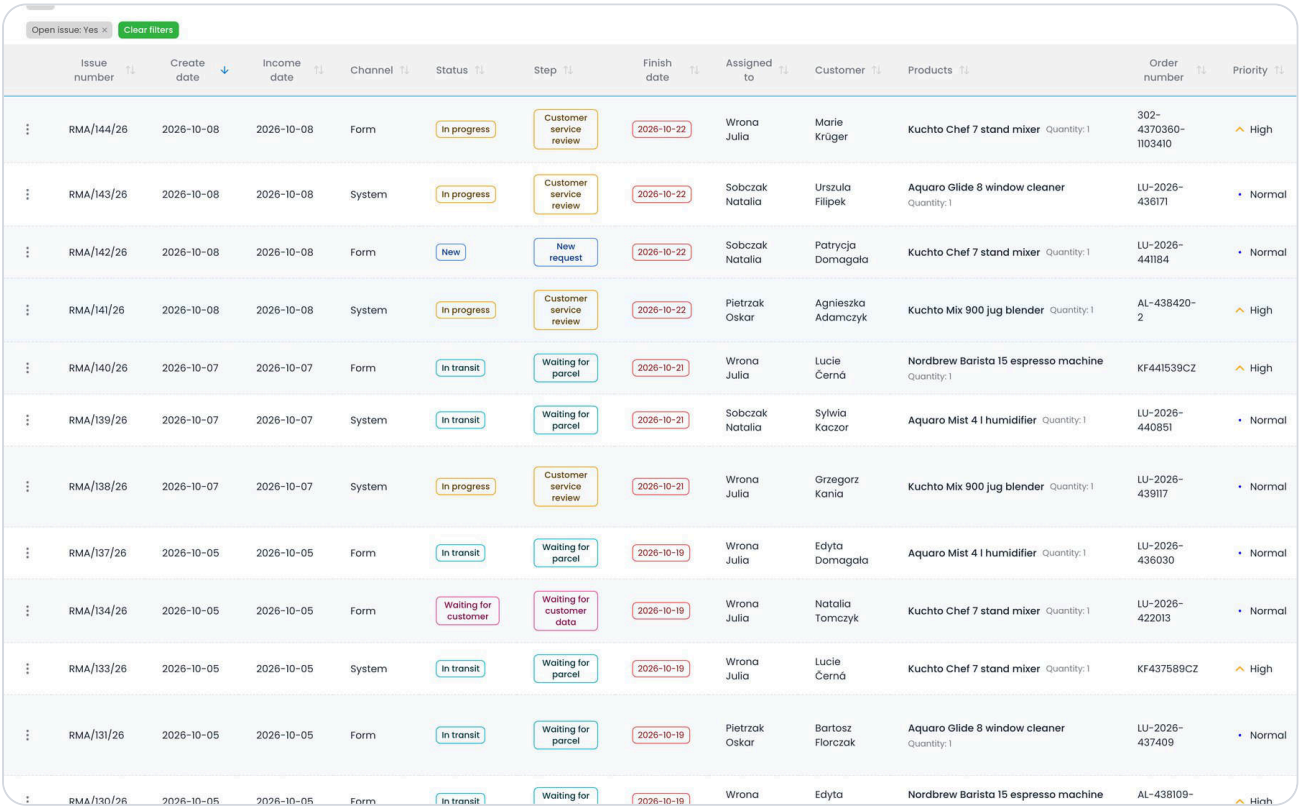
Reklamator

Complaints and returns. A clock on every step.

One system for all after-sales handling: your own process with deadlines, customer forms, email and SMS sent by rules, documents, couriers and reports — from a shop on the main square to e-commerce in three markets.

Solution overview

Part 1 of 3



Issue number	Create date	Income date	Channel	Status	Step	Finish date	Assigned to	Customer	Products	Order number	Priority
RMA/144/26	2026-10-08	2026-10-08	Form	In progress	Customer service review	2026-10-22	Wrona Julia	Marie Krüger	Kuchto Chef 7 stand mixer Quantity: 1	302-4370360-1103410	High
RMA/143/26	2026-10-08	2026-10-08	System	In progress	Customer service review	2026-10-22	Sobczak Natalia	Urszula Filipek	Aquaro Glide 8 window cleaner Quantity: 1	LU-2026-436171	Normal
RMA/142/26	2026-10-08	2026-10-08	Form	New	New request	2026-10-22	Sobczak Natalia	Patrycja Domagała	Kuchto Chef 7 stand mixer Quantity: 1	LU-2026-441184	Normal
RMA/141/26	2026-10-08	2026-10-08	System	In progress	Customer service review	2026-10-22	Pietrzak Oskar	Agnieszka Adamczyk	Kuchto Mix 900 jug blender Quantity: 1	AL-438420-2	High
RMA/140/26	2026-10-07	2026-10-07	Form	In transit	Waiting for parcel	2026-10-21	Wrona Julia	Lucie Černá	Nordbrew Barista 15 espresso machine Quantity: 1	KF441539CZ	High
RMA/139/26	2026-10-07	2026-10-07	System	In transit	Waiting for parcel	2026-10-21	Sobczak Natalia	Sylwia Kaczor	Aquaro Mist 4 l humidifier Quantity: 1	LU-2026-440851	Normal
RMA/138/26	2026-10-07	2026-10-07	System	In progress	Customer service review	2026-10-21	Wrona Julia	Grzegorz Kania	Kuchto Mix 900 jug blender Quantity: 1	LU-2026-439117	Normal
RMA/137/26	2026-10-05	2026-10-05	Form	In transit	Waiting for parcel	2026-10-19	Wrona Julia	Edyta Domagała	Aquaro Mist 4 l humidifier Quantity: 1	LU-2026-436030	Normal
RMA/134/26	2026-10-05	2026-10-05	Form	Waiting for customer	Waiting for customer data	2026-10-19	Wrona Julia	Natalia Tomczyk	Kuchto Chef 7 stand mixer Quantity: 1	LU-2026-422013	Normal
RMA/133/26	2026-10-05	2026-10-05	System	In transit	Waiting for parcel	2026-10-19	Wrona Julia	Lucie Černá	Kuchto Chef 7 stand mixer Quantity: 1	KF437589CZ	High
RMA/131/26	2026-10-05	2026-10-05	Form	In transit	Waiting for parcel	2026-10-19	Pietrzak Oskar	Bartosz Florczak	Aquaro Glide 8 window cleaner Quantity: 1	LU-2026-437409	Normal
RMA/130/26	2026-10-05	2026-10-05	Form	In transit	Waiting for	2026-10-19	Wrona	Edyta	Nordbrew Barista 15 espresso machine	AL-438109-	High

WHAT IT IS FOR

A complaint costs twice: once for the goods, once more for the chaos around it

An email lost in the inbox. A customer calling for the third time. A deadline that passed unnoticed. Goods at the manufacturer "for a while now". Reklamator turns this into a process you can see and that keeps itself on track.

