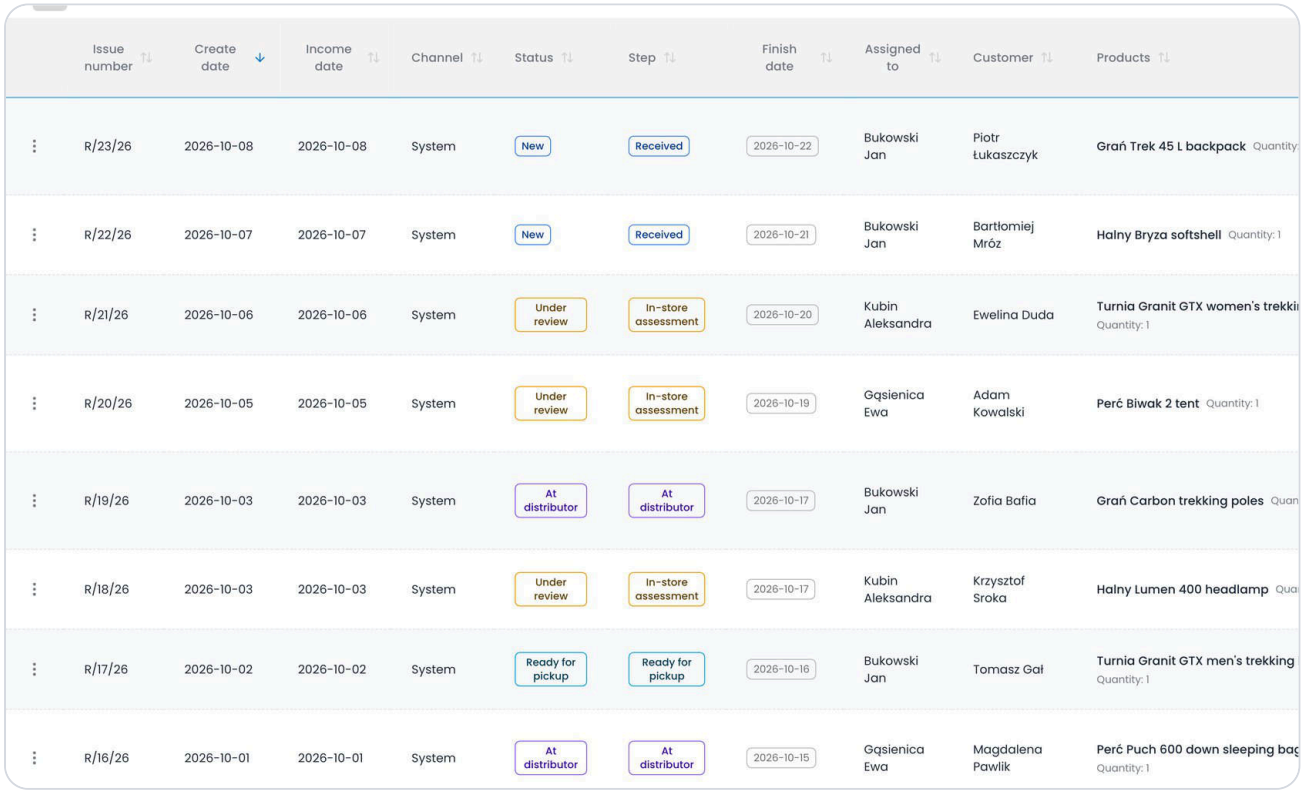
Reklamator

A brick-and-mortar shop. A complaint from the counter to pickup.

An outdoor shop, three people, a few complaints a week. What one case looks like in Reklamator — from taking the boots in at the counter, through shipping them to the distributor, to the "ready for pickup" phone call nobody has to make.

Small shop — step by step

Part 2 of 3



Issue number	Create date	Income date	Channel	Status	Step	Finish date	Assigned to	Customer	Products
R/23/26	2026-10-08	2026-10-08	System	New	Received	2026-10-22	Bukowski Jan	Piotr Łukaszczyk	Grań Trek 45 L backpack Quantity:
R/22/26	2026-10-07	2026-10-07	System	New	Received	2026-10-21	Bukowski Jan	Bartłomiej Mróz	Halny Bryza softshell Quantity: 1
R/21/26	2026-10-06	2026-10-06	System	Under review	In-store assessment	2026-10-20	Kubin Aleksandra	Ewelina Duda	Turnia Granit GTX women's trekki Quantity: 1
R/20/26	2026-10-05	2026-10-05	System	Under review	In-store assessment	2026-10-19	Gąsienica Ewa	Adam Kowalski	Perć Biwak 2 tent Quantity: 1
R/19/26	2026-10-03	2026-10-03	System	At distributor	At distributor	2026-10-17	Bukowski Jan	Zofia Bafia	Grań Carbon trekking poles Quan
R/18/26	2026-10-03	2026-10-03	System	Under review	In-store assessment	2026-10-17	Kubin Aleksandra	Krzysztof Sroka	Halny Lumen 400 headlamp Qua
R/17/26	2026-10-02	2026-10-02	System	Ready for pickup	Ready for pickup	2026-10-16	Bukowski Jan	Tomasz Gał	Turnia Granit GTX men's trekking Quantity: 1
R/16/26	2026-10-01	2026-10-01	System	At distributor	At distributor	2026-10-15	Gąsienica Ewa	Magdalena Pawlik	Perć Puch 600 down sleeping bag Quantity: 1

STARTING POINT

Trzy Przełęcze: a notebook, a binder and "we'll call you when we know more"

A sample outdoor shop from Nowy Targ, Poland: boots, jackets, tents and backpacks from four brands. The owner and two sales assistants. All screens in this document come from the shop's demo account.

3 people
the owner and two sales assistants, one account each

23 complaints
in the last eight weeks, 12 still open

3 distributors
that receive most of the goods under complaint

14 days
response deadline set on the issue type

WHAT HURTS A SMALL SHOP

- **A notebook by the till** — who took the boots in, when, and what the customer was promised is known only to whoever was behind the counter.
- **Deadlines kept in someone's head** — the answer is due within a set time, and the goods have been at the distributor for two weeks already.
- **"What's happening with my complaint?"** — the customer calls on a Saturday, at the busiest hour.
- **An email to the distributor written from scratch** — the same details copied from the receipt every time.
- **A dispute a month later** — no trace of what the customer reported and what they were told.

