

STYLENOVA

Support Agent Knowledge Base

Premium Fashion Brand — Extended Edition for Scenario Testing

1. About StyleNova

StyleNova is a premium online fashion brand offering curated collections of clothing, accessories, and footwear for men and women. We blend modern trends with timeless elegance, delivering high-quality fashion directly to customers' doorsteps.

Founded in 2019, StyleNova operates primarily as a direct-to-consumer e-commerce brand with a growing presence through pop-up showrooms in Mumbai, Delhi, Bengaluru, and New York. All customer interactions — sales, order support, returns, and complaints — are handled through the website chat, mobile app, email, phone, and Freshdesk-powered support tickets.

Company Snapshot

Attribute	Detail
Headquarters	Mumbai, India (with a fulfillment hub in New Jersey, USA)
Founded	2019
Employees	~340 (Support team: 45 agents across 3 shifts)
Warehouses	Mumbai (India/APAC), New Jersey (US/Americas), Rotterdam (EU)
Primary Markets	India, USA, UK, EU, UAE, Canada, Australia
App Availability	iOS and Android
Support Hours	24/5 chat & email; phone Mon–Sat 9am–8pm (local warehouse time zone)

2. Product Collections

2.1 Women's Collection

- Casual Wear — everyday comfort meets style (tees, denim, co-ord sets, jumpsuits)
- Formal Wear — office-ready outfits, blazers, pencil skirts, trousers
- Evening Wear — premium dresses, gowns, and cocktail sets for special occasions
- Accessories — handbags, scarves, jewelry, and belts
- Footwear — heels, flats, boots, and sneakers
- Activewear (New, launched Jan 2026) — leggings, sports bras, joggers
- Maternity Line (New, launched Mar 2026) — limited SKUs, 12 styles

2.2 Men's Collection

- Casual Wear — t-shirts, jeans, and chinos
- Formal Wear — suits, dress shirts, and trousers
- Accessories — watches, wallets, ties, and belts
- Footwear — formal shoes, loafers, and sneakers
- Outerwear (New, launched Nov 2025) — jackets, bomber coats, windbreakers

2.3 Kids' Collection (Pilot — India & US only)

Launched as a pilot in April 2026 with 60 SKUs covering ages 4–12. Limited to casual wear and footwear. Not yet eligible for Elite free returns; standard return fee of \$3.99 applies regardless of membership tier.

2.4 Fabric & Material Notes

Category	Common Materials	Care Notes
Casual Wear	Cotton, cotton-poly blends, denim	Machine washable cold; tumble dry low
Formal Wear	Wool blends, polyester, viscose	Dry clean recommended; steam only for blazers
Evening Wear	Satin, chiffon, sequin mesh, velvet	Dry clean only — hand wash voids return eligibility if stained during trial
Activewear	Nylon-spandex, recycled polyester	Machine wash cold; do not bleach
Footwear (leather)	Genuine or vegan leather	Wipe clean; avoid water exposure first 48 hrs

3. Sizing & Fit Guide

Sizing questions are one of the most common pre-sale queries. Agents should always ask for exact bust/waist/hip measurements (in cm or inches) before recommending a size, rather than relying on the customer's usual size in other brands.

Women's Apparel Size Chart (US)

Size	Bust (in)	Waist (in)	Hip (in)
XS (0-2)	32-33	24-25	34-35
S (4-6)	34-35	26-27	36-37
M (8-10)	36-38	28-30	38-40
L (12-14)	39-41	31-33	41-43
XL (16-18)	42-44	34-36	44-46
XXL (20-22)	45-47	37-39	47-49

Men's Apparel Size Chart (US)

Size	Chest (in)	Waist (in)
S	35-37	29-31
M	38-40	32-34
L	41-43	35-37
XL	44-46	38-40
XXL	47-49	41-43

Footwear Sizing

Footwear runs true to US sizing. EU and UK size conversions are shown on each product page. Boots and formal shoes from the Evening and Formal lines tend to run half a size small — agents should recommend sizing up by 0.5 for these sub-categories.

Scenario: A customer says a dress runs 'small' compared to a different brand and wants to know what size to order.

Agent guidance: Ask for their exact bust/waist/hip measurements and compare against the size chart rather than converting from another brand's sizing, since fit varies by fabric and cut. Mention that Evening Wear (dresses, gowns) tends to run closer to true-to-size than Casual Wear, which has more stretch tolerance.