PROCESS

Every case follows the same path

You set the steps, statuses and operations. Staff see only the buttons that make sense at the current step.

DEADLINES

A clock on the case and on the step

The deadline counts from the date received, and each step has its own limit. Approaching and missed deadlines change color.

AUTOMATION

Rules instead of remembering

Event, conditions, actions: email, SMS, assignment, tasks, setting a field. Built from drop-down lists, no developer needed.

CUSTOMER

Knows what is happening — without calling

A complaint form, notifications in their language, a status page, a link to complete missing details.

EVIDENCE

A history nobody can rewrite

Who did what and when: operations, field edits, messages sent, rules run. PDF documents from your own templates.

INSIGHT

Complaints tell you what to fix

Dashboard and reports: which product comes back, for what reason, how long it takes and where cases are stuck.

since 2011	1 million	650,000	2 million
on the market; half of our customers have been with us for over six years	complaints and requests handled	end customers	email notifications sent

WHO IT IS FOR

- **Brick-and-mortar shops and chains** — complaint taken at the counter, goods sent to the distributor.
- **E-commerce** — a form on the website, orders from the store API, returns, couriers, several languages.
- **Manufacturers and distributors** — complaints from retail chains, quality assessment, partner service centers.
- **Companies with a warranty on what they sell or install** — electronics, home appliances, furniture, installations.

NOT JUST COMPLAINTS

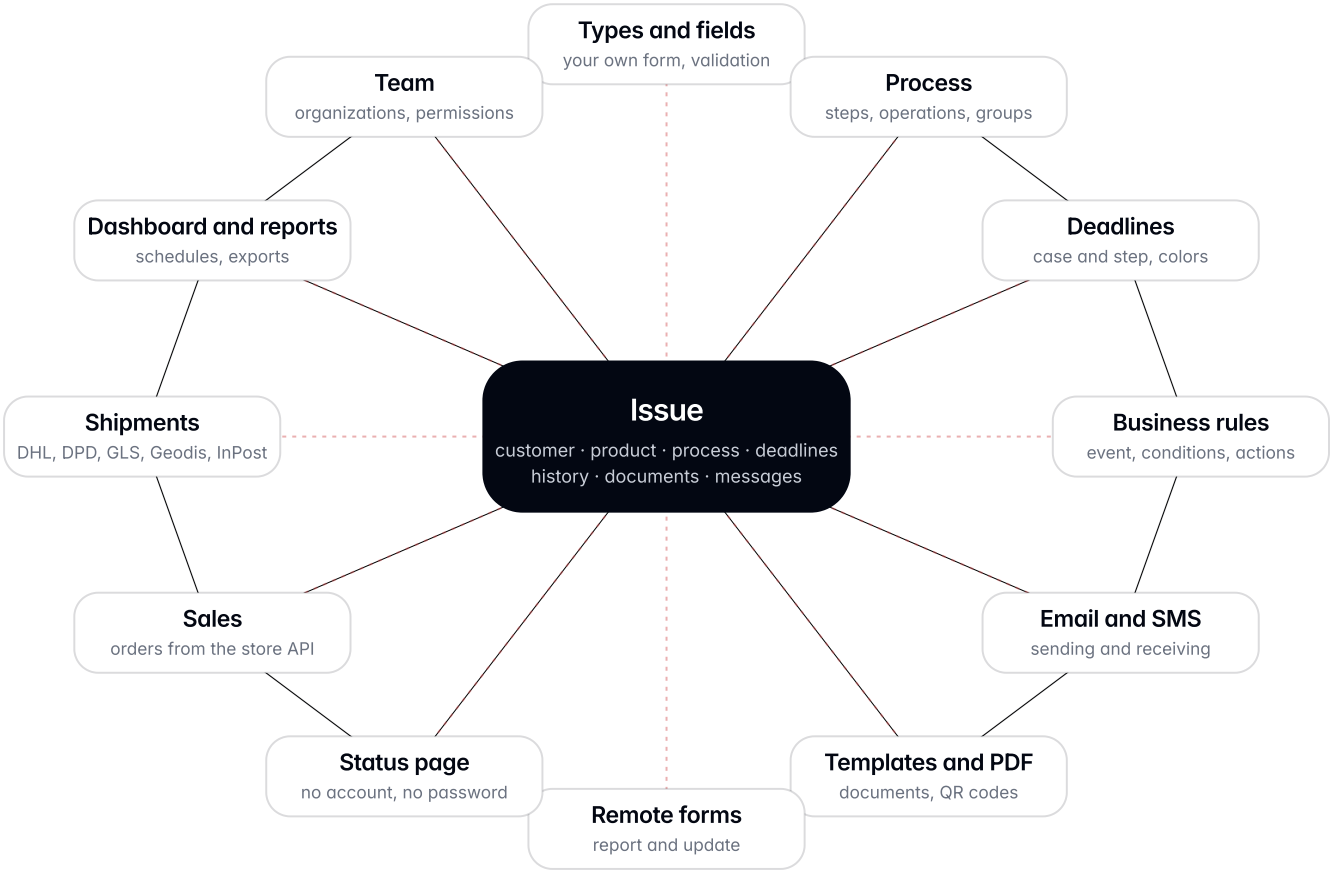
An issue in Reklamator is any case with its own process: a complaint, a return, transport damage, a warranty repair. Each **issue type** has its own fields, numbering, process, form and rules. The most extensive process running at one of our customers has 138 steps — it started with five.