HOW REKLAMATOR IS SET UP

- One issue type, **"Complaints"**, with its own numbering, *R/14/26*, and a 14-day deadline.
- A six-step process — exactly as many steps as the shop really has.
- Seven custom fields: receipt number, complaint basis, defect type, customer demand, decision with reasons.
- Five rules: confirmation for the customer, email to the distributor, tasks for the sales assistant, pickup invitation, rejection notice.
- A PDF receipt confirmation with a QR code leading to the status page.

ONE COMPLAINT IN SIX STEPS

Mon — **Intake**
form at the counter, PDF confirmation

Mon — **Customer informed**
email and status page

Tue — **Assessment**
the shop decides: handle it or send it on

Wed — **Shipment**
email to the distributor, task list

+5 days — **Decision**
reasons, email to the customer

+6 days — **Pickup**
case closed, history kept

> The main character is a customer with trekking boots whose sole is coming unglued — complaint **R/14/26**. They leave for the Alps in less than three weeks.

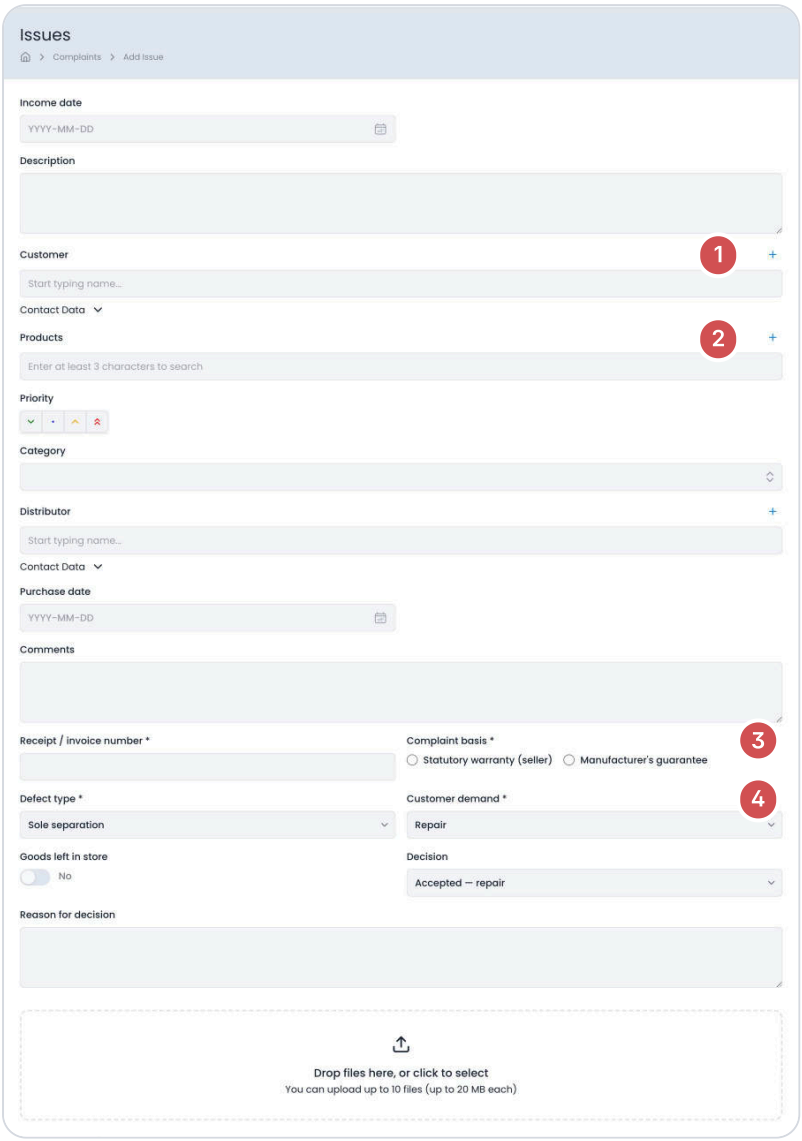
The owner
Sets up the process, fields, templates and rules once. Watches the dashboard and decides the difficult cases.

Sales assistants
Take complaints in at the counter and move them through the process with the buttons on the issue card.

The customer
Gets an email at every key step and checks the status page — no account and no password needed.

STEP 1 SALES ASSISTANT AT THE COUNTER

Taking a complaint in takes as long as printing the confirmation



1. customer from the database or a new one — with one plus
2. product from the catalog, serial number
3. shop fields: receipt, basis
4. defect type, customer demand

The form the shop needs

The sales assistant picks the customer, types "Granit" and the system suggests the boot from the catalog, together with its manufacturer. The rest are fields the shop defined for itself.

- **Required fields** — without a receipt number and the customer's demand the issue will not save.
- **Duplicate warning** — the same receipt number in another complaint shows up straight away.
- **Photos and files** dragged onto the form, also from a phone (iPhone photos accepted as they are).
- **The distributor** is attached to the issue as a separate party to the case.

No need to remember what to ask. The form is the list of questions — a new employee takes a complaint in exactly the way the owner does.

Your own numbering

You set the number format yourself: *R/14/26*, with the year, the month, a yearly reset.

