

“Selling on Amazon” Webinar

A woman with long brown hair, wearing a denim jacket over a white top, is holding a white shopping bag. She is standing in front of a window with a white grid pattern. The image is overlaid with a semi-transparent white rectangle containing the main text.

**Getting off to a good start in the new year
through great customer service**

Introduction

Post-Christmas period =



Contacts



Customer Feedback



Customer Returns



Refunds

Getting off to a good start in the new year through great customer service

Agenda

- Why customer service matters for your success on Amazon
- How to use the buyer-seller messaging service in your Seller Central account
- How to process customer returns with the new Online Returns Centre
- Useful References
- Q&A

Why customer service matters for your success on Amazon

Great customer service helps drive sales

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



[Watch the tutorial](#)

Why customer service matters for your success on Amazon

Increase your opportunity for sales success on Amazon

Before and during the order:

- Make sure that your online business is set up correctly: shipping settings, returns information, contact information, etc.
- List your products correctly (title, description, etc.) and use tracking numbers as well as recorded delivery for high value items
- Set and meet shipping expectations
- Have flexible customer service

After the order:

- Be proactive and prompt when responding to buyers / issuing refunds
- Listen to the customers and provide mutually beneficial solutions when processing returns, refunds, replacement, etc.
- Address negative feedback by contacting the buyer to resolve the problem and making improvements to your processes.

Avoid issues in the first place by investing in **adequate shipping methods, inventory management and customer service!**

Getting off to a good start after Christmas through a great customer service

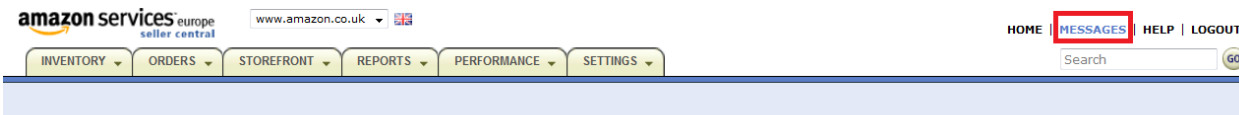
Agenda

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How to use the buyer-seller messaging service in your Seller Central account

What is the Buyer-Seller Messaging Service?

- The [Buyer-Seller Messaging Service](#) is a system that facilitates **e-mail communication between buyers and sellers** in the Amazon marketplace via email addresses masked to the users.
- The Buyer-Seller Messaging Service is an easy-to-use system that offers the following benefits:
 - **Privacy and security**
 - **Faster** and better resolution of disputes
 - **Reducing or facilitating** the resolution of **A-Z claims**



Buyer-Seller Messages

Review all your communication between yourself and your buyers. You can view the message details or the related order information. [Learn more](#)

Enter Order ID, ASIN, or Email address Received

[Show filter options](#)

Received messages | Sent messages

Filters: Last 30 days

Date	Sender	Subject	Reference
10:51 am	Jan S	Return Requested f	203-94
10:49 am	Denis	Enquiry from Amazo	
10:47 am	Denis	Re: Enquiry from Arr	
10:44 am	Mrs S	Enquiry from Amazo	
10:43 am	richar	Re: Enquiry from Arr	203-75
10:39 am	Debo	Return Requested f	202-34
10:37 am	claire	Automatic reply: En	
10:27 am	nalco	Order cancellation r	204-06
10:20 am	Marie	Re: Order delivery ir	203-85
10:20 am	Ana F	Thank you from Am	026-73
10:13 am	Andre	RE: Order delivery ir	026-81
10:02 am	Imoa	Order cancellation r	204-24
10:02 am	Joanr	Return policy enquir	
9:52 am	emmi	Re: Enquiry from Arr	026-00

Need some help?
[Buyer-Seller Messaging Service Help](#)

Tools and resources
[Alternate Address](#)

Seller contact response metrics
7 day average response time
[View All](#)

Timely, high-quality responses to customer questions are an important factor in customer satisfaction.

Note: You should provide customer service in the **official language of the selling platform** (i.e. English on Amazon.co.uk).

How to use the buyer-seller messaging service in your Seller Central account

Contact Response Time metrics: Definition

- Contact Response Time measures the percentage of customer-initiated **messages that you have responded to within 24 hours**.
- We display a **Contact Response Time performance indicator** in the Performance Checklist on the Customer Metrics page ([Go to Performance>Account Health](#)) (1). This is in addition to the **Buyer-Seller Contact Response Time statistics** displayed further down the page (2).