Field and workshop service (jobs, quotes, warehouse, routes) is a separate add-on — described in the "Reklamator Service" materials.

HOW IT FITS TOGETHER

Twelve areas, one issue at the center

Data is entered once. Customer, product, order number and decision travel from the issue to the email, the PDF document, the status page, the shipping label and the report.



Configured in the panel

Issue types, fields, processes, rules, templates, forms and permissions are set by an administrator — no code and no custom implementation.

Grows with the company

Start with one process and five steps. Add issue types, teams, languages and channels when you need them.

Open to other systems

REST API with tokens, order lookup from your store platform, email via IMAP, SMTP and Microsoft 365, SMS gateways, couriers.

ONE COMPLAINT FROM START TO FINISH

Eight steps, no retyping

1 — Report
A website form, email, phone or the counter. Customer and product attached right away.
CUSTOMER · SERVICE DESK

2 — Confirmation
Case number, deadline and status link — by email, in the customer's language.
RULE

3 — Verification
Is everything there? If not — a link to complete that one issue.
SERVICE DESK · CUSTOMER

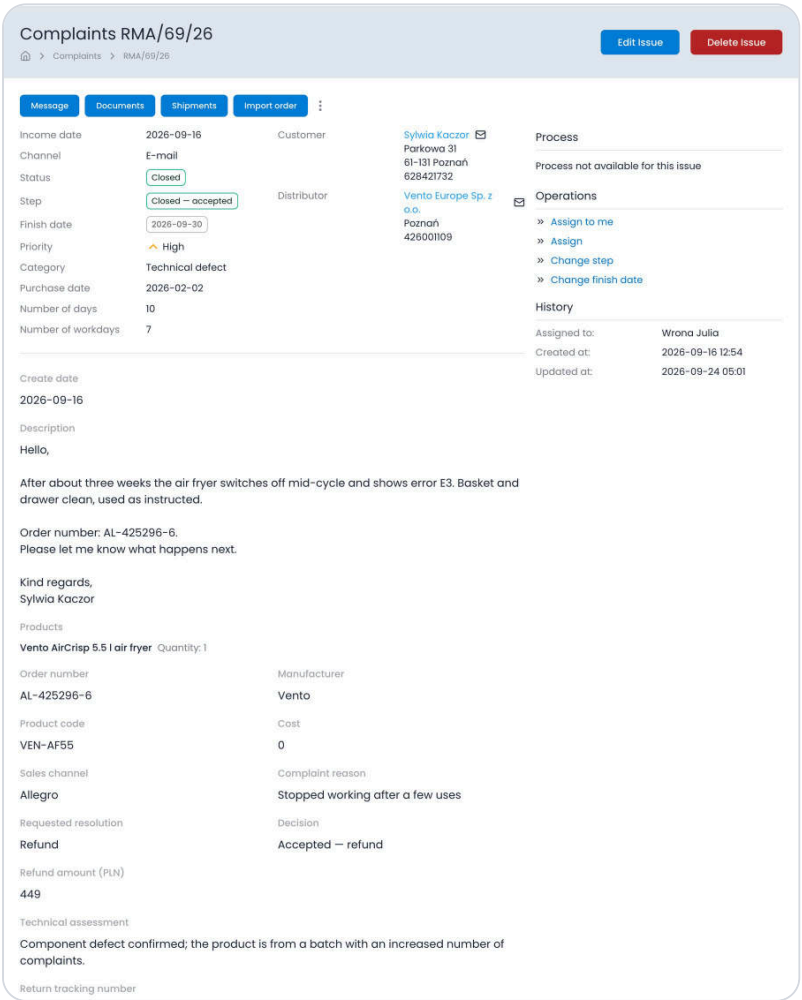
4 — Goods
A document for the parcel, a shipping label, receipt at the warehouse.
LOGISTICS

5 — Assessment
In-house, at the manufacturer or at an external service — each in their own view.
QUALITY · PARTNER

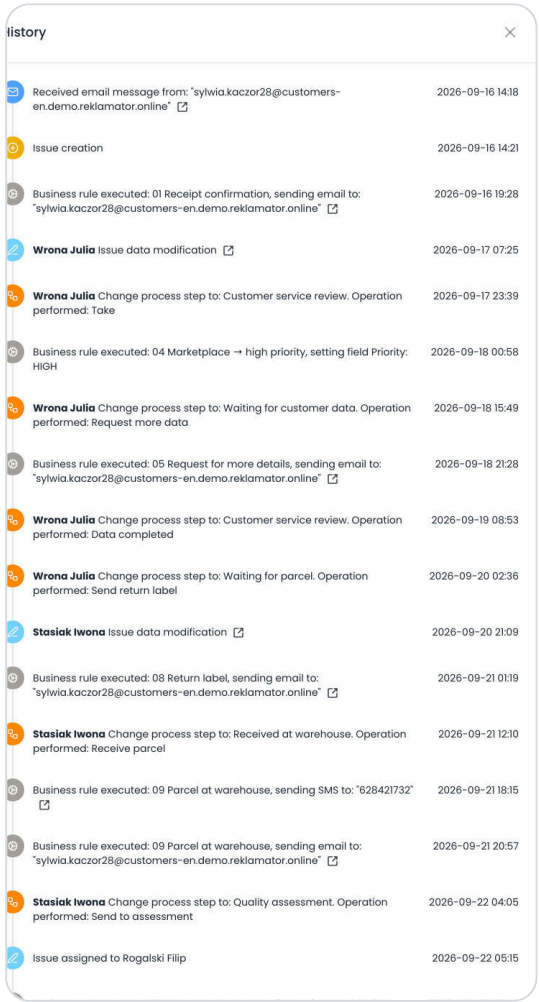
6 — Decision
Justification in the issue fields, a PDF report from a template.
QUALITY

7 — Fulfillment
Replacement, repair or refund — with tasks and deadlines.
SERVICE DESK · ACCOUNTING

8 — Lessons
Case closed, the history stays, the data goes into reports.
MANAGER



The issue card: buttons for messages, documents, shipments and order import; customer and manufacturer; process operations on the right; below, the company's own fields, tasks and notes.