The deadline counts itself

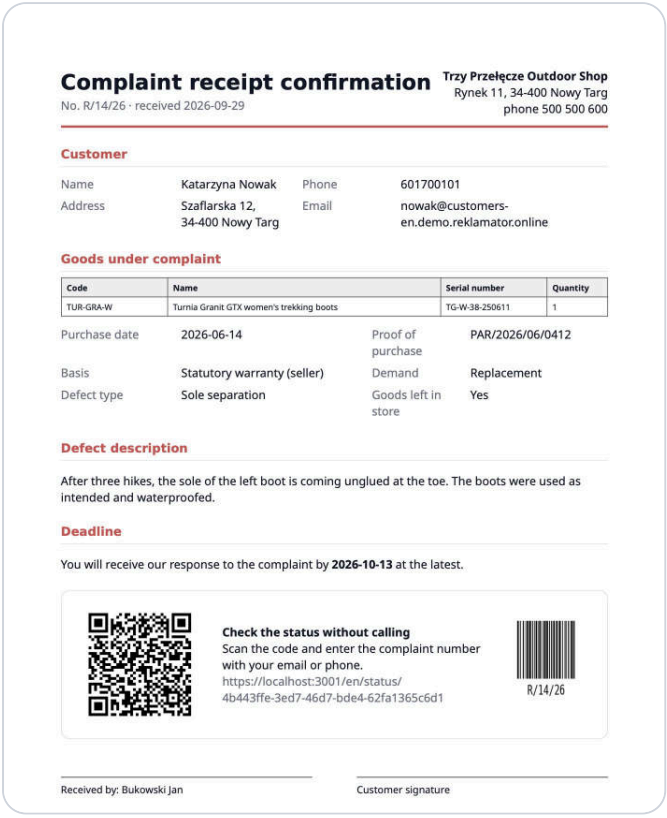
Income date + 14 days = finish date. It shows on the issue card, on the list and in the email to the customer.

Who took it in

Every issue has an assigned person. Tomorrow someone else is behind the counter — and knows everything.

STEP 2 THE CUSTOMER LEAVES THE SHOP

The customer gets a number, a deadline and a link instead of a phone number



Complaint receipt confirmation
No. R/14/26 · received 2026-09-29

Trzy Przełęcze Outdoor Shop
Rynek 11, 34-400 Nowy Targ
phone 500 500 600

Customer

Name	Katarzyna Nowak	Phone	601700101
Address	Szaflarska 12, 34-400 Nowy Targ	Email	nowak@customers-en.demo.reklamator.online

Goods under complaint

Code	Name	Serial number	Quantity
TUR-GRA-W	Turnia Granit GTX women's trekking boots	TG-W-38-250611	1

Purchase date	2026-06-14	Proof of purchase	PAR/2026/06/0412
Basis	Statutory warranty (seller)	Demand	Replacement
Defect type	Sole separation	Goods left in store	Yes

Defect description

After three hikes, the sole of the left boot is coming unglued at the toe. The boots were used as intended and waterproofed.

Deadline

You will receive our response to the complaint by **2026-10-13** at the latest.

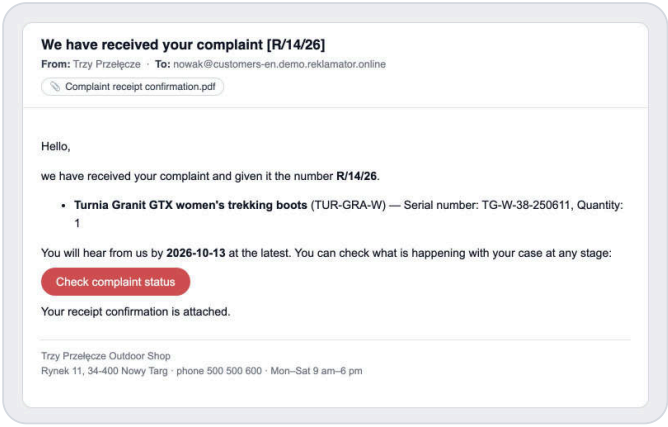
Check the status without calling
Scan the code and enter the complaint number with your email or phone.
https://localhost:3001/en/status/4b443ffe-3ed7-46d7-bde4-62fa1365c6d1

R/14/26

Received by: Bukowski Jan

Customer signature

Receipt confirmation — a PDF from the shop's own template, generated with one click on "Documents". The QR code leads to the status page; the barcode is the case number.



We have received your complaint [R/14/26]
From: Trzy Przełęcze · **To:** nowak@customers-en.demo.reklamator.online
Complaint receipt confirmation.pdf

Hello,

we have received your complaint and given it the number **R/14/26**.

- **Turnia Granit GTX women's trekking boots** (TUR-GRA-W) — Serial number: TG-W-38-250611, Quantity: 1

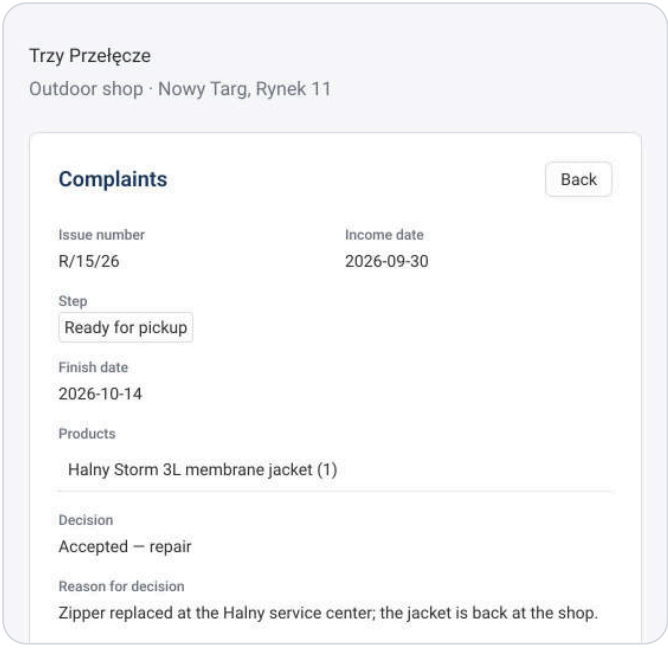
You will hear from us by **2026-10-13** at the latest. You can check what is happening with your case at any stage:

Check complaint status

Your receipt confirmation is attached.

Trzy Przełęcze Outdoor Shop
Rynek 11, 34-400 Nowy Targ · phone 500 500 600 · Mon–Sat 9 am–6 pm

The email goes out by itself — the "Receipt confirmation for the customer" rule sends it the moment the issue is saved, with the PDF confirmation attached.