4. Pricing & Plans

Category	Price Range (USD)
Casual Wear	\$20 – \$80
Formal Wear	\$60 – \$200
Evening Wear	\$80 – \$300
Accessories	\$15 – \$150
Footwear	\$40 – \$180
Activewear	\$25 – \$90
Outerwear	\$70 – \$250
Kids' Collection	\$15 – \$60

Prices shown on stylenova.com are in USD by default; the site auto-converts to local currency (INR, GBP, EUR, AED, CAD, AUD) at checkout based on shipping address, using daily exchange rates. Minor rounding differences between the app and website are expected and not considered pricing errors.

5. Current Offers & Promotions

- New Arrival Discount: 10% off on all new arrivals for the first 7 days after launch
- Seasonal Sale: Up to 50% off on selected items every quarter (Jan, Apr, Jul, Oct)
- Bundle Deal: Buy 3 items and get 15% off the total bill (excludes gift cards and Elite-exclusive items)
- Loyalty Program: Earn 1 point for every \$1 spent — redeem 100 points for \$5 off
- Referral Offer: Refer a friend and get \$10 credit when they make their first purchase (min. order \$30)
- First Order Discount: 15% off on the first order when signing up for an account
- Student Discount (New): 10% off with valid student ID verification via SheerID, up to 2 uses per year
- Birthday Reward (New): \$15 credit issued automatically during the customer's birthday month, valid 30 days

5.1 Promo Code Stacking Rules

These rules are essential for handling billing disputes and 'why didn't my discount apply' tickets:

- Only ONE percentage-based promo code may be applied per order (e.g., First Order Discount cannot stack with Seasonal Sale).

- The Bundle Deal (15% off 3+ items) CAN stack with the Loyalty Program point redemption, since points are applied as a flat credit, not a percentage code.
- Referral credit and Birthday credit are wallet credits and can be combined with one active percentage promo code.
- Elite member-only discounts (up to 20% off) cannot combine with Seasonal Sale — the system automatically applies whichever discount is higher for the customer.
- Promo codes cannot be applied retroactively to orders already placed, except within a 2-hour order-edit window (see Section 7.2).

Scenario: *A customer placed an order and then realized they forgot to apply a 15% promo code. The order was placed 20 minutes ago.*

Agent guidance: Check the order timestamp. If within the 2-hour edit window and the order hasn't entered 'processing' status, cancel and help them reorder with the code, or manually apply a wallet credit for the equivalent discount amount as a goodwill gesture if reordering isn't feasible. If outside the window or already processing, explain that promo codes can't be applied retroactively per policy, but offer a comparable loyalty point bonus.

6. Membership Plans

StyleNova Basic (Free)

- Access to all collections
- Standard delivery (5-7 business days)
- Seasonal sale access

StyleNova Plus (\$9.99/month or \$99/year)

- Everything in Basic
- Free express delivery on all orders
- Early access to new arrivals (24-hour head start)
- Exclusive member-only discounts (up to 20% off)

StyleNova Elite (\$19.99/month or \$199/year)

- Everything in Plus
- Personal styling recommendations (1:1 chat with a stylist, 2x/month)
- Priority customer support (under 1-hour first response SLA)
- Exclusive elite-only collections
- Free returns on all orders

6.1 Membership Edge Cases

Scenario: *A customer cancels Elite membership mid-month but has an order in transit.*

Agent guidance: Membership cancellation takes effect at the end of the current billing cycle. Any order already placed while Elite was active keeps Elite benefits (e.g., free returns) even if it arrives after cancellation, as long as the order date falls within the active membership period.

Scenario: *A Plus member wants to upgrade to Elite mid-cycle.*

Agent guidance: Upgrades are prorated — the customer is charged the difference for the remaining days in the current cycle, and the new Elite benefits apply immediately upon upgrade confirmation.

Scenario: *A customer's Plus membership payment failed and it auto-downgraded to Basic.*

Agent guidance: Membership auto-downgrades to Basic after 2 failed payment retries over 5 days. Any order placed during the grace period retains Plus benefits. Direct the customer to update their payment method to restore Plus; past benefits are not retroactively restored for orders placed after the downgrade.

7. Order Management

7.1 Order Tracking

Tracking numbers are generated once an order moves to 'Shipped' status, typically within 24 hours of processing for in-stock items. Tracking links are emailed and available under 'My Orders' in the app.

