BE Simple
STAFFING

FREE INDUSTRY PLAYBOOK

The ecommerce support playbook

A practical briefing document for store operators considering a dedicated support team for orders, shipping, returns, and chat.

besimplestaffing.com
A briefing document for operators. No invented statistics.

Where store support usually breaks

Most ecommerce support queues are not mysterious. They are a mix of “where is my order,” shipping exceptions, returns and exchanges, subscription changes, and the occasional pre-sales question that should have been answered on the product page. The work gets hard when those tickets land on whoever is free — a founder, a warehouse lead, or a shared inbox with no owner.

A useful outsourced desk is not a place to hide those conversations. It is a way to put a trained person on them, in your tools, with your policies, so the brand still sounds like itself when volume jumps.

This playbook is a briefing document. It will not invent conversion rates or “industry average CSAT.” It will help you write down the things a partner actually needs in order to start well.

Common failure points

- No single owner of the queue, so response times and tone drift day to day.
- Policies live in Slack or in one person's head, especially around refunds, replacements, and “one-time” exceptions.
- Peak season is treated as a surprise, so coverage is either too thin or staffed with people who have not learned the catalog.
- The store, the helpdesk, the returns portal, and marketplace inboxes are not treated as one workflow.
- There is no written path for issues that need the warehouse, finance, or a founder decision.

What a dedicated team actually does

A dedicated ecommerce support team is a named group of agents assigned to your store, not a shared pool that picks up whichever brand is next. At BE Simple Staffing, those agents work from our office in Prishtina and are staffed to the hours you buy — typically US business hours, with night or 24/7 coverage when you need it.

Before go-live they should be trained on your catalog and top SKUs, shipping promises, return and warranty rules, voice and macros, and the actual clicks in your helpdesk and store admin. You keep the policies. The team runs the desk.

Work the desk should own

- Pre-sales questions that a trained person can answer from your product and policy information.
- Order status, tracking, and delivery exceptions, including the updates you want sent when a carrier is late.
- Returns, exchanges, and warranty intake, within the refund and replacement rules you have written down.
- Subscription skips, cancels, address changes, and similar account work.
- Email, chat, social comments or DMs, and phone if you take calls.

Work that should stay with you

- Pricing, promotions, and any goodwill that is not already in a written policy.
- Warehouse overrides, inventory decisions, and supplier fights.
- Legal, safety, or influencer exceptions.
- Anything you have not yet decided how to handle. Those should be escalated, not improvised.

If a large share of tickets are truly repetitive, an AI and human hybrid can draft the routine replies while a dedicated agent takes the conversations that need judgment. The human still sits on your account and still represents your brand.

Coverage, briefing, and pricing context

Choose coverage based on when your customers actually write, not on a generic promise of being "always on."

- **US business hours** — $1,995 a month per dedicated agent, one-agent minimum. Hours aligned to your customers' timezone. This is where most teams start.
- **Night shift, weekends, or 24/7** — $2,395 a month per seat. Individual night or weekend seats can be added on their own. True around-the-clock coverage is a four-agent team so the rota is sustainable.
- **AI + human hybrid** — $2,495 a month, also starting at one agent.

There is no setup fee. Agreements start with a three-month term and then go month-to-month. Founding clients receive 50% off the first month. Most teams are live in two to four weeks, including recruiting, onboarding, and brand training. The public page is besimplestaffing.com/pricing.html.

> **Briefing checklist.** Before a start date, gather: helpdesk and storefront access; a current return, refund, and replacement policy; shipping promises by method or region; a list of macros you already trust; the five most common ticket types, with a good example of each; marketplace or wholesale exceptions; and a named person on your side for escalations.

How to review a partner

- Will you have dedicated people, or a share of a pool?
- Where do they work, and which hours are they actually staffed?
- Do they work in your tools, or ask customers into a new system?
- How are they trained when a product or policy changes?
- What does quality review look like in the first 30 days?
- Are the commercial terms public and complete — rate, term, setup fees, and what happens after the first months?

Next step

If this matches the work on your plate, you have two simple options.

Write to Jon Kludt at jon.kludt@varosity.com, or use the form at besimplestaffing.com/contact.html. Tell us the store platform, approximate ticket volume, hours you need covered, and the tools the team would log into. We will come back within a day with a clear proposal.

You can also read the longer public page, “Outsourced customer support for ecommerce,” at besimplestaffing.com/use-cases/ecommerce-customer-support.html.

BE Simple Staffing is a San Diego company with our own office in Prishtina. We build dedicated customer support teams for US small businesses. We do not use invented case studies in this playbook, and we will not invent them on a sales call either. If we do not know something about your store, we will ask.

This document is a briefing aid, not a contract. Pricing and terms on the public pricing page are the ones that apply unless we send you a written agreement that says otherwise.