Trzy Przełęcze
Outdoor shop · Nowy Targ, Rynek 11

Complaints

Back

Issue number
R/15/26

Income date
2026-09-30

Step
Ready for pickup

Finish date
2026-10-14

Products
Halny Storm 3L membrane jacket (1)

Decision
Accepted — repair

Reason for decision
Zipper replaced at the Halny service center; the jacket is back at the shop.

Status page — complaint number + email or phone. No account, no password.

A document, not a scrap of paper

You lay out the confirmation once: logo, shop details, issue fields, space for a signature. The sales assistant fills nothing in by hand.

Status without calling

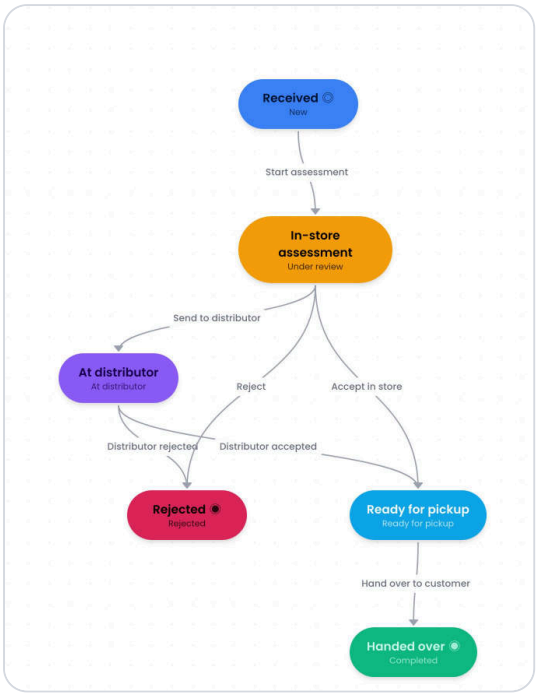
The shop decides which fields the customer sees: step, deadline, product, decision with reasons. The look of the page — font, colors, header — is yours too.

Proof it was received

The income date, the defect described in the customer's words and the demand are in the system from the first minute — together with who recorded them.

STEP 3 IN-STORE ASSESSMENT

Draw the process once.
Then it guides every case.

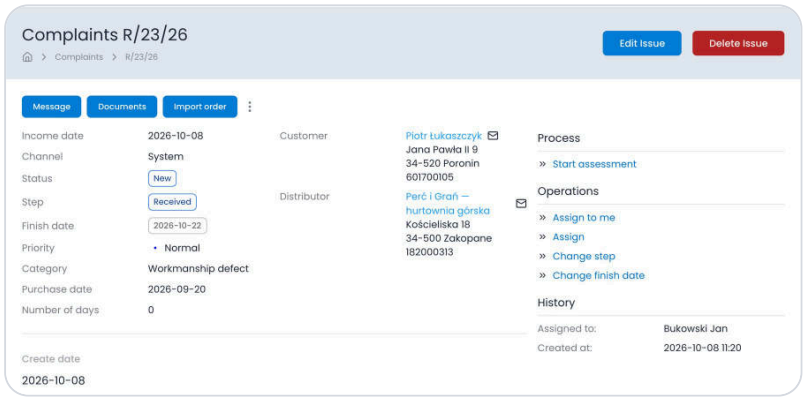


The "In-store complaint" process — the diagram draws itself from the steps and operations.

Six steps, seven operations

A step is where the case is. An operation is the button that moves it on — and those are the only buttons the sales assistant sees on the issue card.

STEP	WHAT HAPPENS	TIME
Received	the goods stay in the shop	1 day
In-store assessment	accept on the spot, send on or reject	2 days
At distributor	waiting for the manufacturer's decision	9 days
Ready for pickup	customer invited to the shop	5 days
Handed over / Rejected	case closed	—



A new issue card: on the right, the only available operation — "Start assessment".

Time for every step

Each step has its own maximum duration. The card shows the step deadline next to the deadline for the whole case.

Who can click

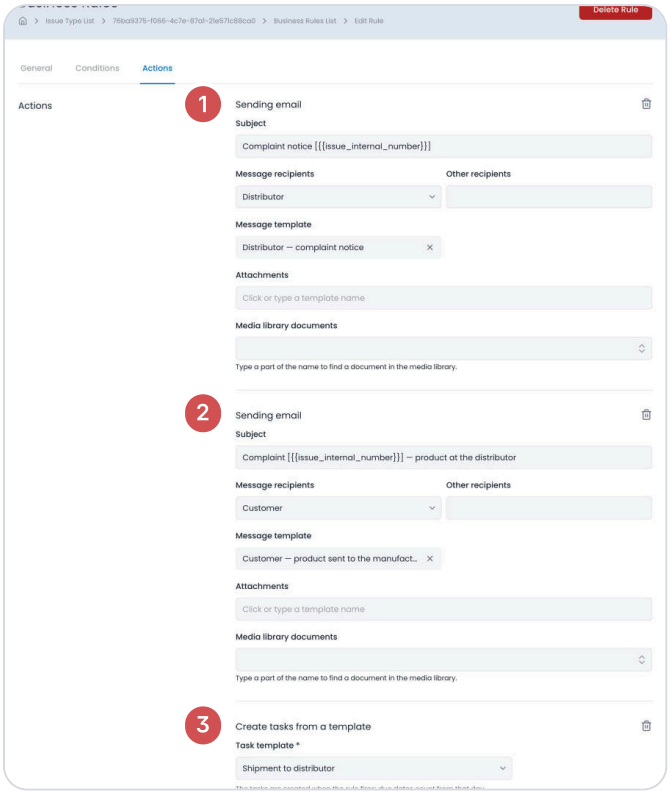
An operation can be given to a chosen group — for example, only the owner may reject a complaint.

