

“Selling on Amazon” Webinar



**How to maintain a
good seller performance
for the Christmas period
and beyond**

amazon services
Europe

www.amazon.co.uk

Christmas: 2 scenarios



or



...it is up to you.

How to maintain a good seller performance

Agenda

- Why do we care about your performance?
- How to check your performance?
- How to maintain a good performance?
- What can happen when things go wrong?
- How to react when things go wrong?
- Useful References
- Q&A

Why do we care about your performance?

Amazon, the safest and most trusted e-commerce site

One of our core missions is to make Amazon the safest and most trusted e-commerce site by delivering the **best customer experience**.



How to maintain a good seller performance

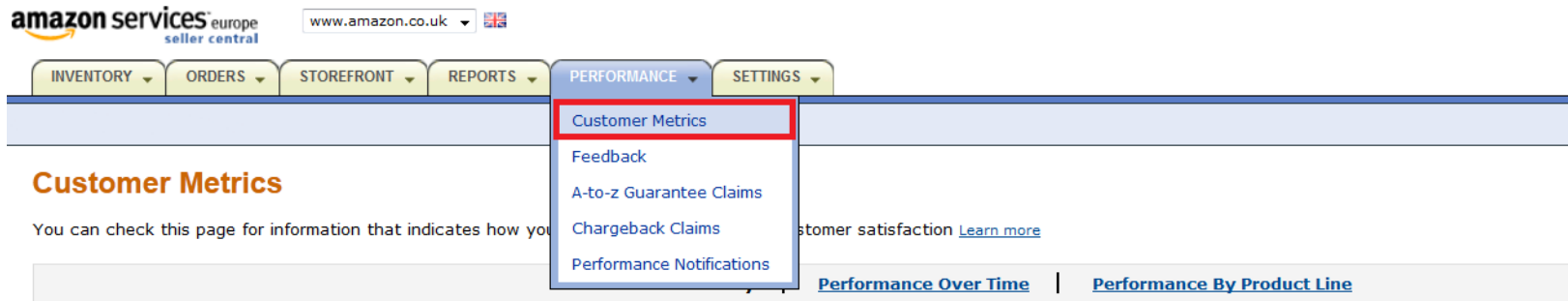
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How to check your performance?

Overview

Go to the '**Performance**' tab of your Seller Central account and then in '**Customer Metrics**':



Performance Checklist				
Order Defect Rate	Cancellation Rate	Late Dispatch Rate	Policy Violations	Contact Response Time
Learn more	Learn more	Learn more	Learn more	Learn more

Order Defect Rate [?]				
	Short Term (28 Jun 2012 to 27 Aug 2012) Orders: 97,789	Long Term (14 May 2012 to 12 Aug 2012) Orders: 147,963	Target	
Order Defect Rate	0.1% (100/97,789)	0.11% (156/147,963)	< 1%	
- Negative Feedback Rate [?]	0.09% (87)	0.09% (137)	--	
- Filed A-to-z Claim Rate [?]	0.02% (16)	0.02% (25)	--	
- Service Chargeback Rate [?]	0% (0)	0% (0)	--	

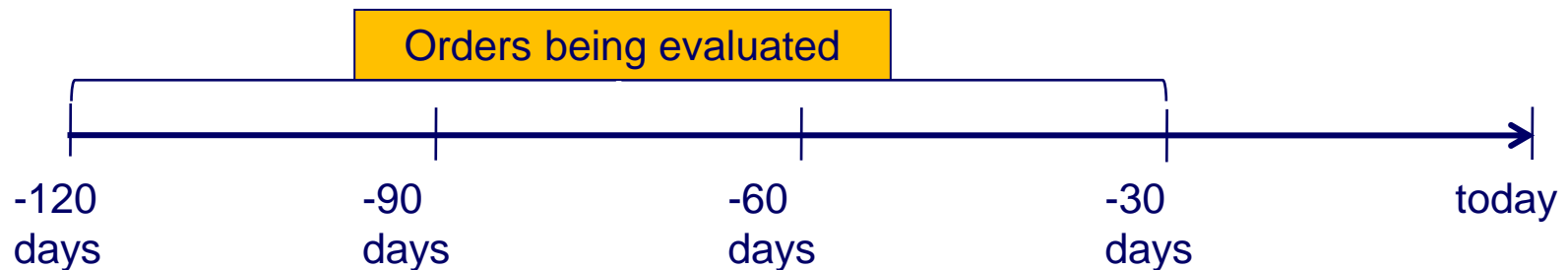
The '**Customer Metrics**' menu should be your first port of call to get an overview of your current performance.
The most important metric you need to monitor is the '**ODR**', which must stay **below 1%**.