History of the same case: operations by people (orange), edits, rules run and messages sent.

Your process, not our template



The e-commerce complaint process: 10 steps, 15 operations. The diagram draws itself.



A small shop's process: 6 steps. Same mechanism, different scale.

Steps, statuses, operations

- **Step** — where the case is; **status** — what the customer calls it.
- **Operation** — a button that moves the case on. Only defined transitions are possible.
- An operation can be restricted to a **group**: the warehouse cannot accept a complaint, the service desk cannot close an assessment.
- A separate process for each issue type; processes can be copied.

Deadlines

- **Case deadline** — a number of days set on the issue type, counted from the date received.
- **Step deadline** — the maximum time on each step.
- Two color thresholds: "approaching" and "overdue" — on the list, the card and the dashboard.
- Days and working days of a case as list and report columns.

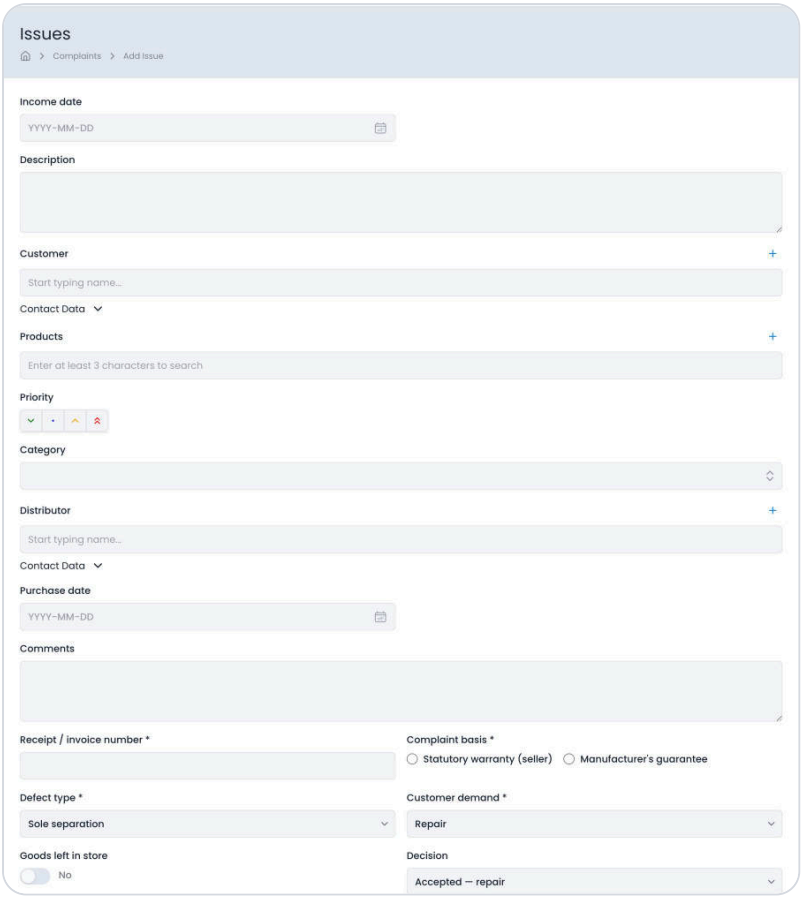
Control

- Changing a deadline and jumping a step outside the process are separate permissions.
- A closed issue is locked for editing; reopening goes through an operation.
- **Process history:** how long the case spent on each step and who handled it.

A word on the law. The system enforces the deadlines you set in it — for example 14 days to respond. Which deadlines apply to your company follows from local law and your contracts; we do not decide that for you.

ISSUE, FIELDS, DATA

A form built for your industry



The outdoor shop's complaint form: system fields (customer, products, category, distributor) and custom ones (receipt, basis, defect type, customer demand, decision).

Field builder

Each issue type has its own set of fields, order and widths. Custom field types:

Text · Multi-line text · Email · Number · Date · Drop-down · Multi-select · Radio button · Yes/No · File · Separator · Text section

Validation

- Required, min/max length, number range, regular expression.
- **Uniqueness** — block or warning with a list of issues with the same value (e.g. the same serial number).
- Fixed value, default value, read-only field.

System fields

Customer, distributor, service, products with quantity and serial number, category, priority, order number, dates, cost, assignee.

Customers

Customer types, addresses, contacts, custom fields. The customer card shows all of their issues.

Products

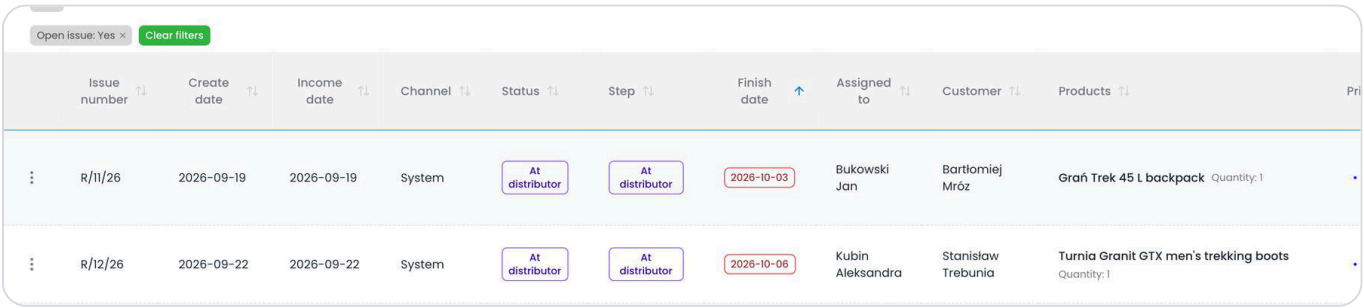
A catalog with code, manufacturer, type, categories and warranty period.

Links

Duplicate, continuation, blocker, related. Copy an issue with one click.

List and search

Columns and filters from any field, sorting, system-wide search.