Change it whenever you like

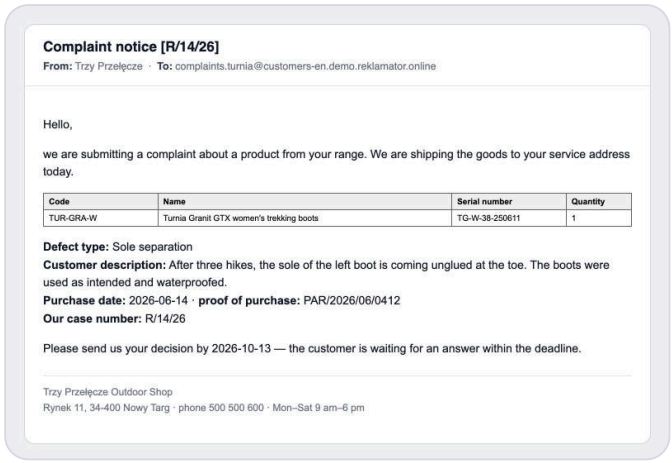
A new "At the shoemaker" step? Add it in the panel. Open cases carry on along their own path.

STEP 4 ONE CLICK ON "SEND TO DISTRIBUTOR"

The sales assistant clicks once.
The system does three things.



The "Shipment to distributor" rule: event *step change*, condition *operation performed = Send to distributor*, three actions.



Complaint notice [R/14/26]

From: Trzy Przełęcze · **To:** complaints.turnia@customers-en.demo.reklamator.online

Hello,

we are submitting a complaint about a product from your range. We are shipping the goods to your service address today.

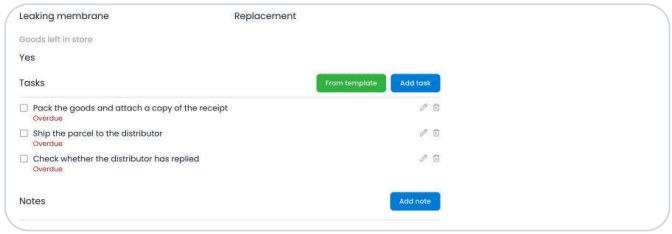
Code	Name	Serial number	Quantity
TUR-GRA-W	Turnia Granit GTX women's trekking boots	TG-W-38-250611	1

Defect type: Sole separation
Customer description: After three hikes, the sole of the left boot is coming unglued at the toe. The boots were used as intended and waterproofed.
Purchase date: 2026-06-14 · **proof of purchase:** PAR/2026/06/0412
Our case number: R/14/26

Please send us your decision by 2026-10-13 — the customer is waiting for an answer within the deadline.

Trzy Przełęcze Outdoor Shop
Rynek 11, 34-400 Nowy Targ · phone 500 500 600 · Mon–Sat 9 am–6 pm

1 **Email to the distributor** — product, serial number, defect, customer description, proof of purchase. Nothing is retyped.



3 **Tasks from a template** on the issue card: pack, ship, check for a reply after a week.

Two emails at once

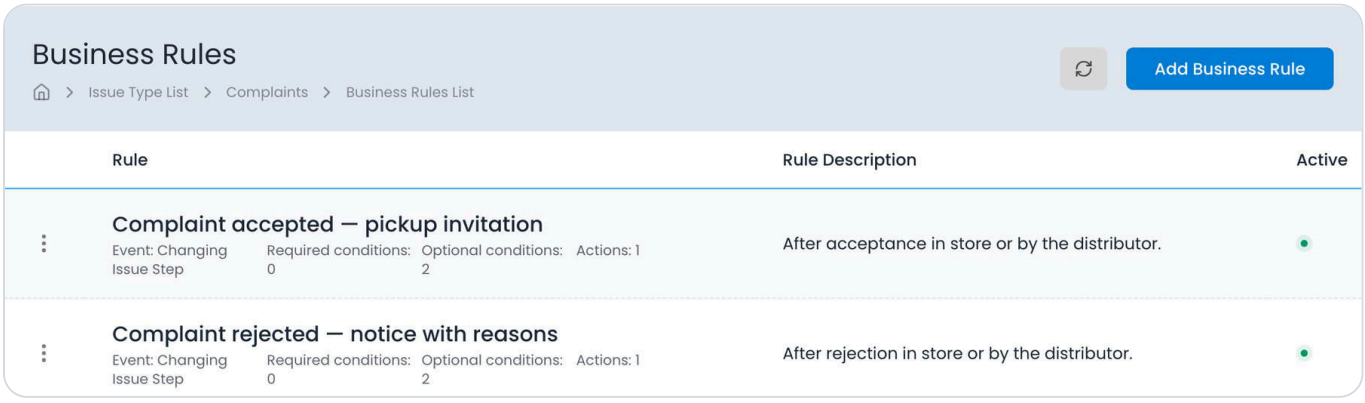
The distributor gets the complaint notice, and the customer gets a message that the boots have gone to the manufacturer and who has them. Both from the shop's templates.

Tasks with due dates

The "Shipment to distributor" template is three tasks counted from the day of the click. Overdue ones show in red, and the due dates appear in the dashboard calendar.

A rule without a programmer

Event, conditions, actions — picked from lists. This shop has five rules; each can be switched off with a single toggle.