The screenshot shows the Amazon Seller Central interface. The 'PERFORMANCE' menu is open, highlighting 'Account Health'. In the 'Performance Checklist', the 'Contact Response Time' metric is highlighted with a red box and a callout '1'. Below it, the 'Buyer-Seller Contact Response Time' table is shown with a callout '2' and a red arrow pointing to the table.

	7 days (Dec 20, 2012 to Dec 27, 2012)	30 days (Nov 27, 2012 to Dec 27, 2012)	90 days (Sep 28, 2012 to Dec 27, 2012)	Target
Response times under 24 hours	100% (242)	100% (1788)	100% (4601)	> 90%
Late responses	0% (0)	0% (0)	0% (0)	≤ 10%
No response for more than 24 hours	0	0	0	--
Response times over 24 hours	0	0	0	--
Average response time	2 hours 30 minutes	3 hours 1 minute	3 hours 51 minutes	--

You have [12 messages](#) that you have not responded to in the past 7 days.

Slow response times can lead to negative feedback and claims which can affect your selling privileges.

How to use the buyer-seller messaging service in your Seller Central account

How to improve your Contact Response Time metrics

- Amazon.co.uk requires that merchants **follow the [guidelines](#)** when communicating with customers.
- Block some time in your calendar in order to respond to your customers on a daily basis (For example, everyday from 5-5:30 PM).
- Note: You can flag a message as not requiring a response by ticking the **"Mark as no response needed" box** in the Reply area of the communication thread. This will exclude the message from response-time calculations.

Reply



Mark as no response needed (optional) [Learn more](#)

Please limit your text to less than 4,000 characters.

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How to process customer returns with the new Online Returns Centre

The new Online Returns Centre

Benefit for customers:

- Customers will have the **same return experience** both for 3rd party sellers and Amazon fulfilled items using the Online Returns Centre.

Benefit for sellers:

- Sellers can manage returns from their Seller Central account, and **automate the authorisation of requests**, using the “Manage Your Returns” tool.

- **Our Return rules have not changed** - Sellers have always had to offer returns policies as favourable as Amazon's own. We have simplified this by aligning the returns policies in the customer information.

- Sellers need to **set up their returns’ address in the section [Settings > Account info](#)**.
- Sellers should provide a **return address for each marketplaces** they are selling on

How to process customer returns with the new Online Returns Centre

How it works: The customer initiates a return

- The customer places a return from "Your orders" page, clicking on the button "Return items".

ORDER PLACED
18 Sep 2012
[Order Details](#) | [Printable Order Summary](#)

ORDER #202-06972;
RECIPIENT Luca
TOTAL £0.04

DELIVERY ESTIMATE **Saturday 22 Sep 2012 - Wednesday 26 Sep 2012**
Dispatched
No tracking information. [Why?](#)

 **Kingston - Flash memory card - 8 GB - Class 4 - SDHC**
Kingston
Sold by: Test UK Seller 4 Luca ([seller profile](#))

[Available Actions](#) ▾

[Contact seller](#)
[File/View Claim](#)
[Return Items](#)

- This will redirect them to the [Online Returns Centre](#)

Returns Support Centre

New Returns
Return or replace items from your purchased orders
[Return items](#)

Gift Returns
Return or replace items that you received as gifts
[Return a gift](#)

Your Returns
Get the latest information on your current returns
[Manage returns](#)

How to process customer returns with the new Online Returns Centre

How it works: The customer selects a return reason

[Returns Support Centre](#) > [Select Items for Return](#)

The items for this order are displayed below. Please follow the return instructions that are displayed for each item. For more details on what can be returned, please see our [Return Policy](#).

Order #: 202-0697275-21

Order Date: 18 Sep 2012

[View Order Summary](#)

This order was sold and delivered by an Amazon Seller

Upon completing this page, the details of this return will be sent to the seller for approval. If the return is automatically approved, your return label will be available immediately. Otherwise, we'll need to wait for the seller to review this return request and provide a label or instructions on how to return your items.