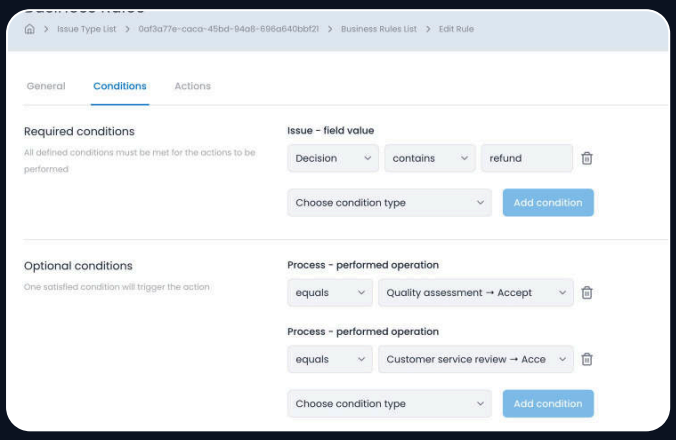


The issue list: statuses and steps in process colors, deadlines with warnings, assignee.

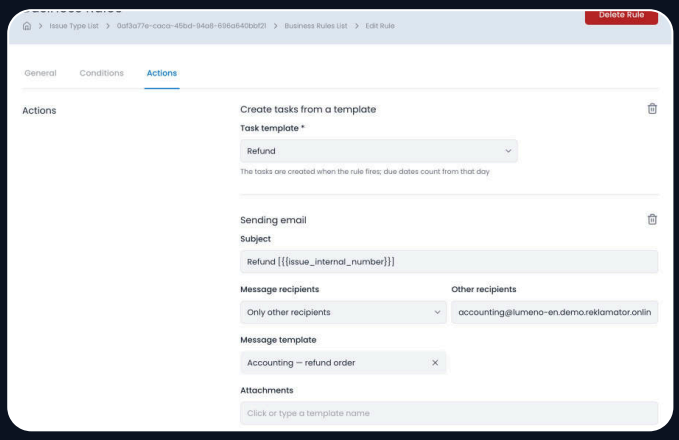
BUSINESS RULES

"When…, if…, then…" — automation set up by a manager, not a developer

A rule belongs to an issue type. It reacts to an event, checks conditions and runs actions — and every run is recorded in the case history.



Conditions: required (all) and optional (any). Here: the decision contains "refund" and one of two operations was performed.



Actions: tasks from a template and an email to accounting.

WHEN…	IF…	THE SYSTEM…
issue **created**	—	sends a confirmation with number, deadline and PDF
issue **created**	source = form	assigns it to the first-line coordinator
issue **created**	contains a given product	sets the right service and manufacturer
step change	operation "Send to distributor"	sends the issue to the distributor, creates tasks
step change	sales channel = marketplace	sets priority to "high"
step change	operation "Receive parcel"	sends the customer an SMS and an email
email attached to the issue	—	notifies the case owner
customer **completed the form**	—	notifies the owner, the case goes back to the queue
step change	reopening (appeal)	restarts the deadline, raises the priority

7 events

Created, modified, assigned, step change, email, update form, task completed.

10 conditions

Operation, step, status, person, customer, distributor, service, product, field value, source.

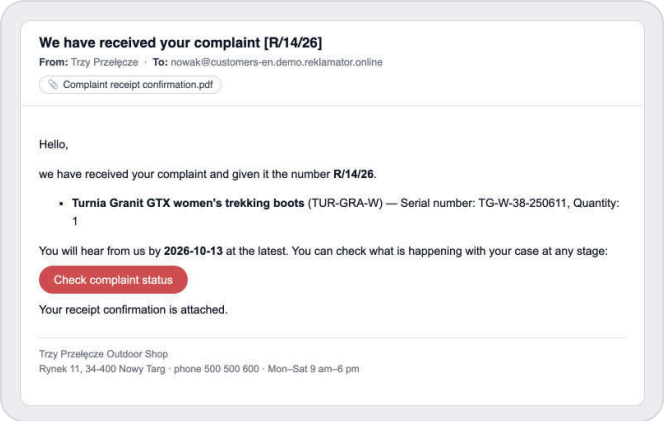
6 actions

Email, SMS, assignment, setting a field, tasks from a template, new deadline.

Tasks

"Who, what, by when" on the issue; checklist templates, a calendar on the dashboard.

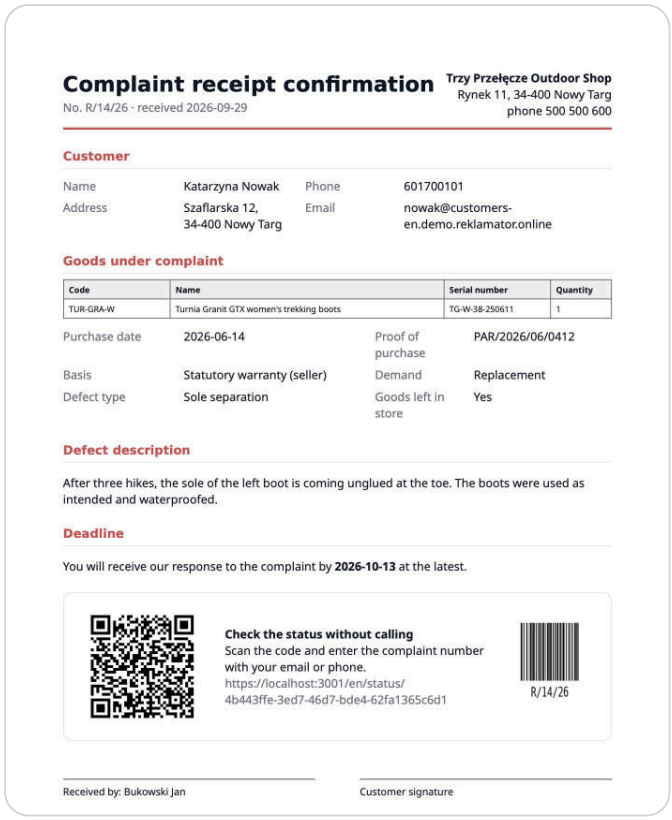
Every message with the case it belongs to



A receipt confirmation sent by a rule: text from a template, data from the issue, PDF attached.