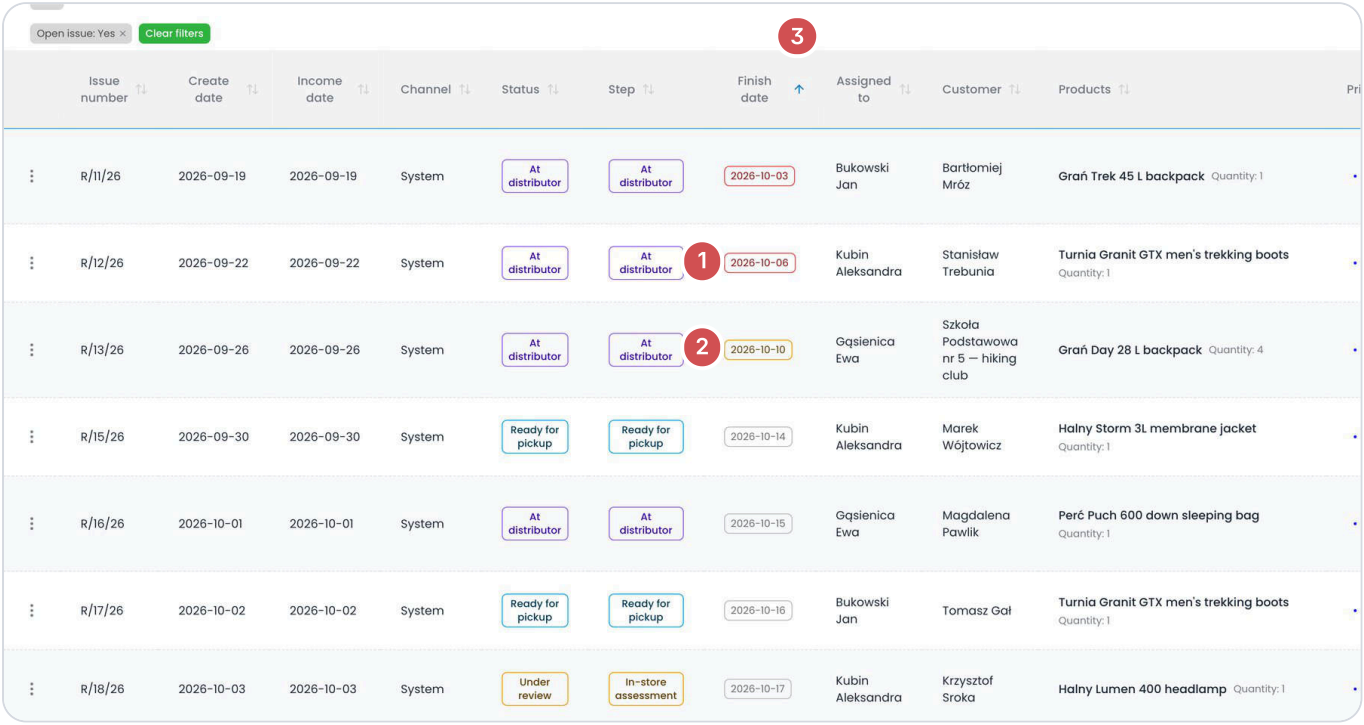


All of the shop's rules. For each one: the event, the number of conditions and actions, a description in the shop's own words.

IN THE BACKGROUND

A list that tells you what to deal with today

Goods sitting at the distributor are where complaints get lost. On the list, the deadline changes color before it is too late.

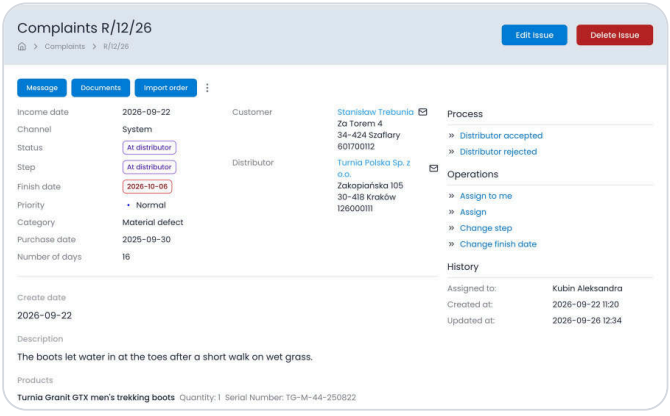


1 deadline passed — red 2 deadline close — orange (you set the threshold) 3 sorting and filtering by any column

Complaint R/12/26: the distributor is late

This customer's boots have been at the distributor for two weeks. The response deadline passed the day before yesterday — it is red on the list, the card shows overdue tasks, and a sales assistant has noted what the distributor asked for.

- **Notes** stay with the case — not in a notebook and not in someone's memory.
- **A message** to the distributor goes out from the issue card, from a template, and is recorded in the history.
- **Changing the deadline** needs a separate permission — so "moving it" is not a way to hide a backlog.



Card R/12/26: step "At distributor", the deadline in red, available operations "Distributor accepted" and "Distributor rejected".

Search

Case number, surname, product — one field at the top of the panel.

Customer history

The customer card lists all of their complaints. "A second complaint about the same boots" is obvious at once.

Product catalog

Product, code, manufacturer, category, guarantee period — selected, not typed.

STEPS 5–6 DECISION AND PICKUP

The distributor accepted. The customer knows the same day.



Complaint [R/14/26] accepted — ready for pickup
From: Trzy Przełęcze · **To:** nowak@customers-en.demo.reklamator.online

Hello,

good news: complaint **R/14/26** has been accepted.

Decision: Accepted — replacement
The distributor confirmed a bonding defect. A new pair in the same size is waiting at the shop.

Please come to the shop at Rynek 11 — just give us the case number or show the confirmation with the code.

Trzy Przełęcze Outdoor Shop
Rynek 11, 34-400 Nowy Targ · phone 500 500 600 · Mon–Sat 9 am–6 pm

The sales assistant enters the decision and the reasons, then clicks "Distributor accepted". A rule sends the pickup invitation — with the decision in it.



Decision on complaint [R/9/26]
From: Trzy Przełęcze · **To:** duda@customers-en.demo.reklamator.online

Hello,

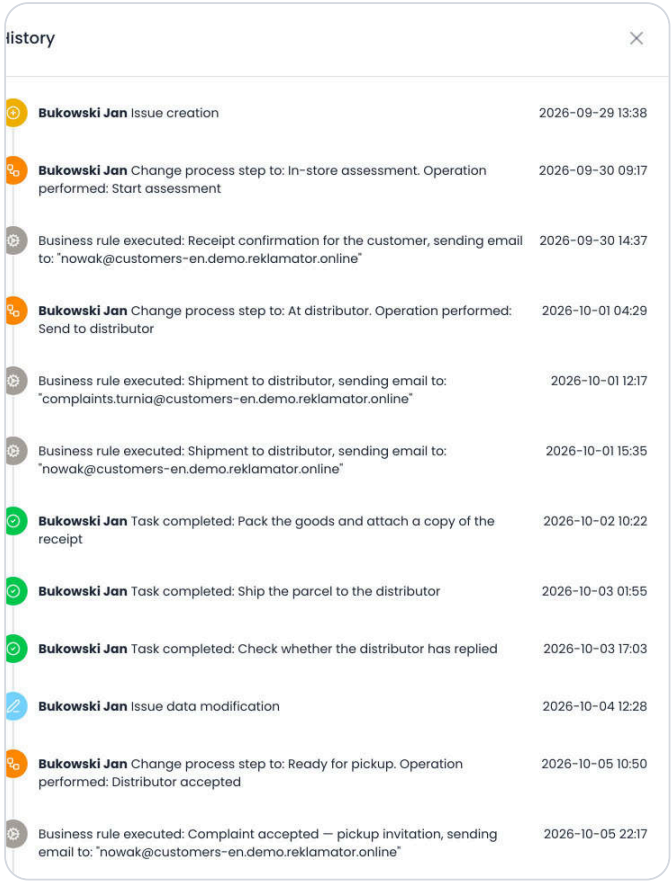
after assessing the product, complaint **R/9/26** has not been accepted.

