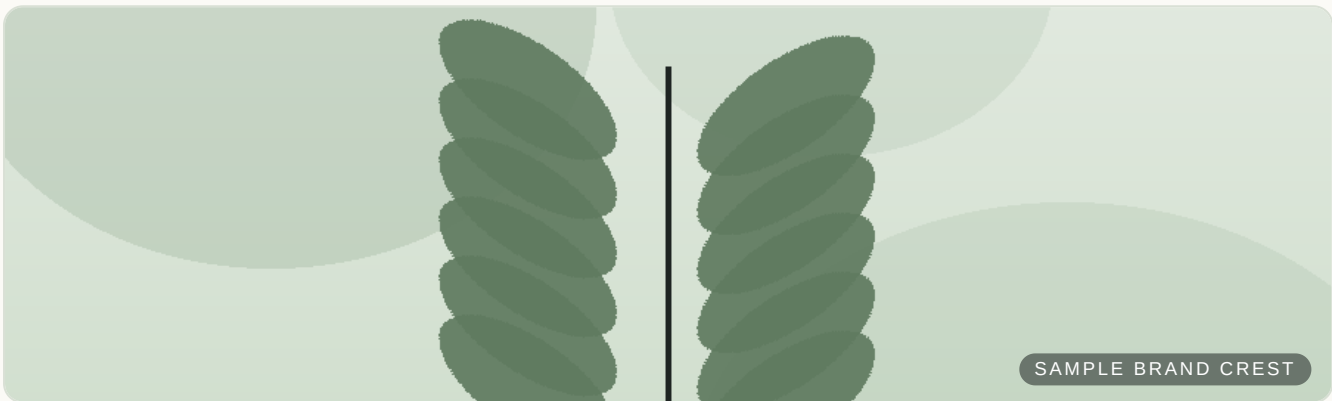


CUSTOMER SERVICE PLAYBOOK

Returns & Care Handbook

How we look after people after the sale — the promises we make, the timelines we keep, and the human, unhurried way we resolve every request.



01

Assume good faith

People reach out because something went sideways. We start warm, never defensive.

02

Answer, don't deflect

First reply resolves or clearly commits to a next step and a date. No loops.

03

Make it easy

Prepaid labels, no restock fees, no hoop-jumping. The customer already paid us once.

04

Own the outcome

We follow through until it's closed — and we say sorry plainly when we got it wrong.

Channel service-level targets

CHANNEL	FIRST RESPONSE	RESOLUTION TARGET	HOURS (GMT)
Email & help centre	Within 6 working hours	2 working days	Mon–Fri, 08:00–18:00
Live chat	Under 2 minutes	Same session where possible	Mon–Sat, 09:00–20:00
Phone	Under 90 seconds queue	Same call	Mon–Fri, 09:00–17:30
Social & DMs	Within 3 hours (public), 6 (DM)	Move to email/chat within 1 reply	Mon–Sun, 09:00–21:00

Returns & Exchanges Policy

Plain-English terms our team can quote directly and our customers can trust. When in doubt, resolve in the customer's favour and note the exception.

THE WINDOW

30 days, from delivery

Customers have **30 calendar days** from the delivery date to start a return or exchange. Faulty-goods claims fall outside this window and follow statutory rights (see p.4).

CONDITION

Unworn & complete

- Unworn, unwashed, odour- and pet-hair-free
- Original tags attached; care card included
- Returned in original or equivalent protective packaging

NON-RETURNABLE

A short list

- Pierced jewellery & earrings (hygiene)
- Gift cards & personalised / monogrammed items
- Final-sale items marked "last chance"
- Intimates without the hygiene liner intact

EXCHANGE VS REFUND

Customer's choice

Exchanges for a different size or colour ship free and don't restart the window. Refunds return to the original payment method; store credit is offered, never forced.

WHO PAYS SHIPPING

We do, mostly

First return or exchange per order is **free** via prepaid label. A second change-of-mind return on the same order carries a £4 label fee. Faulty or wrong-item returns are always free.