Item(s) shipped on 18 Sep 2012 < [\(What's this?\)](#) >



1 of Kingston - Flash memory card - 8 GB - Class 4 - SDHC

Sold by: Test1

Reason for return:

- select a reason -
- select a reason -
- Accidental order
- Better price available
- Performance or quality not adequate
- Incompatible or not useful for intended purpose
- The shipping box or envelope isn't damaged but the item is damaged
- Missed estimated delivery date
- Missing parts or accessories
- The shipping box or envelope and item are both damaged
- Different from what was ordered
- Defective/Does not work properly
- Arrived in addition to what was ordered
- No longer needed/wanted
- Unauthorized purchase
- Different from website description

[Submit for approval](#)

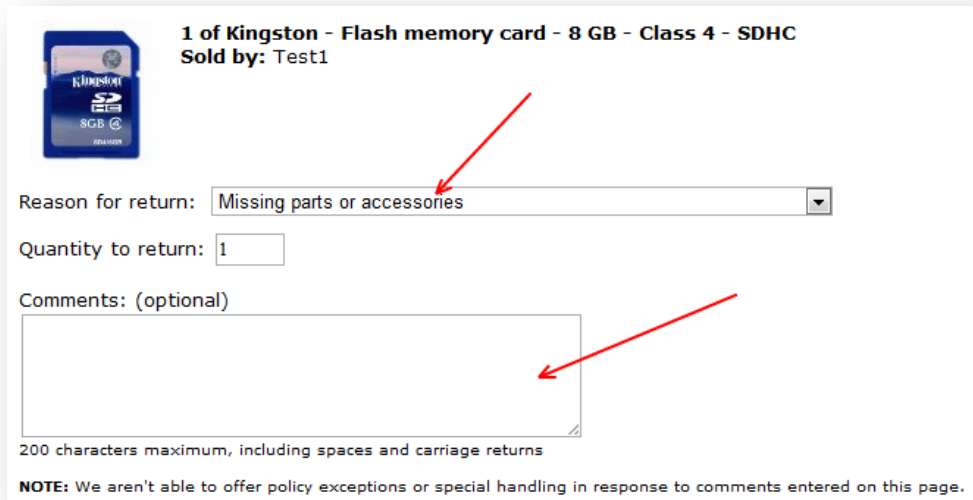
Get
Care
Inves
Pres

[Get Us Help You](#)
[Delivery Rates & Policies](#)
[Amazon Prime](#)
[Returns Are Easy](#)

How to process customer returns with the new Online Returns Centre

How it works: The customer confirms the request

- The customer chooses the reason and fills the return request



1 of Kingston - Flash memory card - 8 GB - Class 4 - SDHC
Sold by: Test1

Reason for return:

Quantity to return:

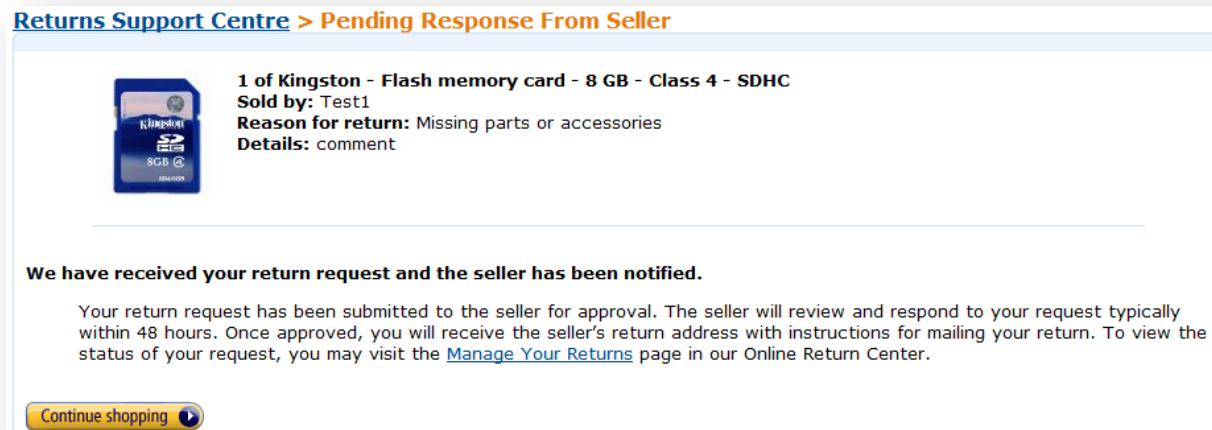
Comments: (optional)

200 characters maximum, including spaces and carriage returns

NOTE: We aren't able to offer policy exceptions or special handling in response to comments entered on this page.

- After submitting the request, it will stay in “pending response” until the seller processes it

[Returns Support Centre](#) > [Pending Response From Seller](#)



1 of Kingston - Flash memory card - 8 GB - Class 4 - SDHC
Sold by: Test1
Reason for return: Missing parts or accessories
Details: comment

We have received your return request and the seller has been notified.