Reason: Manufacturer's analysis: traces of bleach. The expert opinion is attached to the distributor's reply.

The product is waiting for pickup at the shop. If you would like to discuss the decision, call us: 500 500 600.

Trzy Przełęcze Outdoor Shop
Rynek 11, 34-400 Nowy Targ · phone 500 500 600 · Mon–Sat 9 am–6 pm

The other path: complaint rejected. The customer gets the reasons in writing, and the shop has proof it sent them.



ıistory

Bukowski Jan Issue creation		2026-09-29 13:38
Bukowski Jan Change process step to: In-store assessment. Operation performed: Start assessment		2026-09-30 09:17
Business rule executed: Receipt confirmation for the customer, sending email to: "nowak@customers-en.demo.reklamator.online"		2026-09-30 14:37
Bukowski Jan Change process step to: At distributor. Operation performed: Send to distributor		2026-10-01 04:29
Business rule executed: Shipment to distributor, sending email to: "complaints.turnia@customers-en.demo.reklamator.online"		2026-10-01 12:17
Business rule executed: Shipment to distributor, sending email to: "nowak@customers-en.demo.reklamator.online"		2026-10-01 15:35
Bukowski Jan Task completed: Pack the goods and attach a copy of the receipt		2026-10-02 10:22
Bukowski Jan Task completed: Ship the parcel to the distributor		2026-10-03 01:55
Bukowski Jan Task completed: Check whether the distributor has replied		2026-10-03 17:03
Bukowski Jan Issue data modification		2026-10-04 12:28
Bukowski Jan Change process step to: Ready for pickup. Operation performed: Distributor accepted		2026-10-05 10:50
Business rule executed: Complaint accepted — pickup invitation, sending email to: "nowak@customers-en.demo.reklamator.online"		2026-10-05 22:17

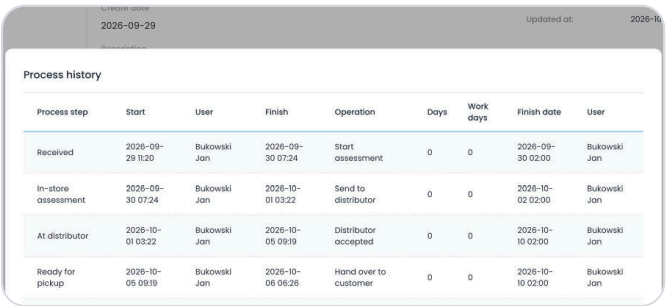
History of R/14/26 — who did what and when, which rules fired and who each email went to. Nothing can be changed "quietly".

8 days
from taking the boots in to handing over a new pair

4 emails
sent without writing a single one

0 calls
asking "what's happening with my complaint?"

1 place
with the full history, should the case come back



2026-09-29 Updated at: 2026-10

Process history

Process step	Start	User	Finish	Operation	Days	Work days	Finish date	User
Received	2026-09-29 11:20	Bukowski Jan	2026-09-30 07:24	Start assessment	0	0	2026-09-30 02:00	Bukowski Jan
In-store assessment	2026-09-30 07:24	Bukowski Jan	2026-10-01 03:22	Send to distributor	0	0	2026-10-02 02:00	Bukowski Jan
At distributor	2026-10-01 03:22	Bukowski Jan	2026-10-05 09:19	Distributor accepted	0	0	2026-10-10 02:00	Bukowski Jan
Ready for pickup	2026-10-05 09:19	Bukowski Jan	2026-10-06 06:26	Hand over to customer	0	0	2026-10-10 02:00	Bukowski Jan

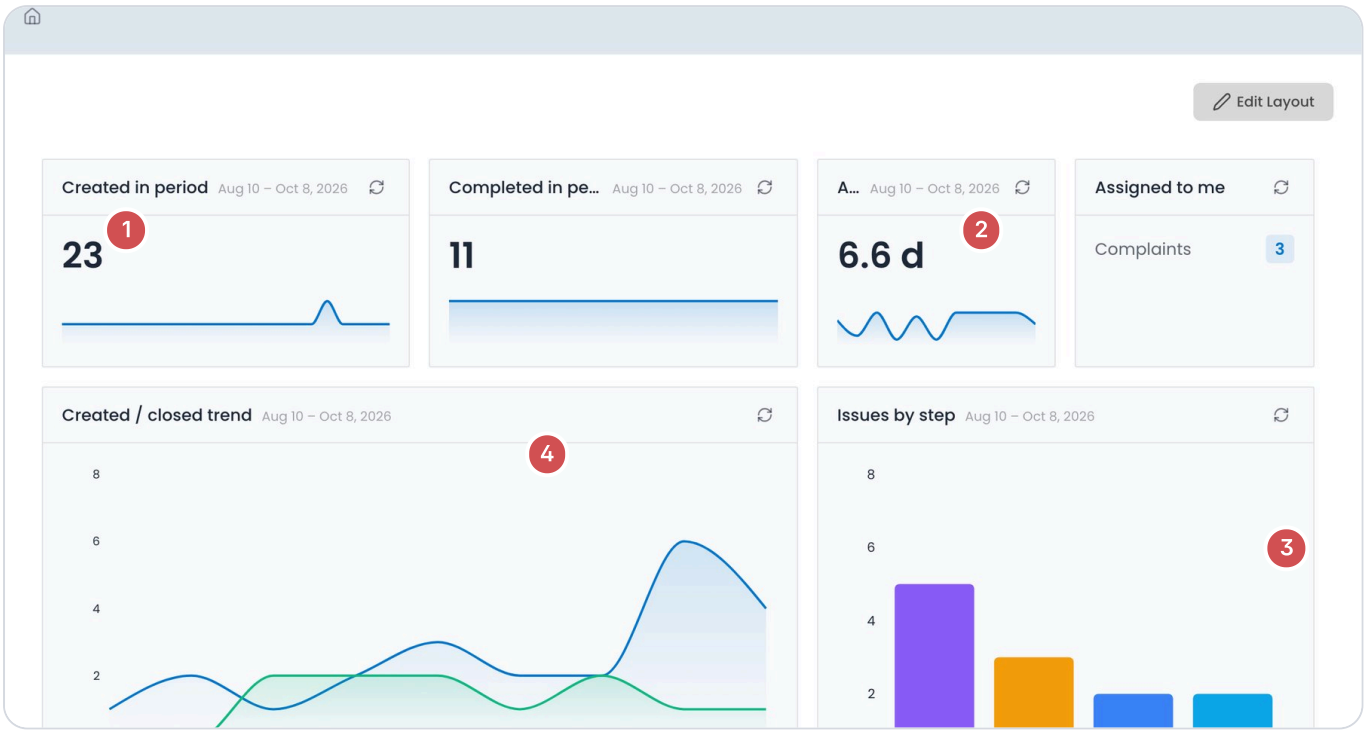
Process history: how long the case spent in each step and who handled it.

