
Knowledge Quest Insights Report

by Customer Science

Daily Report

Period: Mar 14, 2026

Sample Company

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knowledgequest.ai

Executive Brief

Returns & refund volume spikes 14% as delivery complaints surge across evening shift

Volume	Sentiment	Resolution	Re-contact
412 Baseline: 361 +51	72.0% Baseline: 75.0% -3.0pp	34.0% Baseline: 32.0% +2.0pp	18.0% Baseline: 15.0% +3.0pp

Narrative

14 Mar 2026

Last data point: 14 Mar 2026 22:47 AEDT

Insight Summary

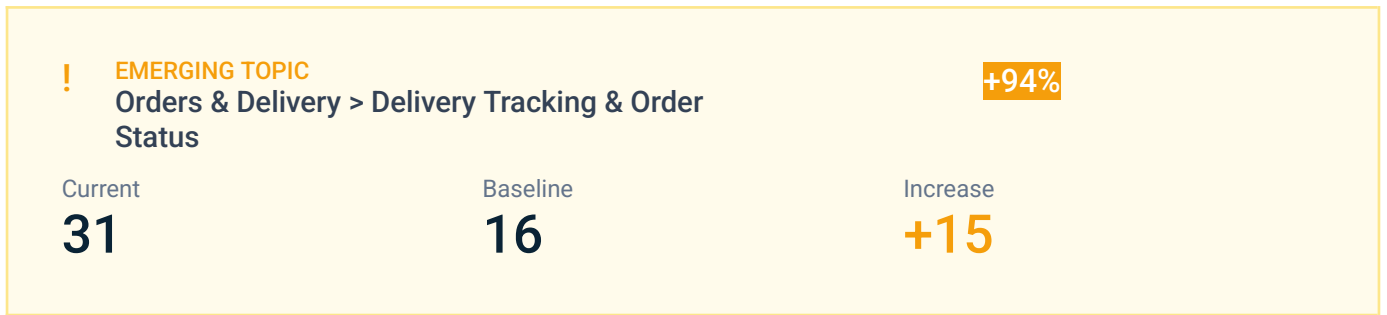
On 2026-03-14, the customer service centre handled 412 interactions (402 analysed), with volume mildly elevated versus baseline and the highest Saturday in eight weeks. An Emerging Topic alert highlighted Delivery Tracking & Order Status as a customer-critical hotspot, with 12% resolution (n=31) and sentiment at 68% as customers chasing "where is my order" enquiries faced incomplete tracking updates and delayed courier responses, stretching agent capacity and increasing the risk of repeat contacts.

Knowledge coverage dropped to 48%, with 183 new knowledge gaps identified and none closed, so common delivery, billing and refund enquiries continued to bypass self-service and land in sales support, returns and general queues. Many first contacts, particularly for billing disputes and refund eligibility, only initiated back-office review or escalation, driving higher re-contact and constraining apparent resolution; monitoring Delivery Tracking & Order Status demand, knowledge-gap closure and re-contact over the coming days will be important to confirm whether these pressures begin to ease or require further intervention.

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Alert Charts

Emerging Topic



Performance Signals

TOPIC

Delivery Tracking & Order Status volume roughly doubled vs baseline (31 vs 16 intents) with 12% resolution and 68% sentiment.

Why it matters: This is a customer-critical delivery spike that strains agent capacity and risks repeat contacts, driving higher operational cost and degraded customer experience.

VOLUME

Overall interaction volume reached 412 (402 analysed), ~14% above baseline and the highest Saturday in 8 weeks.

Why it matters: Sustained volume growth increases capacity pressure on the service team, raising the risk of longer waits, lower resolution and higher handling costs if staffing and processes are not adjusted.

SELF_SERVICE

Knowledge coverage fell to ~48% (-6ppt vs baseline) while 183 new gaps were identified and none closed.

Why it matters: Low and declining self-service coverage keeps demand in assisted channels, increasing support costs and re-contact risk while preventing customers from resolving common delivery and billing issues themselves.