Your return request has been submitted to the seller for approval. The seller will review and respond to your request typically within 48 hours. Once approved, you will receive the seller's return address with instructions for mailing your return. To view the status of your request, you may visit the [Manage Your Returns](#) page in our Online Return Center.

[Continue shopping](#)

How to process customer returns with the new Online Returns Centre

How it works: E-mail confirmation

- Both customer and seller will receive an email after the return request is submitted.

Note: If the seller set auto-approve for return requests, he won't receive any email, and the customer will be able to print the return label right after submitting the request.

- Sellers can set their Seller Central account to include quick action links in the return request emails they receive, so they can easily authorize or close return requests directly from the email. Go to [Orders>Manage Returns: Return Settings](#)

Returns Settings [Learn more](#)

Return Email Setting

Email format Receive return request e-mails with links to Authorise, Close or Reply

Default Automated Return Rules

Return requests are manual unless otherwise specified.

Select the default authorisation and optional override for return requests. Your changes will not affect open requests.

Auto-authorise returns

- Amazon.fr
- Amazon.co.uk
- Amazon.de
- Amazon.it
- Amazon.es

[Cancel](#) [Save Settings](#)

How to process customer returns with the new Online Returns Centre

How it works: The seller manages the return

The seller accesses the "Manage Returns" tool in [Orders>Manage Returns](#). Possible actions (button's order):

1. Authorise return request
2. Deny return request
3. Refund the customer
4. Contact the customer

The screenshot shows the 'Manage Returns' interface in Amazon Seller Central. At the top, there is a navigation bar with tabs for INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. A search bar is located on the right. Below the navigation bar, the merchant name 'Test UK Seller 4 Luca' is displayed. The main heading is 'Manage Returns' with a 'Learn more' link. On the left, there is a 'Filter returns by:' section with a 'View all' link and a list of filters: Authorisation required, Closed, Authorised, Not authorised, Withdrawn by Buyer, and Denied by Seller. The main content area has a 'Date Range' dropdown set to 'last 30 days' and a 'Search' button. Below that is a 'Status of Return Requests' dropdown. On the right, there is a 'Returns settings' gear icon and a 'Hide return details' link. The main content area displays a return request for a Kingston 8GB SDHC card. The return is 'Return requested 0 days ago' and is categorized as 'Missing parts or accessories'. The order ID is '202-0697275-2'. The buyer's request was made on September 2012 at 17:41:05 BDT. A 'Buyer Comment' is present. On the right side of the return card, there are four buttons: 'Authorise', 'Deny request', 'Issue refund', and 'Contact buyer'. At the bottom of the return card, there is a link to 'Read return details & order history'.

How to process customer returns with the new Online Returns Centre

How it works: The seller authorises the request (1)

Return Information

Please provide a return delivery address. [Learn more](#)

Return Address

Use this Address and phone

Test1
Test1
London
WC2A 2HD
United Kingdom
020 1234 5678

Default return address set up in the Account Settings

Enter a new address and phone number

Name:

Test1

Address Line 1:
(or company name)

Test1

Street address. Enter the address exactly as it appears on your statement. For example, use "Avenue" instead of "Ave" and "Street" instead of "St."

Address Line 2:
(optional)

Suite, unit, building, floor, etc.

City/Town:

London

Province/Region/State:

Avoid using abbreviations like "NJ" instead of "New Jersey"

Postcode/Zip Code:
(all caps)

WC2A 2HD

Country:

United Kingdom

Daytime Phone:

020 1234 5678

ext.

Please enter your phone number with prefixes are not necessary.

Sellers should provide a marketplace specific return address

[Add a new exception for another marketplace](#)

Cancel


Submit

How to process customer returns with the new Online Returns Centre

How it works: The seller authorises the request (2)

Authorise Request [Learn more](#)

Return requested 0 days ago

Order ID: [202-0697275-2](#)
Buyer: [Luca de Pasqua](#) 
Request Date: 18 September 2012
17:41:05 BDT

Missing parts or accessories



1/1 [Kingston - Flash memory card - 8 GB - Class 4 - SDHC](#)

Buyer Comment: comment

 [Read return details & order history](#)

Confirm Your Return Address

Return Address([Edit](#)):

Test1
Test1
London
WC2A 2HD
United Kingdom

Cancel

Authorise request

How to process customer returns with the new Online Returns Centre

How it works: The seller authorises the request (3)



Return Authorisation Successful

You have authorised the return. The buyer will receive an email including a return label and return merchandise authorisation number. Once you have received the returned item, you can issue the refund to the buyer in Manage Returns.

