

Example: delivery delay complaints

Illustrative example (not customer data). Your blank template is on the next page.

Step	Prompt	Your answer	Evidence / data source
Problem	What is the specific, measurable problem? (what, where, since when, how much)	"Where is my order?" complaints doubled in two weeks	Ticket tags, review mentions
Why 1	Why is this happening?	Parcels reach customers 2-3 days after the promised date	Order and delivery timestamps
Why 2	Why is that happening?	Orders leave the warehouse a day later than before	Warehouse dispatch log
Why 3	Why is that happening?	Afternoon orders miss the last carrier pickup	Carrier pickup schedule
Why 4	Why is that happening?	The carrier moved its pickup time earlier	Carrier notice
Why 5	Why is that happening?	Nobody owns reviewing carrier schedule changes against the delivery promise	Process review
Root cause	What underlying cause, if fixed, prevents recurrence?	No owner or check links carrier schedule changes to the delivery promise shown at checkout	
Action	What specific change addresses the root cause?	Assign an owner; update the checkout cut-off time whenever pickup times change	
Owner	Who is accountable for the fix?	Logistics lead	
Check	When will you check, and with which metric, that it worked?	Next sprint; track "where is my order" tickets weekly	

Full pack with cause tree, action tracker and CX examples: pivony.com/templates/5-whys-template

5 Whys Root Cause Analysis

Free template from pivony.com. One problem per page; back every answer with evidence.

Team: _____ Date: _____ Facilitator: _____

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Why 1	Why is this happening?		
Why 2	Why is that happening?		
Why 3	Why is that happening?		
Why 4	Why is that happening?		
Why 5	Why is that happening?		
Root cause	What underlying cause, if fixed, prevents recurrence?		
Action	What specific change addresses the root cause?		
Owner	Who is accountable for the fix?		
Check	When will you check, and with which metric, that it worked?		

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