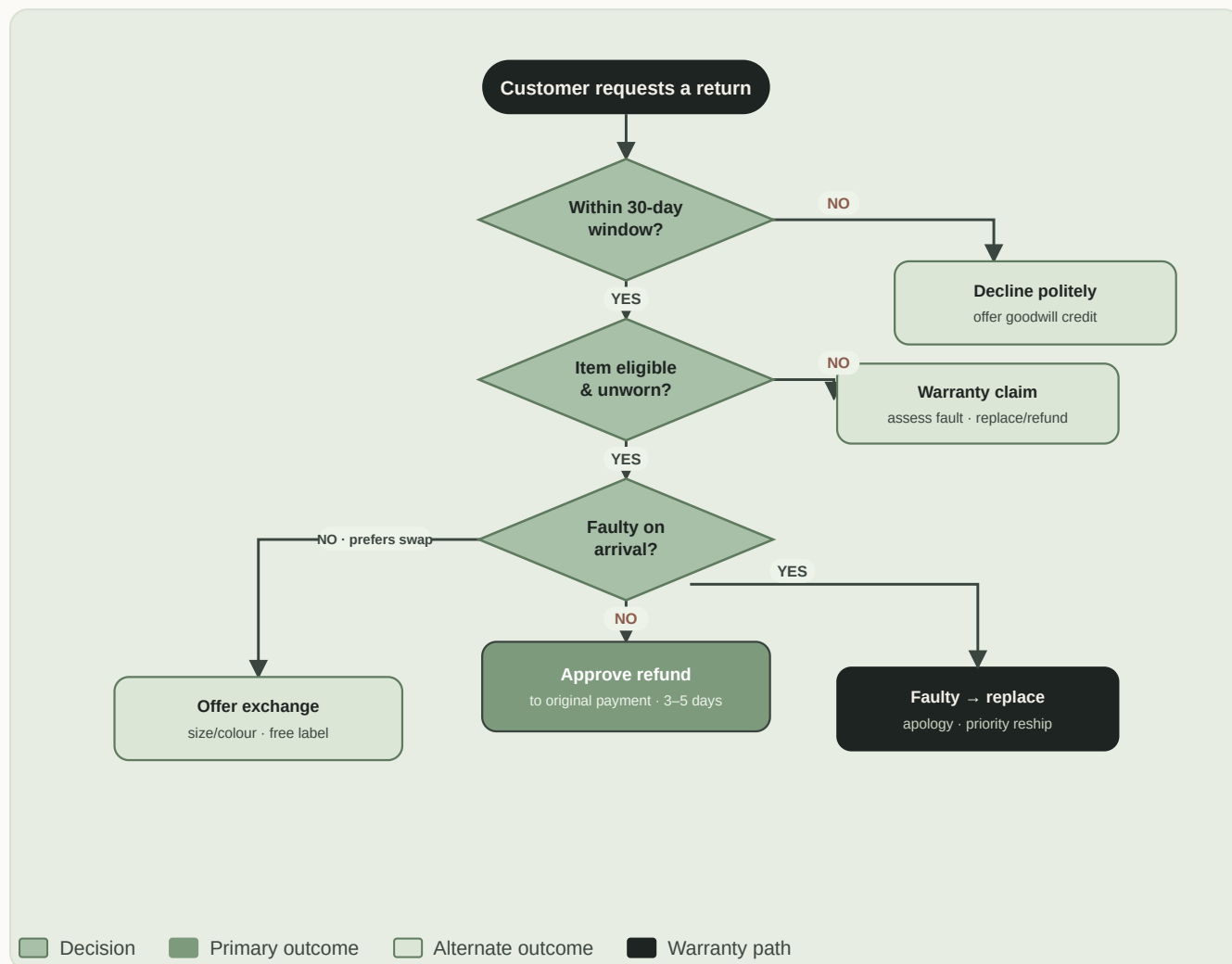
INTERNATIONAL

Same window, longer transit

Non-UK orders get the same 30-day window measured from delivery. Duties and taxes are non-refundable by customs; we refund the goods value and original outbound shipping on faulty items only.

The Returns Decision Flow

Follow the branch. Every path ends in a clear outcome the customer can be told in one message. When two branches could apply, choose the more generous.



Rules by Scenario

The everyday cases, decided in advance so replies are consistent.
Timeframes are commitments, not estimates.