Manage Returns [Learn more](#)

Filter returns by:

View all

Authorisation required

Closed

Authorised

Not authorised

Withdrawn by Buyer

Denied by Seller

Filters

Date Range

last 30 days

Search

Returns settings

Status of Return Requests

Hide return details

Return Authorised 0 days ago

Missing parts or accessories

Issue refund

Contact buyer

Order ID:
[202-0697275-2€](#)
RMA: DKp8qHPMRRMA
Buyer: [Luca](#)
Request Date: 18
September 2012 17:41:05
BDT



1/1 [Kingston - Flash memory card - 8 GB - Class 4 - SDHC](#)

Buyer Comment: comment

Read return details & order history

- Two actions still available: issue refund and contact the buyer
- The customer will receive an email with instructions on how to return the item

How to process customer returns with the new Online Returns Centre

How it works: The seller denies the request (1)

Deny Request [Learn more](#)

Return requested **0 days ago**

Order ID: [202-5854079](#)
Buyer: [Luca](#)
Request Date: 19 September 2012
10:20:50 BDT

Missing parts or accessories



1/1 [Kingston - Flash memory card - 8 GB - Class 4 - SDHC](#)

Buyer Comment: my comments

[Read return details & order history](#)

Reason for not authorising this return request

Deny Reason

Media or software has been opened

Message to Buyer

2995 characters remaining

Cancel

Deny request

How to process customer returns with the new Online Returns Centre

How it works: The seller denies the request (2)



Deny Successful

You have successfully denied the return request.

Manage Returns [Learn more](#)

Filter returns by:

View all

Authorisation required

Closed

Authorised

Not authorised

Withdrawn by Buyer

Denied by Seller

Filters

Date Range

last 30 days

Search

[Returns settings](#)

Status of Return Requests

Hide return details

Return Authorised 0 days ago

Order ID: [202-0697275-](#)
RMA: DKp8qHPMRRMA
Buyer: [Luca](#)
Request Date: 18
September 2012 17:41:05
BDT



Missing parts or accessories

1/1 [Kingston - Flash memory card - 8 GB - Class 4 - SDHC](#)

Buyer Comment: comment

Issue refund

Contact buyer

[Read return details & order history](#)

Closed 0 days ago

Order ID: [202-5854079](#)
Buyer: [Luca](#)
Request Date: 19
September 2012 10:20:50
BDT



Missing parts or accessories

1/1 [Kingston - Flash memory card - 8 GB - Class 4 - SDHC](#)

Buyer Comment: my comments

Issue refund

Contact buyer

[Read return details & order history](#)

How to process customer returns with the new Online Returns Centre

How it works: The customer manages his requests

Returns Support Centre

New Returns
Return or replace items from your purchased orders
[Return items](#)

Gift Returns
Return or replace items that you received as gifts
[Return a gift](#)

Your Returns
Get the latest information on your current returns
[Manage returns](#)

Returns Support Centre > View Existing Return Authorizations

Return Authorizations created in the past 2 months

Creation Date: 18 Sep 2012
Return Authorization #: DKp8
Order #: 202-0697275-:

Items:

- 1 : Kingston - Flash memory card
- 8 GB - Class 4 - SDHC

[Print Label](#)
[File an A-to-Z Claim](#)
[View Your E-mails with Seller](#)

[Back](#)

How to process customer returns with the new Online Returns Centre

How it works: The customer sends back the item via the Online Returns Centre

Available actions (button's order):