The same rule for a customer in Germany — text and attachment in their language.



A PDF document from your own template: a QR code to the status page and a barcode with the case number.

Outgoing email

Your own SMTP server or Microsoft 365 (Graph); a separate sending channel per issue type. Messages from the card: recipients, CC, BCC, attachments.

Incoming email

A mailbox via IMAP or OAuth (Gmail, Microsoft 365). A new email creates an issue, a reply is attached to its case.

SMS

SerwerSMS and SMSAPI. Sent by rules, text from a template, logged in the history.

Templates

Email, SMS and PDF with issue variables, a product table, QR codes and barcodes; shared parts embedded in many templates.

Notes

Internal, private or visible to selected groups.

Media library

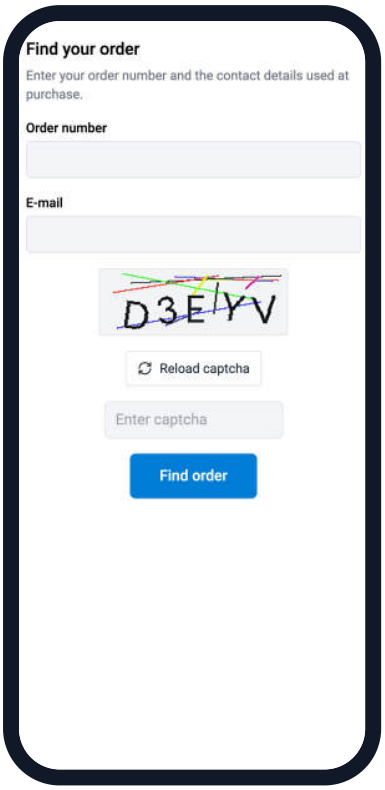
Instructions, terms, price lists — in folders with permissions, attached to messages and rules.

Logs

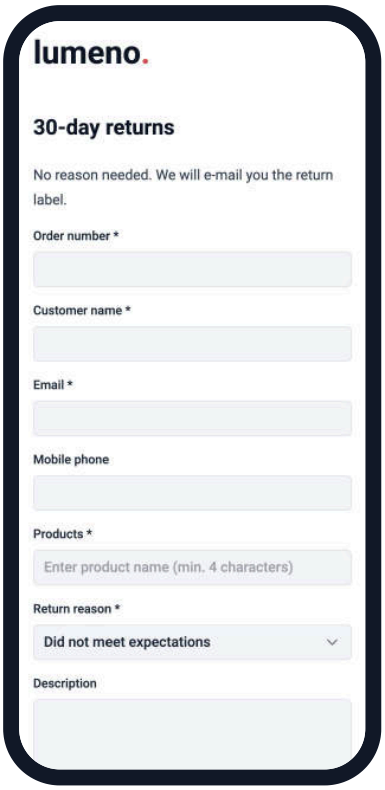
The incoming mail log and the system log show what came in, what went out and what failed.

END CUSTOMER

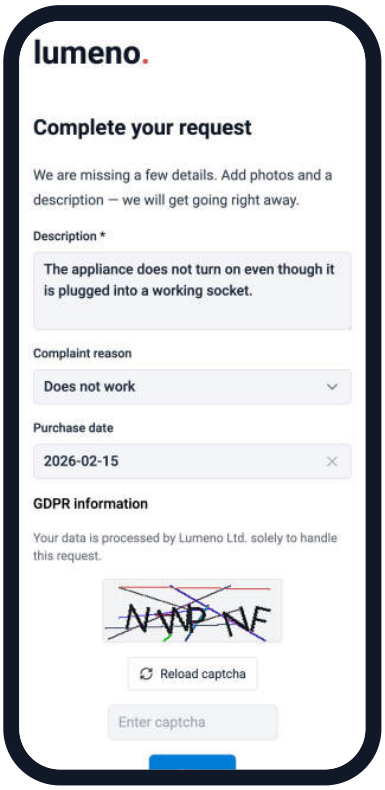
Reports, completes and checks without creating an account



Form: order lookup



Return form with the store's branding



Completing details from an email link

Remote forms

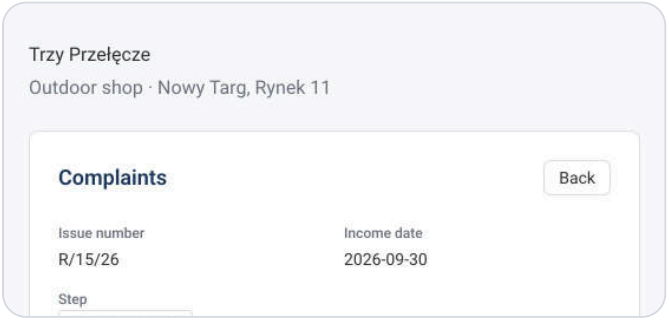
- A link or a widget embedded in your website.
- Custom fields, validation, privacy notice, terms, header, colors.
- **Order lookup** — the customer enters the order number and email, details fill in from the sales system.
- Photos and videos straight from the phone.

Update link

- Sent in a message — it leads to one specific issue.
- The customer sees and changes only that form's fields.
- Saving triggers a rule and is recorded in the history.

Status page

- Issue number + email or phone.
- You choose the visible fields: step, deadline, decision.
- A link and QR code in messages and documents.



The shop's status page: the decision with its justification, visible to the customer.

In the customer's language

LAYER	LANGUAGES
Panel, form, status page	Polish, English, German, Dutch, Czech, Romanian
Content and templates	also French and Slovak

The template version is chosen by the language saved on the customer card.

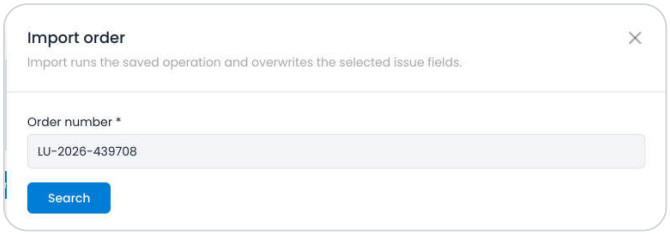
INTEGRATIONS

Store, courier, email, ERP — without switching windows

Sales: orders on demand

You set up the connection to your store platform or ERP API in the panel: URL, authentication, lookup operation and mapping of the response to the customer and order lines.