SCENARIO	ACTION	REFUND METHOD	TIMEFRAME
Change of mind	Approve if in window & unworn	Original payment or credit	3–5 days after we receive it
Wrong item sent	Our error — reship correct item free	Full refund if not wanted	Reship same day; refund 3–5 days
Faulty on arrival	Replace or refund, customer's choice	Full refund + outbound shipping	Priority; no return needed under £25
Wear & tear (used)	Assess against warranty; not change-of-mind	Repair, part-credit, or decline	Assessment within 2 working days
Late return (31–45 days)	Goodwill — store credit only	Store credit at last paid price	Issued on receipt of item
Sale / "last chance"	Exchange for size only; no refund	No cash refund (final sale)	Exchange ships within 2 days

FAULTY GOODS & WARRANTY

Our 2-year make guarantee

Every Willow piece is guaranteed against manufacturing defects — seams, hardware, and finish — for **two years** from purchase. This covers how the item was made, not fair wear from use.

STATUTORY FRAMING

Rights that sit above our policy

Under the Consumer Rights Act 2015, goods must be of satisfactory quality, fit for purpose, and as described. If they aren't, customers have a **30-day right to reject** for a full refund, and remedy rights beyond that. Our policy adds to these rights — it never replaces them.

Reply Templates & Escalation

Starting points, not scripts — always add the customer's name and one specific detail. Edit freely; never sound robotic.

Return approved

STANDARD

"Hi [name] — all sorted. Your return is approved and your prepaid label is attached. Once it's scanned we'll refund £ [amount] to your original card within 3–5 days. Thanks for giving us the chance to put it right."

Refund issued

STANDARD

"Hi [name] — good news: your refund of £[amount] has just been processed to your [card/PayPal]. Banks usually show it within 3–5 working days. Anything else I can help with while I'm here?"

Outside window — goodwill

DISCRETIONARY

"Hi [name] — this is just past our 30-day window, but I don't want you stuck with something that isn't right. I've issued £ [amount] in store credit, ready to use now. Hope the next one's a keeper."

Exchange confirmed

STANDARD

"Hi [name] — your exchange for the [size/colour] is confirmed and shipping free today. Your tracking is [link]. Pop the original in the prepaid mailer whenever suits — no rush."

Faulty — apology + replacement

PRIORITY

"Hi [name] — that's not the standard we hold ourselves to, and I'm sorry. A replacement is on its way on priority shipping, no charge, and there's no need to return the faulty one. Do let me know how it arrives."

Need more info

HOLDING

"Hi [name] — happy to help with this. Could you send a quick photo of [detail] and your order number? As soon as it's through I'll have this resolved for you the same day."

Escalation matrix

TIER	TRIGGER	OWNER	RESPONSE SLA
Tier 1	Standard return, refund, exchange	Care Advisor	Within channel SLA (p.1)
Tier 2	Goodwill over £75 · repeat fault · dispute	Senior Advisor	Same day, before close
Tier 3	Chargeback · safety issue · legal mention	CX Lead	Within 4 working hours
Tier 4	Press / regulator / injury claim	Head of Brand + Legal	Within 1 hour, no auto-reply

FAQ & Your Rights

The questions we're asked most, answered the way we'd want to be answered ourselves.

How long do refunds take?

Once your item is scanned by the carrier, we process the refund within 3–5 working days. Your bank may take a day or two more to show it.

Do I pay for return shipping?

Your first return or exchange per order is free with our prepaid label. Faulty or wrong-item returns are always free, no exceptions.

Can I exchange for a different size?

Yes — exchanges ship free and don't restart your window. Just pick the new size when you start the return online.

My item arrived faulty. What now?

We're sorry. Send a photo and we'll ship a replacement on priority — often with no need to return the faulty one. See warranty on p.4.

I'm past 30 days — any options?

Often yes. Up to day 45 we can usually offer store credit as a goodwill gesture. Faulty items sit under warranty, not the window.

Are sale items returnable?

Sale items can be exchanged for a different size but aren't refundable. Anything marked "last chance" is final sale.

Can I return without the packaging?

Equivalent protective packaging is fine — the tag and care card matter more than the original box.

I ordered from outside the UK.

Same 30-day window from delivery. Customs duties are refunded by your local authority, not us; we refund goods value.

KNOW YOUR STATUTORY RIGHTS

The Consumer Rights Act comes first

Goods must be of satisfactory quality, fit for purpose, and as described. If they aren't, you have a 30-day right to reject for a full refund — plus repair or replacement rights beyond that. Our returns policy is generous *on top of* these rights and never limits them.

FAULTY AFTER SIX MONTHS

The burden is on us, not you

For a fault that appears within the first six months, the law assumes it was present at purchase — so we investigate and remedy without asking you to prove it. Just reach out and we'll take it from there.