How to check your performance?

Order Defect Rate or 'ODR'

The Order Defect Rate (ODR) measure =

[Count of orders with a claim, service chargeback or negative feedback]
(Orders in past 90 days lagged 30)



Having a good performance = having a low ODR (<1%) = having no:

- **Negative feedbacks**
- **A-Z claims**
- **Service chargebacks**

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How to maintain a good performance?

Feedbacks

Feedback is a key indicator for buyers and for us to know that you are **trustworthy**.

You should:

- ❑ [Encourage](#) positive feedback (in your packing slips/invoices).

- ❑ Address each negative feedback by contacting the buyer to resolve the problem and making improvements to your processes.

- ❑ Ask for [removal](#) of negative feedback to the buyer **IF** the issue was resolved or to Amazon if the feedback was inappropriate, such as a product review.
Buyers cannot edit their feedback but have 60 days to remove it.

- ❑ Not reply in a rude way to your buyers. (even if they are rude to you!)

- ❑ Not 'bribe' them for feedback removal. (ex: 'free gift if you...')

- ❑ Consider using [Fulfilment by Amazon](#) (Delivery/customer service negative feedbacks get a strikethrough).

How to maintain a good performance?

Monitor feedbacks

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Search GO

Feedback Manager

Use the Feedback Manager to track buyer satisfaction with your orders and order IDs. Click the Order ID to view transaction details with

- Customer Metrics
- Feedback
- A-to-z Guarantee Claims
- Chargeback Claims
- Performance Notifications

and long term metrics, as well as detailed feedback entries, including buyer emails and order IDs of Seller Central. [Learn more.](#)

Feedback Rating: ★★★★★ 4.9 stars over the past 12 months (3619 ratings)

	30 days	90 days	365 days	Lifetime
Positive	100% (215)	99% (689)	98% (3556)	98% (6492)
Neutral	0% (0)	0% (3)	1%	1% (65)
Negative	0% (1)	0% (2)	1%	1% (54)
Count	216	69	6611	6611

This table displays the corresponding feedback percentages and feedback counts. [See how your feedback displays to buyers.](#)

Focus on these 3 elements if you want to be a successful Amazon Seller

View Current Feedback

[Download feedback reports](#) [View all your feedback](#)

Date	Rating	Comments	Arrived on Time	Item as Described	Customer Service	Order ID	Rater Email	Rater Role
25/09/2012	5	Very good service,product delivered quickly. RESPOND	Yes	Yes	-	026-5902619-681	p7d4sysflc@marketplace.amazon.co.uk	Buyer
25/09/2012	5	exactlywhat i asked for RESPOND	Yes	Yes	Yes	203-9942690-5925	5sf4f4w7r@marketplace.amazon.co.uk	Buyer

1 Seriously, I paid over £3 for delivery of this item, which normally takes 1-2 from Amazon. 5 days later and I'm still waiting - I check the 'delivery estimate' and it says '11th Aug - 31st Aug' - are you kidding me? Won't be using this rubbish again.
[RESPOND](#)

3 great condition but poor delivery
[RESPOND](#)
Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfilment experience."

5 Arrived on time, Perfect condition. i contacted the seller of this item for a refund, i did this because i had already got the game thinking it wouldnt come till the 21st but it came way before which is a good thing, reccomended seller
[RESPOND](#)

How to maintain a good performance?

Claims

A-to-z Guarantee Claims are a buyers protection if something goes wrong with a Marketplace order and the buyer was not able to find a resolution with you.

Amazon's review [process](#) is completely impartial.

Claims are usually filed against the seller because:

- They fail to respond to requests for information within agreed timescales
- No tracking information is held and the order never arrived
- They send materially different items
- They send items in a different condition than the offer they listed

Too many claims could lead to your account being suspended or blocked, so:

- **Be proactive** and prompt when responding to buyers / issuing refunds
- **Provide accurate descriptions** of your products and tracking numbers

How to maintain a good performance?