7.2 Order Modification & Cancellation

Order Status	Can Customer Cancel?	Can Customer Edit (size/address)?
Placed (0-2 hrs)	Yes, self-service	Yes, self-service
Processing (2-24 hrs)	Agent-assisted only	Address only, agent-assisted
Packed / Ready to Ship	No — must refuse delivery or return	No
Shipped	No — must refuse delivery or return	No
Out for Delivery	No	No

Scenario: A customer wants to cancel an order that is 'Packed / Ready to Ship' because they ordered the wrong size.

Agent guidance: Explain cancellation is no longer possible at this stage. Offer two paths: (1) refuse the package at delivery, which triggers an automatic refund once it's scanned back at the warehouse (7-10 business days), or (2) accept delivery and initiate a standard exchange for the correct size. Do not promise an immediate refund since the order hasn't shipped-and-returned yet.

Scenario: A customer wants to change the shipping address after the order shows 'Shipped'.

Agent guidance: Address changes are not possible once shipped. Advise the customer to contact the courier directly using the tracking link (most couriers allow limited address corrections) or to arrange redirection/pickup once delivered. If delivery fails and the package returns to the warehouse, a refund is issued automatically.

7.3 Out-of-Stock & Backorders

If an item in a multi-item order is out of stock, the in-stock items ship first and the customer is notified by email with a choice to wait (up to 14 days), substitute for a similar item, or receive an automatic refund for that line item only — shipping charges are recalculated accordingly if free-shipping threshold is no longer met.

8. Shipping Information

Method	Timeline	Cost
Standard Delivery	5-7 business days	Free on orders above \$50; otherwise \$5.99
Express Delivery	2-3 business days	\$9.99 (free for Plus & Elite members)
Same Day Delivery	Same day, selected cities only	\$19.99
International Shipping	7-21 business days depending on destination	Rates vary; calculated at checkout

8.1 International Orders & Customs

- Available to 30+ countries including US, Canada, UK, EU, UAE, Australia, and Singapore.
- Customs duties and import taxes are NOT included in the item price and are the customer's responsibility unless the destination country is on the 'DDP list' (currently US, UK, and EU, where duties are prepaid at checkout).
- International orders cannot be cancelled once they clear customs export, even if still in transit.
- Same-day delivery cities (as of July 2026): Mumbai, Delhi, Bengaluru, New York City, and select ZIP codes in New Jersey.

Scenario: *An international customer in Germany is asked to pay customs duty on delivery and is upset since they weren't warned.*

Agent guidance: Apologize for the confusion and confirm that the EU is on the DDP (Delivered Duty Paid) list, meaning duties should have been prepaid — this suggests a possible courier or system error. Escalate to the logistics team with the order number to investigate whether duties were charged in error, and offer to reimburse the duty amount upon proof of payment if StyleNova's system confirms DDP was selected for that order.

8.2 Delayed or Lost Shipments

A shipment is considered 'delayed' if it exceeds the stated delivery window by more than 2 business days, and 'lost' if there is no tracking movement for 10+ consecutive business days (7 days for domestic). For delayed shipments, agents should proactively offer a \$10 wallet credit as a goodwill gesture. For lost shipments, initiate a courier investigation and offer the customer a choice between a full refund or a free reship once the investigation confirms loss (typically 5-7 business days).

9. Return & Refund Policy

- Returns accepted within 30 days of delivery
- Items must be unused, unwashed, and in original packaging with tags attached
- Refunds processed within 5-7 business days after the returned item passes warehouse quality check
- Exchange available for size or color changes, subject to stock availability
- Elite members get free returns — others pay \$4.99 return shipping (deducted from refund unless a prepaid label was purchased separately)

9.1 Non-Returnable / Final Sale Items

The following are final sale and not eligible for return or exchange under any membership tier:

- Swimwear and intimate apparel (hygiene items) — unless defective
- Earrings and pierced jewelry — unless defective
- Items marked 'Final Sale' or purchased at 60%+ discount during Clearance events
- Gift cards
- Personalized or monogrammed items

9.2 Damaged, Defective, or Wrong Item Received

These cases bypass the standard 30-day / unworn requirement and should always be treated as a StyleNova error:

- Customer must report within 7 days of delivery with photos of the item and packaging.
- No return shipping fee applies, regardless of membership tier.
- Agent can issue an immediate replacement (if in stock) without waiting for the original item to be returned, or a full refund including original shipping cost.
- For wrong item received, request the customer keep the incorrect item until a prepaid return label is issued — do not ask them to dispose of it.