Customer Experience

Overall CX metrics were broadly stable vs baseline, with slightly lower sentiment, marginally improved resolution, higher re-contact, and weakening self-service coverage.

Metric	Direction	Change	Hotspots
Sentiment	Down	Sentiment averaged 72%, down ~3ppt vs the 75% baseline but still within normal historical variation.	Delivery Tracking & Order Status sentiment at 68% (-7ppt vs baseline) reflecting frustration with tracking updates., Billing & Payments sentiment at 65% (-5ppt vs baseline) indicating ongoing pain around billing disputes., Returns & Refunds sentiment at 70% (-4ppt vs baseline) amid continued refund processing friction.
Resolution	Up	Resolution rate was 34%, up ~2ppt vs the 32% baseline and in line with typical Saturday performance.	Delivery Tracking & Order Status (emerging topic) at 12% resolution, with many cases requiring back-office courier investigation., Billing disputes where many contacts only initiate review or escalation.
Re-contact	Up	Re-contact rate was 18%, up ~3ppt vs the 15% baseline, driven by delivery and billing follow-ups.	Delivery tracking enquiries generating repeat "where is my order" contacts., Billing disputes awaiting back-office resolution driving callbacks.
Self-service	Down	Intent coverage was 48%, down ~6ppt vs baseline, with 183 new knowledge gaps detected and none closed today; self-service success on attempted flows was only 5.2%.	Delivery tracking and order status where no self-service article exists., Billing dispute resolution processes with no customer-facing guidance.

Traffic Overview

Volume was mildly elevated vs baseline, dominated by calls into sales support, returns and general queues, with a mid-afternoon peak.

Sales Support		35.2%
Returns & Refunds		26.8%
General Enquiries		22.4%
Billing & Payments		12.1%
Escalations		3.5%

Busiest period: Saturday 14:00–15:00 (52 interactions)

What Changed

Compared with 7 March, sentiment has dipped slightly while volume and re-contact remain elevated, and delivery tracking issues have become a clearer spike.

- Overall sentiment fell from 74% on 7 March to 72%, still below the numeric baseline of 75%.
- Volume increased from 378 to 412 interactions, continuing the upward demand trend seen over the past two weeks.
- Narrative focus has shifted from broadly fragile returns processing to a sharper spike in Delivery Tracking & Order Status incidents.
- Knowledge coverage has weakened further, with a larger set of newly identified gaps now awaiting authoring or updates.

Interaction Intent Analysis

Demand is concentrated in three areas: delivery tracking failures (order status, courier updates, tracking numbers), billing and payment disputes, and returns/refund processing friction. Many first contacts only initiate work because fixes depend on back-office investigation, courier APIs or finance approvals, leading to low apparent resolution and high re-contact. Strengthening self-service order tracking, improving billing dispute workflows, and publishing clear refund eligibility guidance would meaningfully reduce volume and improve customer experience.

Cross-cutting Patterns

Order tracking & delivery visibility gaps

Orders & Delivery > Delivery Tracking & Order Status | Orders & Delivery > Courier & Shipping Issues | Orders & Delivery > Order Modifications

A large share of demand stems from customers unable to track orders (missing tracking numbers, courier delays, status page errors). Resolution is often low and re-contacts high where courier integrations are incomplete or exception handling (lost parcels, redirects) is unclear. Better self-service tracking, proactive delivery notifications and clearer escalation paths would reduce this volume.

Billing dispute escalation patterns

Billing & Payments > Billing Disputes | Billing & Payments > Payment Processing | Billing & Payments > Refund Requests

Many contacts are urgent billing disputes: overcharges, duplicate transactions, failed refunds and subscription cancellation errors. These routinely require finance team review or payment processor coordination, driving high follow-up and variable sentiment. Clearer self-service billing history, automated dispute acknowledgements and transparent timelines could prevent repeat contacts.