Monitor your claims

INVENTORY ▾ ORDERS ▾ STOREFRONT ▾ REPORTS ▾ PERFORMANCE ▾ SETTINGS ▾

Merchant: Customer Metrics
Feedback
A-to-z Guarantee Claims
Chargeback Claims
Performance Notifications

Action Required | Under Review | Resolved | **All Claims**

Sort by: Reply by date oldest to newest ▾

[Hide all claim details](#)

Claim Status: **Order Refunded**

Order ID: 202-693437
Buyer: Kim J
Claim Amount: £9.90

Claim Reason: **Item not received**
Delivery Estimate: **Thursday, 30 September 2010 - Monday, 4 October 2010**
Ben 10 Ultimate Alien
Buyer Claim: [Read order & claim history](#)

Claim last modified Tuesday, 19 October 2010 13:26:26

Amazon investigator resolved this claim on **Tuesday, 19 October 2010**.
You refunded this order on **Tuesday, 19 October 2010**

Represent your case to Amazon: Tuesday, 19 October 2010

Claim Type: Items not received

Sub-reason: I did not receive the full order or some parts of the order

Buyer Comments:

Your Policies: [View your refunds and returns policy](#)

Claim Items: 1/1 Ben 10 Ultimate Alien

Claim Amount: £9.90

Prior Refunds: £9.90 Tuesday, 19 October 2010

Order Information: £21.87 (202-693437) Saturday, 25 September 2010

Contact Buyer: (Kim J) kbbhfs29@marketplace.amazon.co.uk

Delivery Address: Kim
13 C
Kingswinford, WEST MIDLANDS
GB

Order Dispatch: Package 1- Royal Mail Royal Mail Standard Shipping Monday, 27 September 2010
Package 2- Royal Mail Royal Mail Standard Shipping Monday, 27 September 2010

10. Claim closed due to refund Tuesday, 19 October 2010
9. Seller refunded Tuesday, 19 October 2010
8. Seller funded Tuesday, 19 October 2010
7. Seller represented case to Amazon Tuesday, 19 October 2010
6. Awaiting seller response Sunday, 17 October 2010
5. Amazon has e-mailed the seller Sunday, 17 October 2010
4. Buyer submitted claim Sunday, 17 October 2010
3. Package 1 Dispatched Royal Mail Royal Mail Standard Shipping Monday, 27 September 2010
2. Package 1 Dispatched Royal Mail Royal Mail Standard Shipping Monday, 27 September 2010
1. Original order (202-693437) Saturday, 25 September 2010

How to maintain a good performance?

Chargebacks

Amazon is responsible for fraud-related chargebacks (stolen credit cards) but you are responsible for **service-related** [chargebacks](#).

As we will represent your case in front of the issuing bank, you must provide us with all required information immediately.

INVENTORY ▾ ORDERS ▾ STOREFRONT ▾ REPORTS ▾ PERFORMANCE ▾ SETTINGS ▾ Search

Merchant: _____

Chargebacks

A chargeback occurs when a cardholder contacts their bank to dispute the charge for an order placed on Amazon.co.uk. Chargebacks are also known as "charge disputes" and they can be filed for a variety of reasons: non-receipt of the item ordered to unauthorized use of the credit card. [Learn more](#).

Status: All ▾

Displaying 1 to 10 of 14 Chargebacks Jump to Page:

Filing Date ▾	Reply-By Date ▾	Order Number & Items Affected	Amount ▾	Details	Status ▾	Status Details
22 Jun 2011	30 Jun 2011 10:54	203-4447474- Monster High Friends Clawdeen Wolf Plush Doll Monster High Friends Frankie Stein And Watzit Plush	£31.92	View Details	Granted	You are not responsible for this chargeback or its reimbursement.
4 Jun 2011	12 Jun 2011 10:58	203-7029737 Playmobil Gift Egg Ghost Pirate with Cannon My Very First Joke Book	£19.92	View Details	Granted	You are not responsible for this chargeback or its reimbursement.

To avoid chargebacks you should:

- **Never change the shipping address** you have been given by Amazon
- **Use tracking numbers** and recorded delivery for high value items

How to maintain a good performance?