Scenario: A customer received a dress with a broken zipper 10 days after delivery.

Agent guidance: Since it's outside the standard 7-day defect-reporting window but the issue is a manufacturing defect, use agent discretion: defect reports up to 15 days are still honored as StyleNova error if the customer provides photos, per the extended goodwill policy. Offer replacement or full refund with no return shipping fee. Log the SKU for the quality team.

Scenario: A Basic-tier customer wants to return a formal shirt after 35 days because they were traveling.

Agent guidance: The 30-day window has passed. Politely explain the policy. If the customer is a loyal/repeat customer or the delay is minor (a few days), agents may offer a one-time goodwill exception in the form of store credit (not a full refund to original payment) — this requires supervisor approval for orders over \$75.

Scenario: A customer wants to return a swimsuit because it didn't fit, tags still attached.

Agent guidance: Swimwear is final sale for hygiene reasons regardless of tags being attached. Politely explain this is standard across the industry and offer sizing guidance for future purchases, or check if store credit goodwill applies if this is a first-time issue for a loyal customer.

9.3 Refund Methods

Original Payment Method	Refund Destination	Typical Timeline
Credit/Debit Card	Same card	5-7 business days
PayPal	PayPal balance	3-5 business days
Apple Pay / Google Pay	Linked card/account	5-7 business days
Buy Now Pay Later (Klarna/Afterpay)	Refund to BNPL provider; may adjust installment plan	7-10 business days
Gift Card	Store credit / new gift card	Instant
StyleNova Wallet Credit	Wallet	Instant

10. Payment Options & Billing Issues

- Credit/Debit Cards (Visa, Mastercard, Amex, RuPay)
- PayPal
- Apple Pay & Google Pay
- Buy Now Pay Later (Klarna, Afterpay)
- StyleNova Gift Cards
- UPI (India only)

10.1 Common Billing Scenarios

Scenario: A customer says they were charged twice for the same order.

Agent guidance: This is usually a temporary authorization hold, not a double charge — banks can show a pending pre-auth alongside the final charge for up to 5 business days. Ask the customer to check if both entries say 'pending' or if one is 'posted.' If genuinely double-charged after 5 business days, escalate to billing team with order ID and both transaction references for a manual refund of the duplicate.

Scenario: A customer's Buy Now Pay Later installment was charged but the order was cancelled.

Agent guidance: Confirm cancellation in the system, then inform the customer that BNPL refunds route through the provider (Klarna/Afterpay) and can take 7-10 business days to reflect and adjust the remaining installment schedule. StyleNova cannot expedite the BNPL provider's own refund timeline.

Fraud & Risk: Orders flagged by the fraud detection system (e.g., mismatched billing/shipping country, high-value first order) are held for manual review up to 24 hours before shipping. Agents should never disclose specific fraud-flag reasons to customers, only that 'the order is undergoing a standard verification check.'

11. Gift Cards & Store Credit

- Available in denominations of \$25, \$50, \$100, and \$200
- Digital gift cards are delivered by email within 15 minutes of purchase
- Gift cards do not expire and carry no maintenance fees
- Gift cards cannot be reloaded, only used until the balance is depleted
- Gift cards cannot be redeemed for cash except where required by law
- Store credit issued for returns/goodwill expires 12 months from issue date

Scenario: A customer says their digital gift card email never arrived.

Agent guidance: Confirm the purchase in the system and check the email for typos. Resend from the gift card admin panel. If still not received after 30 minutes, check spam folder guidance, then manually issue a replacement code and void the original if unused.

12. Loyalty & Referral Program Details

Program	Earn Rate	Redemption
Loyalty Points	1 point per \$1 spent	100 points = \$5 off (max 500 points per order)
Referral Program	\$10 credit per successful referral	Friend must complete first purchase of \$30+; credit issued after friend's return window closes (30 days)
Birthday Reward	\$15 automatic credit	Valid 30 days from issue, birthday month only

Scenario: A customer refers a friend, the friend orders \$40 worth of items, but then returns everything. The customer asks where their \$10 referral credit is.