Returns process friction & refund delays

Returns & Refunds > Return Eligibility | Returns & Refunds > Refund Processing | Returns & Refunds > Exchange Requests

Across returns categories, customers frequently chase refund status, return label generation and eligibility clarification. These interactions rarely resolve issues themselves but reflect underlying process and communication gaps. Publishing clear return policies, proactive refund status notifications and self-service label generation would significantly reduce support contacts.

Breakdown by Category

Orders & Delivery (156 interactions)

Delivery Tracking & Order Status – 87 interactions

Demand is dominated by urgent "where is my order" enquiries and missing tracking updates. Many issues outlive the initial contact because fixes depend on courier API lookups or warehouse investigation.

Theme	Count	Sentiment	Resolution	Follow-up
Missing or delayed tracking updates	34	Mixed (55–80); worse when delivery windows are missed.	Low – most remain open pending courier response.	High – repeat contacts are common until tracking resolves.
<i>Customers lack real-time tracking visibility; proactive notifications and a self-service tracking page would significantly reduce these contacts.</i>				
"Where is my order" general enquiries	28	Moderate (60–75); anxiety rises with high-value orders.	Low – agents can only relay courier status.	High – customers call back daily until delivery.
<i>Order status transparency is the single biggest driver of repeat contact volume; automated updates are critical.</i>				
Delivery address changes & redirects	15	Generally positive (75–90) when actioned quickly.	Moderate – some changes processed successfully.	Moderate – depends on courier flexibility.
<i>Address change requests after dispatch need clearer cut-off communication and self-service options.</i>				
Lost or damaged parcels	10	Low (40–60); high frustration with valuable items.	Very low – claims require investigation.	Very high – multi-step claims process.
<i>Lost parcel claims are high-effort, high-frustration; streamlined claims with clear SLAs would improve experience.</i>				

Courier & Shipping Issues – 42 interactions

Courier contacts focus on delayed shipments, incorrect delivery attempts, and shipping cost queries. Most require coordination with third-party logistics partners.

Theme	Count	Sentiment	Resolution	Follow-up
Delayed shipments & estimated delivery	22	Moderate (55–75); concern grows with each missed estimate.	Low – depends on courier capacity.	High – customers track daily.
<i>Proactive delay notifications before customers notice would prevent majority of these contacts.</i>				
Failed delivery attempts & re-scheduling	12	Mixed (50–80); positive when rescheduled quickly.	Moderate – some rescheduled successfully.	Moderate – second attempts needed.
<i>Self-service delivery rescheduling would eliminate many of these calls.</i>				
Shipping costs & method queries	8	Positive (~80–90).	High – informational queries resolved easily.	Low – one-and-done.
<i>FAQ and checkout clarity on shipping options could deflect these entirely.</i>				

Order Modifications – 27 interactions

Order modification contacts cover cancellation requests, item changes, and quantity adjustments, mostly within the processing window.

Theme	Count	Sentiment	Resolution	Follow-up
Order cancellation requests	15	Moderate (65–80); urgency varies.	Moderate – possible if not yet dispatched.	Low to moderate.
<i>Self-service cancellation within processing window would reduce agent workload significantly.</i>				
Item & quantity changes	12	Positive (~75–85).	Mixed – depends on fulfilment stage.	Moderate – some require re-ordering.
<i>Order edit functionality pre-dispatch is a key self-service gap.</i>				

Billing & Payments (98 interactions)

Billing Disputes – 52 interactions

Billing disputes centre on overcharges, duplicate transactions and subscription billing errors. Most require finance team investigation.

Theme	Count	Sentiment	Resolution	Follow-up
Overcharge & incorrect billing	22	Low to moderate (45–70); high frustration.	Very low – requires finance review.	Very high – multi-step resolution.
<i>Billing accuracy and automated anomaly detection would prevent these disputes at source.</i>				
Duplicate transactions	16	Low (40–65); significant anxiety.	Low – payment processor coordination needed.	High – refund timelines unclear.
<i>Automated duplicate detection and proactive communication would reduce customer stress and contact volume.</i>				
Subscription billing errors	14	Moderate (55–75).	Low – system corrections needed.	High – customers verify next billing cycle.
<i>Subscription management self-service and clearer billing summaries are needed.</i>				

Payment Processing – 28 interactions

Payment contacts split between failed transactions and payment method updates, with generally straightforward resolution paths.