And please bare in mind...

- **Timely, high-quality responses to customer questions are an important factor in customer satisfaction.**
- Contact response time measures the percentage of customer-initiated messages that you have responded to within 24 hours.

Performance Checklist				
Order Defect Rate	Cancellation Rate	Late Dispatch Rate	Policy Violations	Contact Response Time
				
Learn more	Learn more	Learn more	Learn more	Learn more



- No suspension of your selling privileges.
- However, **slow response times can lead to negative feedback and claims which can affect your selling privileges.**

Buyer-Seller Contact Response Time (NEW) Learn more				
	7 days (Aug 31, 2012 to Sep 7, 2012)	30 days (Aug 8, 2012 to Sep 7, 2012)	90 days (Jun 9, 2012 to Sep 7, 2012)	Target
Response times under 24 hours	100% (306)	98% (945)	99% (2253)	> 90%
Late responses	0% (0)	2% (22)	1% (22)	≤ 10%
No response for more than 24 hours	0	0	0	--
Response times over 24 hours	0	22	22	--
Average response time	5 hours 15 minutes	6 hours 19 minutes	5 hours 14 minutes	--
You have 8 messages that you have not responded to in the past 7 days.				

How to maintain a good performance?

Key Points

To make sure you maintain a good performance, you should monitor your customer metrics and **keep your ODR below 1% by:**

- ❑ Having a '**systematic**' approach to feedbacks (encourage positive feedback, deal with all negative feedbacks).
- ❑ Resolving issues **quickly** instead of ignoring them or entering into lengthy conflicts. This will prevent claims.
- ❑ Avoiding issues in the first place by **investing into adequate shipping methods, inventory management and customer service!**



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What can happen when things go wrong

Overview of potential Amazon actions

	Sales Spike	Account Review	Suspension	Block
Reasons?	New or rapidly growing sellers	Sellers beginning to have performance issues	Continuous performance issues after account reviews	Severe policy violations, fraud, failure to respond to previous actions
What happens?	Account is reviewed by an investigator	We hold a % of funds on a rolling basis for a limited time period	We hold funds during the suspension period. No sale or disbursement.	We hold funds for 90 days after the date of block. No sale or disbursement.
What should you do?	Nothing unless you are notified of one of the next actions	Improve the metrics having led to the review	Provide a recovery plan. Continue to dispatch orders, action claims.	Continue to dispatch and action claims.
Examples:	A seller makes a pricing error and sells iPhones at 100GBP.	Spike in ODR	ODR >1%, Cancellation Rate >2.5%, Late Shipment >4%, Policy violations.	Selling counterfeit, relation to blocked account, breaking IP laws, insulting buyers...

What can happen when things go wrong

Performance Notifications

- You will be notified when we take action on your account.
- You usually get several warnings or escalating actions before a severe action is taken.
- You can and should respond by clicking the '**Appeal Decision**' button in the performance notification, or by choosing 'Respond to Seller Performance' when opening a new Seller Support Case.

INVENTORY ORDERS STOREFRONT REPORTS PERFORMANCE SETTINGS

Merchant:

Performance notifications

Use this page to view reports that indicate how you are doing on Amazon.co.uk. This page also provides information on how to improve your performance and satisfaction.

Customer Metrics
Feedback
A-to-z Guarantee Claims
Chargeback Claims
Performance Notifications

Your Amazon.co.uk Seller Account

[View notification header](#) 15 Jul 2011 (2 months ago)

Hello from Amazon.

We are writing to let you know that we have removed your selling privileges.

We took this action because our records indicate that this account is related to another selling account that was closed by Amazon. Once selling privileges have been removed, sellers are not allowed to establish new accounts.

Due to the proprietary nature of our business, we do not provide detailed information on how we determine that accounts are related.

While we appreciate your interest in selling on Amazon.co.uk, the closure of this account is a permanent action.

Regards,

Seller Performance
Amazon.co.uk

Please note that this e-mail was sent from an address which does not accept incoming mail. In order to contact us please visit our help pages on Amazon.co.uk under Help > Marketplace Selling FAQs > "Contact Seller Support by e-mail" and select "Respond to Seller Performance" from the subject line drop down menu.

Account status
Suspended [?]

