In progress
RMA/143/26	2026-10-08	Aquaro	AQU-MY8	Aquaro Glide 8 window cleaner	Not as described			In progress
RMA/142/26	2026-10-08	Kuchto	KUC-RB7	Kuchto Chef 7 stand mixer	Does not work			New
RMA/141/26	2026-10-08	Kuchto	KUC-BL900	Kuchto Mix 900 jug blender	Does not work			In progress
RMA/140/26	2026-10-07	Nordbrew	NOR-EK15	Nordbrew Barista 15 espresso machine	Does not work			In transit
RMA/139/26	2026-10-07	Aquaro	AQU-NA4	Aquaro Mist 4 l humidifier	Does not work			In transit
RMA/138/26	2026-10-07	Kuchto	KUC-BL900	Kuchto Mix 900 jug blender	Stopped working after a few uses			In progress

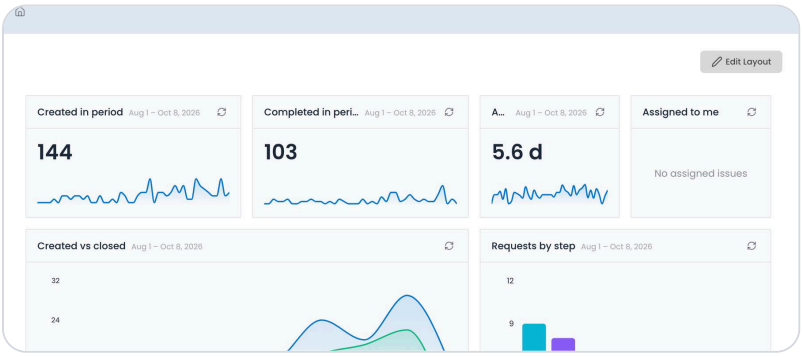
"Complaints by manufacturer and reason" — columns chosen from request fields, filters with dynamic dates ("from the start of last month"), export to PDF, CSV and XLS.



Reports with schedules: to whom, how often and in what format.

REPORT	FOR WHOM	WHEN
Open complaints — deadlines	customer service manager	daily, XLS
By manufacturer and reason	quality, purchasing	monthly, PDF
Refunds to settle	accounting	weekly, XLS
Returns — reasons and condition	e-commerce manager	on demand

- A schedule e-mails the report in the morning, in the account's time zone.
- Saved filter versions — the same report for different recipients.
- Large exports are generated in the background and wait in "Downloads".



The manager's dashboard: 144 created, 103 completed, 5.6 days to close; the bars show which step open cases are waiting in.

Questions the system answers

- Which product comes back most often, and for what reason?
- How much did we refund this month, and on which channel?
- Where are the cases — in the warehouse, in quality, at the service?
- How long does a complaint take from request to closure?

WHERE E-COMMERCE WINS

Ten places where you lose time, money and reputation today

TODAY	WITH REKLAMATOR	RESULT
An agent retypes the order from the store admin.	The form and "Import order" fetch the customer and products via the API.	→ **Minutes saved on every request**, zero typos.
A shared mailbox, nobody knows who replied.	An e-mail creates a request with an owner; replies attach themselves.	→ **No message gets lost.**
A case stalls between departments.	Each step has a team and its own deadline; colors and the dashboard show bottlenecks.	→ **Shorter handling time.**
Routine e-mails written by hand.	Rules send e-mails and SMS from templates in the customer's language.	→ **The team works on decisions**, not correspondence.
"Please send photos" — three rounds of e-mails.	A link to the update form of that specific request.	→ **Complete data the first time.**
A cheap product comes back by expensive shipping.	The "Accept without return" operation in the process.	→ **Savings on return logistics.**
The external service run by e-mail and Excel.	A partner account that sees only its own cases and has its own operations.	→ **One flow** instead of two.
Refunds depend on an agent's memory.	A rule notifies accounting and creates tasks with deadlines.	→ **The customer gets the money on time.**
An accepted defect is pure cost.	"Claim against manufacturer" tasks, a report by manufacturer and reason.	→ **Recovered credit notes**, better purchasing.
The customer asks "what about my complaint?".	A status page, notifications at every step.	→ **Fewer contacts**, better reviews.

Customer service

A queue with deadlines, ready-made messages, order data at hand.

Warehouse and quality

Scan the number from the RMA slip, one click on the operation, a report from a template.

Management

Figures on products, channels and complaint costs — in the inbox every month.

Good to know

- The sales integration is a configurable REST connection to your platform's API; there are no ready-made plugins for specific stores or marketplaces.
- The order is fetched at lookup — no background order sync, nothing is written to the store.
- A REST API with a user token lets you connect requests to an ERP or a data warehouse.
- Rules react to events on the request; deadlines are watched via colors, the dashboard and scheduled reports.
- The system tracks the deadlines you set in it — which ones apply to your business follows from the law and your contracts.

BUSINESS PLAN

We will show it on your process.

A 20-minute presentation, then 30 days of testing. We can set up the process, rules and the connection to your store API together with you.

reklamator.online

support@reklamator.online · +48 507 058 755