When the customer comes back a year later

"These boots have been in for a complaint before" — just open the customer card. The defect description, the decision, the reasons and the correspondence are all there. The sales assistant who took the complaint in may no longer work for you.

THE OWNER

On Saturday evening: one screen instead of leafing through a notebook



1 how many complaints came in, how many were closed
2 average time to close: 6.6 days
3 where cases are stuck — step by step
4 trend: created and closed, week by week

You arrange the dashboard

Counters, a trend, breakdowns by step, category and priority, recent issues, a calendar of deadlines. Every user has their own layout.

What it says about your range

A list filtered by manufacturer and defect type shows which boots keep coming back with the sole unglued. That is an argument in talks with the distributor — and for the next order.

Everyone has their own account

Sales assistants take in and handle complaints, but cannot change the process or the templates. Sign-in can be protected with a code from an authenticator app (MFA).

WHERE THE SHOP WINS

TODAY	WITH REKLAMATOR	RESULT
Complaint written down in a notebook.	A form with required fields, a PDF confirmation, a case number.	→ **Complete data** from the first minute.
The customer calls for an update.	An email at every step, a status page from the QR code.	→ **Fewer calls** during opening hours.
The email to the distributor written from scratch.	A rule sends it with the issue data and creates the tasks.	→ **Minutes instead of a quarter of an hour** per case.
The deadline comes to mind — after the fact.	Deadline colors on the list, time per step, overdue tasks.	→ **An answer on time**, by the deadline the shop has set.
"Nobody told me that."	History: who, what, when, which email and to whom.	→ **The record settles the dispute**, not memory.

GETTING STARTED

Set up in one afternoon

After sign-up, the account already has a process, an issue type, a confirmation template and a sample issue. The shop in this document adapted them in five steps.

1
Process
The shop's steps and operations — six items, click by click.

APPROX. 30 MIN

2
Fields
Receipt, basis, defect, demand, decision. Value lists entered once.

APPROX. 30 MIN

3
Templates
Five emails and the PDF confirmation. Starter templates are in the panel.

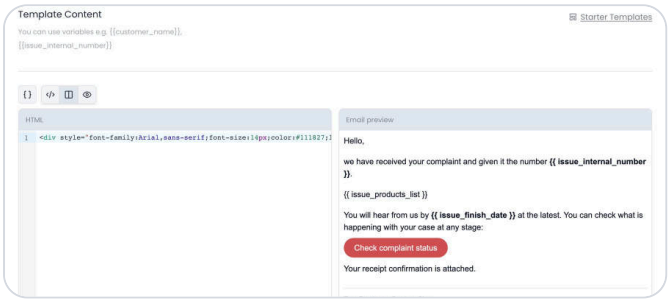
APPROX. 1 HR

4
Rules
Five rules: which email goes when, and the tasks.

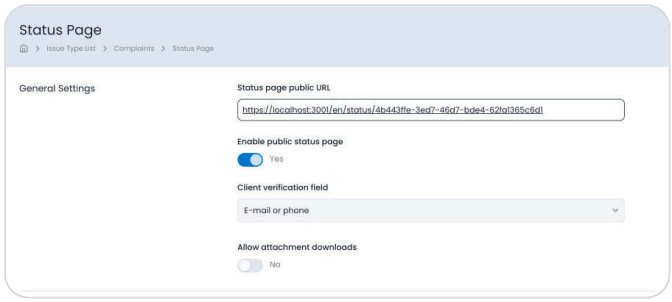
APPROX. 30 MIN

5
People
Sales assistant accounts, a permission group, the status page.

APPROX. 20 MIN



Template editor: content with variables in braces on the left, preview on the right.



Status page: on/off switch, how the customer is verified, header, colors.

MINI PLAN

A register instead of a notebook
One person, one process, one issue type, color-coded deadlines, attachments.

PROFESSIONAL PLAN — THIS SHOP

A process with automation
Up to 15 people, rules and email notifications, templates and PDF documents, history, notes, tasks, product catalog, status page.

BUSINESS PLAN

When an online shop comes along
A form on your website, incoming email as an issue, SMS, couriers, order integration — part 3.

Good to know

- The system tracks the deadlines you set in it. Which deadlines apply to your shop follows from local law and your contracts — we do not decide that for you.
- On the Professional plan, complaints are entered by staff. A customer form on your website and incoming email are part of the Business plan.
- The demo data is fictitious; the screens come from the working system.

30 DAYS FREE

Try it on your own complaints.

No credit card. We will show it to you in 20 minutes, using an example close to your shop.

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