Related Help






[Why has my Seller Account been suspended?](#)
[What can I do to keep selling on Amazon?](#)
[How do I create a Plan of Action?](#)

View notifications **Appeal decision**

What can happen when things go wrong

Example of Account Suspension


Performance Checklist

Order Defect Rate  Learn more	Cancellation Rate  Learn more	Late Dispatch Rate  Learn more	Policy Violations  Learn more	Contact Response Time  Learn more
---	---	--	---	---



Order Defect Rate [\[?\]](#)

	Short Term (10 Jul 2012 to 8 Sep 2012) Orders: 99	Long Term (26 May 2012 to 24 Aug 2012) Orders: 20	Target
Order Defect Rate	29.29% (29/99)	30% (6/20)	< 1%
- Negative Feedback Rate [?]	8.08% (8)	5% (1)	--
- Filed A-to-z Claim Rate [?]	27.27% (27)	30%	
- Service Chargeback Rate [?]	0% (0)	0%	

Recent Customer Metrics Data

	7 days (16 Sep 2012 to 23 Sep 2012) Orders: 0	7 days (24 Aug 2012 to 31 Sep 2012) Orders: 87
Pre-fulfilment Cancel Rate [?]	0% (0)	0% (0)
Late Dispatch Rate [?]	0% (0)	20.69% (18) 
Refund Rate [?]	0% (0)	10.34% (9)

Buyer-Seller Contact Response Time (NEW) [Learn more](#)

	7 days (Sep 17, 2012 to Sep 24, 2012)	30 days (Aug 25, 2012 to Sep 24, 2012)
Response times under 24 hours	0% (0)	6% (8)
Late responses	100% (23) 	94% (125) 
No response for more than 24 hours	23	105
Response times over 24 hours	0	20
Average response time	0 minutes	1 day 17 hours

You have [23 messages](#) that you have not responded to in the past 7 days.

This seller had serious issues shipping his orders. This triggered a lot of negative feedbacks and claims, which led to an **unacceptable ODR**.

- The seller should have:
- 1) Put his offers offline until he had resolved his delivery problem.
 - 2) Warned affected buyers about the delays.
 - 3) Refunded buyers to avoid claims.

What can happen when things go wrong

Example of Account Block

Performance Checklist				
Order Defect Rate  Learn more	Cancellation Rate  Learn more	Late Dispatch Rate  Learn more	Policy Violations  Learn more	Contact Response Time  Learn more

Order Defect Rate [?]				
	Short Term (23 Jun 2012 to 22 Aug 2012) Orders: 0	Long Term (9 May 2012 to 7 Aug 2012) Orders: 0	Target	
Order Defect Rate	0% (0/0)	0% (0/0)	< 1%	
- Negative Feedback Rate [?]	0% (0)	0% (0)	--	
- Filed A-to-z Claim Rate [?]	0% (0)	0% (0)	--	
- Service Chargeback Rate [?]	0% (0)	0% (0)	--	

Recent Customer Metrics Data				
	7 days (30 Aug 2012 to 6 Sep 2012) Orders: 0	30 days (7 Aug 2012 to 6 Sep 2012) Orders: 0	90 days (8 Jun 2012 to 6 Sep 2012) Orders: 0	Target
Pre-fulfilment Cancel Rate [?]	0% (0)	0% (0)	0% (0)	< 2.5%
Late Dispatch Rate [?]	0% (0)	0% (0)	0% (0)	< 4%
Refund Rate [?]	0% (0)	0% (0)	0% (0)	--

1

Items seem to be fake, did not arrive in Eco-Packaging, sound quality is abysmal and no response from seller after I requested a refund. Not happy.

[RESPOND](#)

2

Rubbish product don't buy this fake rubbish, thankfully was fulfilled by amazon meaning I received great customer service when returning so thanks amazon!

[RESPOND](#)

1

This seller should clearly not be supported by Amazon. The product is a cheap knock-off, not only is the mic not working on 2 of 4 earphones, it is not even the model as shown in the pictures (no volume control), the rubber cable covering was ripped on one of the earphones. Stay away from this seller! If you have had similar experiences, please like this review and keep it on top, as a warning.

[RESPOND](#)

1

The description said "Very Good Condition" but when it arrived it was covered in annotations throughout and also was branded with a school stamp!