- Used in the customer form and in the "Import order" button on the issue.
- API key, Basic, Bearer, OAuth2; secrets encrypted; HTTPS only.
- New customers and products are created in the database; existing ones are not overwritten.



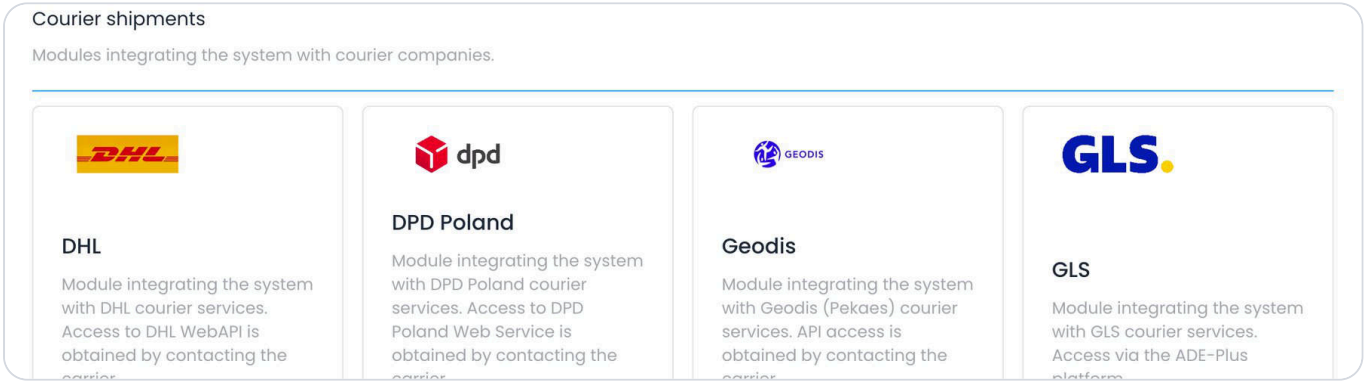
Importing an order into an existing issue.

Shipments without leaving the system

A shipment created from the issue data, the label in attachments, a courier pickup, a tracking link — and every action in the case history.

CARRIER	SCOPE
DHL	shipment, label, courier pickup
DPD Polska	shipment, label, handover protocol, multi-parcel pickup
GLS	shipment, confirmation, label
Geodis	shipment, label
InPost	parcel lockers and courier, cash on delivery, drop-off points

160,000 courier shipments sent from the system by our customers.



Courier modules in the account settings — each enabled and configured separately.

REST API

Tokens created in the profile, with a name and expiry date; they act with the user's permissions.

Email

IMAP, SMTP, Gmail and Microsoft 365 via OAuth, sending via Microsoft Graph.

SMS

SerwerSMS and SMSAPI, with a test mode.

Exports

Reports in PDF, CSV and XLS — to download or by email on a schedule.

Complaints as a source of insight, not just costs



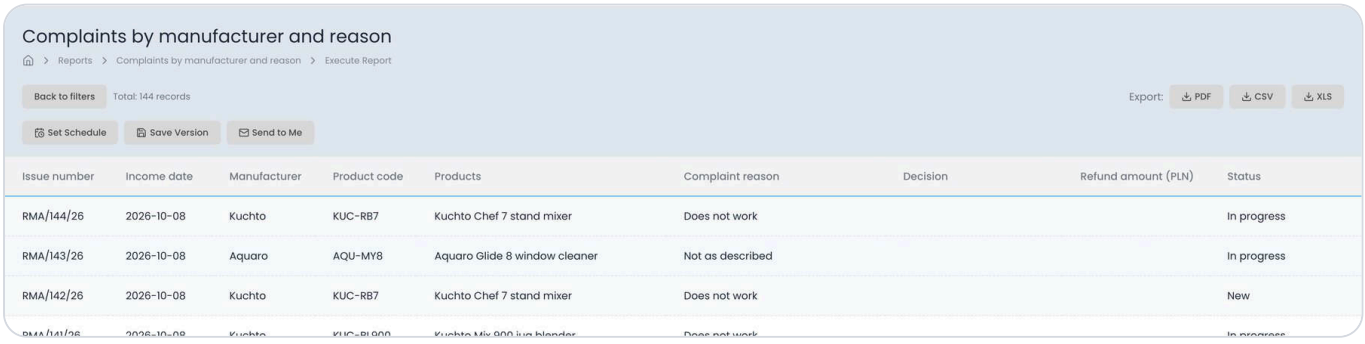
The manager's dashboard on the e-commerce account: created and completed in the period, average time to close, week-by-week trend, open cases by step, category and priority.

Dashboard

- Each user arranges their own widgets: counters, charts, lists, a calendar of deadlines and tasks.
- Metrics: created, in progress, completed, average time to completion and to close, first response time.
- Period, issue type, "mine only", "open only" — set on each widget.
- Figures include only issues the user is allowed to see.

Reports

- Columns from any issue field, including custom ones.
- Filters with dynamic dates: "this month", "previous quarter".
- Export to PDF, CSV, XLS; large files are generated in the background.
- **Schedules** — daily, weekly, monthly, to chosen addresses.

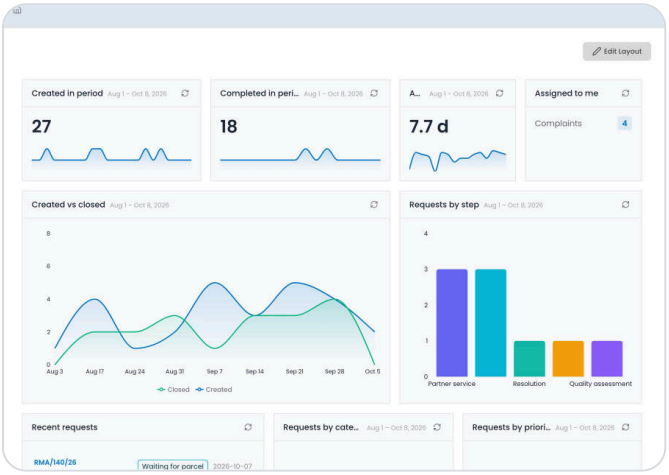


The "Complaints by manufacturer and reason" report — every month in the quality and purchasing inbox.