Theme	Count	Sentiment	Resolution	Follow-up
Failed payment & retry	18	Mixed (50–80); depends on urgency.	Moderate – some resolved with retry guidance.	Moderate.
<i>Clearer error messaging and self-service retry options would reduce these calls.</i>				
Payment method updates	10	Positive (~80–90).	High – mostly self-service.	Low.
<i>Well-functioning self-service; maintain quality.</i>				

Refund Requests – 18 interactions

Refund contacts focus on processing timelines and eligibility clarification.

Theme	Count	Sentiment	Resolution	Follow-up
Refund status & timelines	12	Moderate (55–75).	Low – awaiting processing.	High – customers check repeatedly.
<i>Proactive refund status notifications would eliminate most of these repeat contacts.</i>				
Refund eligibility queries	6	Positive (~75–85).	High – resolved with policy guidance.	Low.
<i>Clear published refund policy reduces these to near-zero.</i>				

Returns & Refunds (78 interactions)

Return Eligibility – 32 interactions

Return eligibility contacts combine policy questions with product-specific return queries.

Theme	Count	Sentiment	Resolution	Follow-up
Return policy & window queries	20	Positive (~70–85).	High – informational, resolved with guidance.	Low.
<i>Publishing clearer return windows on product pages and order confirmations would deflect these.</i>				
Product-specific return conditions	12	Mixed (55–75); frustration with exclusions.	Moderate.	Moderate – some need manager approval.
<i>Exception handling for non-standard returns needs clearer policy documentation.</i>				

Refund Processing – 26 interactions

Refund processing contacts revolve around delays, partial refunds and method-of-refund questions.

Theme	Count	Sentiment	Resolution	Follow-up
Refund processing delays	16	Moderate (50–70); grows with wait time.	Low – processing pipeline dependent.	High – repeat status checks.

Theme	Count	Sentiment	Resolution	Follow-up
<i>Automated refund status emails at key milestones would dramatically reduce repeat contacts.</i>				
Partial refunds & credit queries	10	Mixed (55–75).	Moderate – some resolved with explanation.	Moderate.
<i>Clearer breakdown of partial refund calculations would reduce confusion.</i>				

Exchange Requests – 20 interactions

Exchange contacts focus on product swaps, size/colour changes and stock availability.

Theme	Count	Sentiment	Resolution	Follow-up
Size & colour exchanges	14	Positive (~75–90).	Moderate – stock dependent.	Moderate – shipping for exchange.
<i>Self-service exchange portal would handle majority of straightforward swaps.</i>				
Defective product replacements	6	Low to moderate (45–70).	Low – requires assessment.	High – inspection and replacement steps.
<i>Streamlined defective product process with photo upload would speed resolution.</i>				

Account Management (48 interactions)

Account Access & Passwords – 28 interactions

Account access contacts cover password resets, locked accounts and login failures, with generally good resolution when self-service flows work.

Theme	Count	Sentiment	Resolution	Follow-up
Password resets & login failures	18	Mixed (60–85); poor when self-service fails.	Moderate – some resolved via guided reset.	Low to moderate.
<i>Self-service reset reliability improvements would shift this volume away from agents.</i>				
Account lockouts & security holds	10	Moderate (55–75); anxiety with purchase-linked accounts.	Low – security verification needed.	High – back-office dependent.
<i>Faster identity verification and clearer communication during holds would reduce frustration.</i>				

Profile & Preferences – 20 interactions

Profile contacts cover address updates, communication preferences and account settings.