[RESPOND](#)

This is a 'Mismatch', i.e.. Not matching the product's Description or condition

These are all counterfeit claims

What can happen when things go wrong

Example of Account Block

Do you think this appeal is a sufficient explanation for us to re-open the account?

This is too vague. What steps are actual taken?

This isn't the first time this seller has been warned.

"Following your last email, we implemented a process that would ensure that this could not happen again. We are therefore very concerned.

We hope you can help support us with this issue to realise which problem you feel is the problem and help us resolve this as soon as possible.

You will note our feedback is very good and all key metrics are measured daily to ensure we operate within the agreement - we take customer service very very seriously and you will see run the account in an impeccable manner.

It seems the seller didn't read their latest feedbacks.

Could you please help us to identify what the problem product is so we can urgently look into this matter ?

We really do not know what we have done wrong with this ?"

It is far from being an effective and precise plan of action.

As a business owner, you have to **be aware of what is happening in your business** and should not need to ask us what the problem is.

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How to react when things go wrong

Examples of Plans of Actions

Let's now look at some examples of adequate plans of actions:

- You have a high ODR caused by negative feedbacks commenting on **poor customer service**. You could for example:

➡ Schedule a time slot every day during which you will review and respond to all your buyers' emails.

➡ Tip: you can check your Response Time in Customer Metrics:

Buyer-Seller Contact Response Time Learn more	
	7 days (12 Oct 2011 to 19 Oct 2011)
Average response time	18 hours 20 minutes
Messages without a response	8% (7)
Response times under 24 hours (Target: > 90%)	74% (69)
Response times over 24 hours	18% (17)

- You have a high **Late Shipment Rate**. You could:

➡ Change your lead times to something more realistic for your fulfillment processes.

Handling time (in days): (Default is 1-2 days)	<input type="text" value="4"/>
--	--------------------------------

- You have a high **Order Cancellation Rate**. You could:

➡ Do daily inventory updates / Upgrade your inventory management system.

Type of File to Upload:	<input type="text" value="Price & Quantity File"/>
The Price & Quantity file can be used to quickly update the price and/or quantity	

How to react when things go wrong

Do's and Don't's of a Recovery Plan



- ❑ Do not say that you do not understand why you were suspended:
→ ***You should monitor your performance daily***
- ❑ Do not just blame it on other people (i.e.. buyers, suppliers, etc.):
→ ***It is your business so your responsibility***



- ❑ Give us a detailed root cause analysis of what created the problem:
→ ***This shows that you fully understood the problem and are therefore able to solve it***
- ❑ Give us a detailed plan of all the steps you will take so that it will never happen again:
→ ***This shows that you took things seriously. A simple 'we worked on it and it won't happen again' is not enough!***

How to react when things go wrong

Key Points



- ❑ Take **immediate steps** to solve issues with the **buyers** who have been affected by your performance problems (ex: refunds).
- ❑ Take **immediate steps** to correct the **processes** which led to the problem to ensure that it will **never happen again**.
- ❑ If you cannot correct the issue immediately, think about **taking your offers offline** until the situation is manageable again (ex: widespread inventory management / pricing error, flooded warehouse).
- ❑ **Always respond to Amazon's notifications** and requests for explanations promptly. This will increase the chances of your appeal succeeding.

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Useful References

- ❑ [Seller Performance Measurement](#): Overview of the performance metrics
- ❑ [Seller Performance Top 10 Tips](#): Key steps to be successful on Amazon
- ❑ [Feedback Manager](#): Overview of the Feedbacks section
- ❑ [A-Z Claims](#): overview of the A-Z Claims/Chargebacks sections
- ❑ [Festive Season Best Practices](#): Summary of top tips to maintain a good performance over Christmas
- ❑ [Contact Response Time metrics](#)
- ❑ [Webinar Recordings](#): Our webinars' invitations and recordings page

Please note that this presentation is for informational purposes only. If you need additional help, or would like to check that the information presented is still up to date and accurate, we recommend for you to contact [Seller Support](#).

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Be ready and don't forget that the most important is to always keep your customers HAPPY.

We wish you great Christmas sales!

Sell on amazon



<http://services.amazon.co.uk/resources/events-webinars/>