1. Print return label

Print this return authorisation and include a copy in your return package

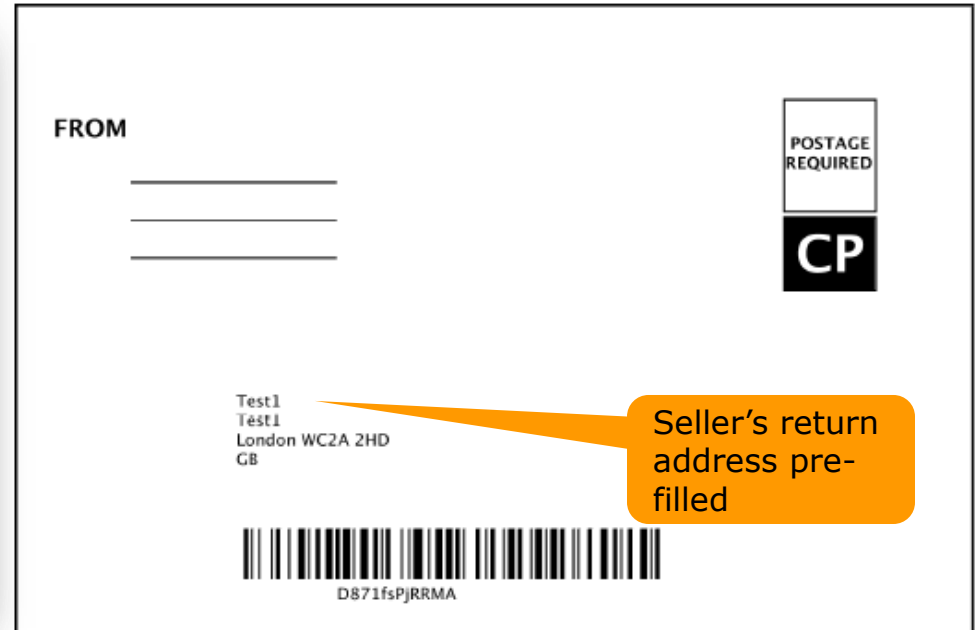
All the items must be returned by **21 Nov 2012**.



1 of B0000F2F36: Missing parts or accessories

Date: 23 Oct 2012
Order ID: 203-4841771-

Title: Kingston - Flash memory card - 8 GB - Class 4 - SDHC [PC] Kingston
Quantity: 1
Reason: Missing parts or accessories
Return Details: Luke
Action Requested: Refund



2. Contact seller/view previous emails

3. File an A-to-Z claim

How to process customer returns with the new Online Returns Centre

How it works: The customer cancels the return via the Online Returns Centre

The customer can also close the return (before the seller handles it) clicking on “Cancel return”. Seller will receive a mail notification. The customer will be able to open a new request at any time.

Note: The customer can place a return request on the same item several times, but will be warned if there are already open requests on that item.

Creation Date: October 24, 2011
Order #: 103-6892994-
Status: Seller has not yet responded

Items:
• 1 : Sku1

File an A-to-Z Claim

Cancel Return

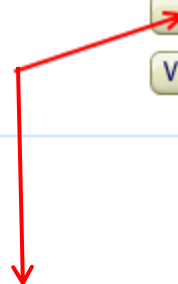
View Your Emails with Seller

Creation Date: October 24, 2011
Order #: 103-6892994-
Status: Closed
Reason: Cancelled by the buyer

Items:
• 1 : Sku1

File an A-to-Z Claim

View Your Emails with Seller



How to process customer returns with the new Online Returns Centre

New: Automated returns

- The seller is able to [automate returns](#) in order to have them automatically authorised by default. Two options:
 1. Authorise all requests
 2. Authorise only requests that meet Amazon return policies

Returns Settings [Learn more](#)

Return Email Setting	
Email format ?	<input checked="" type="checkbox"/> Receive return request e-mails with links to Authorise, Close or Reply
Default Automated Return Rules	
Return requests are manual unless otherwise specified.	
Select the default authorisation and optional override for return requests. Your changes will not affect open requests.	
Auto-authorise returns	<input checked="" type="checkbox"/> Amazon.fr <input type="checkbox"/> Amazon.co.uk <input type="checkbox"/> Amazon.de <input type="checkbox"/> Amazon.it <input type="checkbox"/> Amazon.es
For the selected marketplaces	<input checked="" type="radio"/> I want Amazon to automatically authorise all requests that meet Amazon policy <input type="radio"/> I want Amazon to automatically authorise all requests
Return window	30 days from the order date to automatically authorise returns

- In the same “Returns settings” menu they can enable email quick-links

Getting off to a good start after Christmas through a great customer service

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Useful References

- [Seller Performance Measurement](#): Overview of the performance metrics
- [Festive Season Best Practices](#): Summary of top tips to maintain a good performance over Christmas
- [Buyer-Seller Messaging Service](#)
- [Contact Response Time metrics](#)
- [Tutorial on customer satisfaction](#)
- [Manage returns](#): More information on how to manage returns
- [Amazon.co.uk Product Return Policies](#)
- [Amazon.co.uk Arranging Marketplace Returns and Refunds](#)
- [Return Settings](#)
- [A-to-z Guarantee claim process](#): overview of the A-Z Claims/Chargebacks sections
- [Webinar Recordings](#): Our webinars' invitations and recordings page

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Thank You

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

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