

WEEKLY CUSTOMER INSIGHT REPORT

Juniper & Pine Co.

Week Mon Oct 5 – Sun Oct 11, 2026

Store Shopify

Prepared by Tendcrest

01 At a glance

METRIC	THIS WEEK	TARGET	STATUS
Tickets handled	212	—	—
Replies within 4 business hours	97%	95%	Met
Avg business hours to first reply	1.6	≤ 2.0	Met
Client exceptions reached within 1 business hour	6 / 6	100%	Met
CSAT (38 responses)	4.7	≥ 4.5	Met
Money actions (refunds, credits, reships within rules)	\$1,240	Within cap	Met
Revenue saved (logged events only)	\$984	—	—

All figures come from tags and timestamps in your helpdesk. Every money action is listed in full in this Monday report.

02 Top contact reasons

REASON	TICKETS	SHARE	VS LAST WEEK	NOTE
Where is my order (WISMO)	74	35%	+5	Carrier delays, Midwest hub
Returns / exchanges	38	18%	−3	9 converted to exchanges
Damaged in transit	31	15%	+12	Spike since new box (Sep 28)
Product questions	30	14%	+2	7 about wax tunneling
Subscription changes	22	10%	+4	11 only wanted to skip
Other	17	8%	−1	Wholesale, gift notes, misc.
Total	212	100%	+19	

03 Product and quality signals

- **Cedar & Smoke 8oz — cracked jars.** 19 of 31 damage tickets. All shipped in the new box size introduced Sep 28. Points to packaging, not glass.
- **Wax tunneling.** 7 tickets. Mostly short first burns. No product fault found. A first-burn card or FAQ would prevent most of these.

04 Refund drivers

DRIVER	REFUNDS	VALUE
Damaged in transit	9	\$378
Lost package	5	\$260
Scent not as expected	4	\$120
Total refunds	18	\$758

Most damaged orders were resolved by reship, not refund (see 05).

05 Money actions summary

TYPE	ACTIONS	VALUE
Refunds	18	\$758
Reships (cost + shipping)	6	\$372
Goodwill store credits	5	\$110
This week	29	\$1,240

All within signed rules. Month to date: \$2,910 of \$6,000 signed cap. Goodwill gestures are counted.

06 Revenue saved logged events only

EVENT	COUNT	VALUE	BASIS
Subscription cancellations saved	5	\$410	Next-order value
Exchanges instead of refunds	9	\$378	Order value kept
Dispute language resolved, no chargeback	3	\$196	Order value kept
Total	17	\$984	

Each line is a tagged ticket in your helpdesk. Nothing is estimated.

07 Policy gaps YOUR DECISION

Tendcrest acts within your signed rules and never invents policy. These need a decision.

Partial-damage orders. No rule for orders where only some items break (e.g. 1 of 3 jars). 8 tickets this week. Until you decide, these are handled under the existing damaged-item rule for the broken item only. **Proposed:** replace the broken item only, no escalation, up to \$40.

Subscription “skip” is hard to find. 11 customers emailed just to skip a month. **Proposed:** add a “Skip next order” link to the pre-charge email and move the button up in the customer portal.

08 Exceptions (rare) and chargebacks we handled

TYPE	COUNT	OUTCOME
Over your signed dollar threshold	0	Nothing needed your approval.
Legal / safety / PR	0	None this week.
Dispute / chargeback language (handled by Tendcrest)	3	All replied within 40 min. Resolved. Documented. No chargebacks filed.

VIP order, handled within standing rules. A \$620 wedding-favors order stalled at the carrier hub. Tendcrest sent an express reship the same day (\$236, under the signed \$250 per-order reship limit) and filed a carrier claim. It arrived Friday, before the event. No founder ping needed.

09 Recommendations

01	Restore the old 8oz box insert, or add a divider. Cracked Cedar & Smoke jars drove most of the damage spike.	EXPECTED EFFECT ~15 fewer tickets and ~\$300 less in money actions per week (estimate)
02	Approve the partial-damage rule. Gives a clear, fast answer for split-damage orders.	EXPECTED EFFECT ~8 tickets/week resolved in one reply
03	Add a skip link to the pre-charge email and a first-burn card in the box. Both are self-serve fixes for repeat questions.	EXPECTED EFFECT ~15 fewer tickets per week (estimate)