Theme	Count	Sentiment	Resolution	Follow-up
Address & contact updates	12	Positive (~80–90).	High – mostly self-service capable.	Low.
<i>Self-service working well; ensure it remains prominent.</i>				
Communication preferences & opt-outs	8	Positive (~75–85).	High.	Low.
<i>Preference centre is effective; consider promoting it more.</i>				

Product Support (32 interactions)

Product Information – 18 interactions

Product information contacts cover specifications, compatibility and availability queries.

Theme	Count	Sentiment	Resolution	Follow-up
Product specifications & compatibility	10	Positive (~80–90).	High – informational.	Low.
<i>Enhanced product pages with comparison tools could deflect these contacts.</i>				
Stock availability & restocking	8	Mixed (55–80); frustration with popular items.	Moderate – can confirm but not guarantee.	Moderate – back-in-stock requests.
<i>Automated back-in-stock notifications would address this demand.</i>				

Product Issues & Warranty – 14 interactions

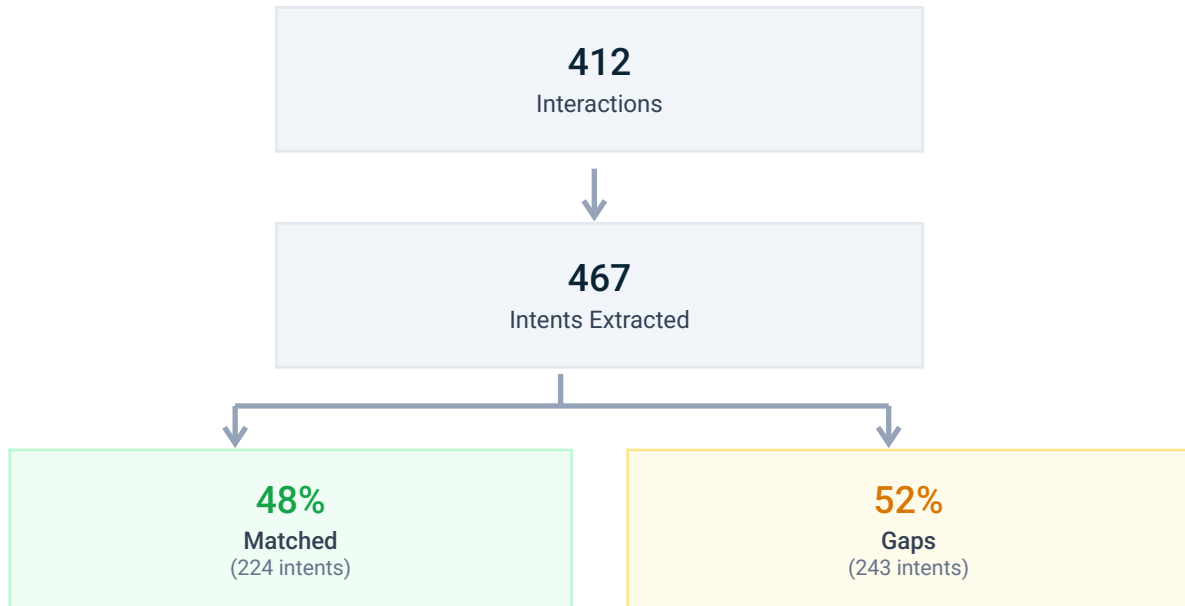
Product issue contacts focus on defects, warranty claims and troubleshooting.

Theme	Count	Sentiment	Resolution	Follow-up
Defective product reports	8	Low to moderate (45–70).	Low – requires assessment.	High – replacement process.
<i>Photo-based triage and streamlined replacement would improve experience.</i>				
Warranty claims & coverage queries	6	Moderate (60–80).	Mixed.	Moderate.
<i>Clear warranty lookup tool would enable self-service for coverage checks.</i>				

Knowledge Loop



The Knowledge Loop tracks how customer interactions are analysed, matched against your knowledge base, and where gaps are identified. It measures the effectiveness of your content in resolving enquiries and highlights areas that need attention.



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