Agent guidance: Explain that referral credit is issued only after the referred friend's 30-day return window closes without a full return, to prevent abuse. Since the friend returned the full order, the referral credit will not be issued. This is standard policy and should be communicated politely but clearly.

13. Complaints & Escalation Process

Tier	Handled By	Examples	SLA
Tier 1	Freshdesk agent (self-serve)	Order status, sizing, general policy questions	First response: 4 hrs (24 hrs Basic tier email)
Tier 2	Senior agent / team lead	Refund disputes, goodwill exceptions over \$50, repeated complaints	First response: 8 hrs

Tier	Handled By	Examples	SLA
Tier 3	Supervisor / Escalations desk	Legal threats, chargebacks, PR-sensitive complaints, safety/injury claims	First response: 2 hrs, direct call preferred

- Any mention of legal action, lawyers, or regulatory bodies (e.g., consumer court, BBB) must be escalated to Tier 3 immediately without attempting further resolution at Tier 1.
- Any mention of injury caused by a product (e.g., allergic reaction, footwear causing a fall) must be escalated to Tier 3 and logged in the Product Safety register, regardless of order value.
- Chargebacks/disputes filed with the bank freeze the order in the system automatically — agents cannot issue refunds on disputed orders; these route directly to the billing/fraud team.

Scenario: *A customer threatens to 'post about this on social media and get a lawyer involved' over a delayed refund.*

Agent guidance: Stay calm and professional — do not get defensive or make promises about legal matters.

Acknowledge the frustration, confirm the refund status factually, and escalate to Tier 3 / Escalations desk immediately per policy, noting the legal mention in the ticket.

14. Corporate, Bulk & Wholesale Orders

StyleNova offers bulk ordering for corporate gifting and events (minimum 20 units per style). These orders are handled outside the standard Freshdesk sales flow and routed to bulk-orders@stylenova.com. Standard promo codes, membership discounts, and the 30-day return policy do NOT apply to bulk orders — bulk orders have a separate contract with a 15-day defect-only return window.

Scenario: *A customer asks if they can order 50 matching t-shirts for a company event using their StyleNova Plus discount.*

Agent guidance: Explain that bulk orders (20+ units) go through a separate wholesale process with custom pricing, not the standard membership discount, and redirect them to bulk-orders@stylenova.com for a quote.

15. Why Choose StyleNova?

- Premium Quality: All products are made from high-quality materials with strict quality checks
- Trend-Forward: New collections launched every month based on the latest fashion trends
- Sustainable Fashion: 30% of the collection uses eco-friendly and sustainable materials (recycled polyester, organic cotton, Tencel)
- Easy Returns: Hassle-free 30-day return policy
- Secure Payments: Multiple secure payment options including cards, PayPal, and buy now pay later
- Carbon-Neutral Shipping: Standard domestic shipping has been carbon-offset since January 2026

16. Contact & Support Channels

Channel	Details	Typical Response Time
Website / App Live Chat	Available 24/5 (Mon-Fri), 10am-6pm Sat-Sun	Under 5 minutes
Email	support@stylenova.com	Within 24 hrs (Basic), 12 hrs (Plus), 1 hr (Elite)

Channel	Details	Typical Response Time
Phone	1-800-STYLE-01	Mon-Sat, 9am-8pm local warehouse time
Freshdesk Ticket Portal	help.stylenova.com	Auto-triaged by tier; see Section 13
Social Media (Instagram/X DMs)	@stylenova	Monitored 9am-9pm; redirected to ticket for order issues

17. Quick-Reference Cheat Sheet for Agents

If the customer says...	Do this
"Where is my order?"	Pull tracking from order ID; if no movement 7+ days domestic / 10+ intl, treat as delayed/lost per 8.2
"I want to cancel"	Check order status against table in 7.2 before promising cancellation
"Wrong/damaged item"	Skip standard return flow — use 9.2, no return shipping fee, request photos
"My promo code didn't work"	Check stacking rules in 5.1 before assuming system error
"I'm calling my lawyer / bank"	Escalate to Tier 3 immediately, do not attempt to resolve further at Tier 1
"I want a bulk/corporate order"	Redirect to bulk-orders@stylenova.com, does not qualify for standard discounts
"Product caused an allergic reaction / injury"	Escalate to Tier 3 + log in Product Safety register regardless of order value