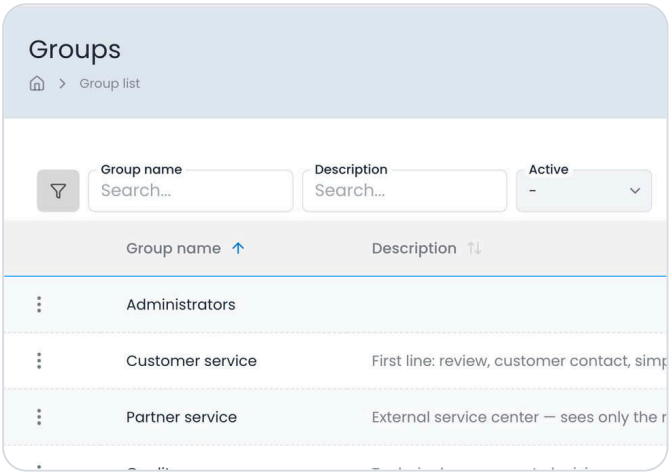
TEAM, PERMISSIONS, SECURITY

Everyone sees their part. You see the whole.

ROLE	SEES	DOES
Customer service	Issues of their organizations and types, customers, products.	Registers, verifies, writes to the customer, carries out decisions.
Warehouse / logistics	Cases waiting for a parcel and in the warehouse.	Receives goods, ships parcels, hands over for assessment.
Quality	Cases to assess, product history.	Assesses, decides, sends to service, handles claims against the manufacturer.
Partner: service, distributor	Only issues in which their company is a party.	Performs the operations of their step.
Manager	Everything, dashboard, reports.	Configures the process, rules, templates and permissions.
End customer	The status page and their own forms.	Reports, completes details.



The partner service dashboard: the same widgets, but only its 27 cases.



Permission groups. Permissions are granular: browse, add, edit, delete — separately for each area.

Structure

- **Organizations**: head office, branches, departments, partners.
- A user is assigned to organizations and issue types.
- "Own" or "all" issues — separate permissions.

Account security

- Two-factor login (authenticator app) and backup codes.
- Account lockout after a series of failed logins.
- Passwords set via a link — we never send them by email.

Audit trail and GDPR

- History of every case: operations, "before" and "after" edits, messages.
- Privacy notice and consents in forms.
- Public pages show only the fields you choose.

WHERE THE COMPANY WINS

Nine places where complaints cost you time, money and customers today

TODAY	WITH REKLAMATOR	RESULT
Emails land in the inbox and get lost.	An email creates an issue with an owner and a deadline; replies attach themselves.	→ **No case is left without an owner.**
The customer calls to ask about the status.	Notifications at every step, a status page from a link and QR code.	→ **Fewer calls**, a calmer customer.
Every employee handles cases differently.	One process with operations, required fields, ready templates.	→ **The same quality** regardless of who handles it.
Deadlines pass unnoticed.	A case and step clock, colors, dashboard, an "in progress" report every morning.	→ **Answers on time**, fewer disputes.
Data retyped from the order.	The form and the import pull the customer and products from the sales system.	→ **Minutes per issue**, no typos.
Sending goods back is chaos with the courier.	A parcel document, shipment and label from the issue card.	→ **The parcel reaches the right case.**
Routine correspondence written by hand.	Rules send email and SMS from templates, in the customer's language.	→ **The team focuses on decisions.**
Service and manufacturer "over email".	A partner with their own account sees their cases; tasks drive the claim.	→ **Shorter turnaround**, costs recovered.
Quality asks for statistics, there is no data.	Every issue has a product, a reason and a decision; reports send themselves.	→ **You know what to fix** in your offer.

Faster
less waiting between people and departments

Cheaper
less manual work, fewer unnecessary shipments

Safer
deadlines under control, a full case trail

Better for the customer
they know what is happening, in their language

Employee
Knows what to do today and what the next step is. Does not write the same email for the tenth time.

Manager
Sees bottlenecks and deadlines before they become a problem. Changes the process in the panel without help.

Company
A complaint handled well is a customer who comes back — and data that improves the offer.

FROM SIMPLE TO COMPLEX

The same system, three plans

The subscription is a flat fee for the team within the plan — you pay for the system, not for each person separately.

MINI

A register with deadlines

1 user · 1 process · 1 issue type

- Issues, process, custom fields.
- Deadline colors and warnings.
- Customers, attachments, search.

PROFESSIONAL

A process with automation

up to 15 users · 2 processes · 2 types

- Rules, email notifications, templates.
- PDF documents, history, notes, tasks.
- Product catalog, status page.

Part 2: "A brick-and-mortar shop — from the counter to pickup".

BUSINESS

All channels and integrations

up to 50 users · unlimited processes and types

- Remote forms, incoming email, SMS.
- Couriers, sales integration, issue links.
- Report schedules, field change details.

Part 3: "E-commerce — a hundred complaints, seventeen rules".

How you start

1. **Sign-up** — an account with a ready process, issue type, confirmation template and a sample issue.
2. **Fitting** — steps, fields, templates, rules. On your own or with us.
3. **Work** — change the process as you go; cases in progress carry on.

A 30-day trial without a credit card. Above 50 users — a custom offer.

Good to know

- The sales integration is a configurable REST connection; there are no ready-made plugins for specific platforms or marketplaces.
- Rules react to events on the issue. Deadlines are watched by colors, the dashboard and scheduled reports.
- Working days exclude Saturdays and Sundays; there is no public holiday calendar.
- The system does not decide which deadlines and obligations follow from the law — it enforces the ones you set.

GETTING STARTED

We will show it on your process.

A 20-minute demo on data similar to yours, then a 30-day trial. You talk to the people who built the system — we will also tell you plainly what it will not do.

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