

# “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 large window with a white grid pattern. The scene is brightly lit, suggesting an indoor setting like a store or a home.

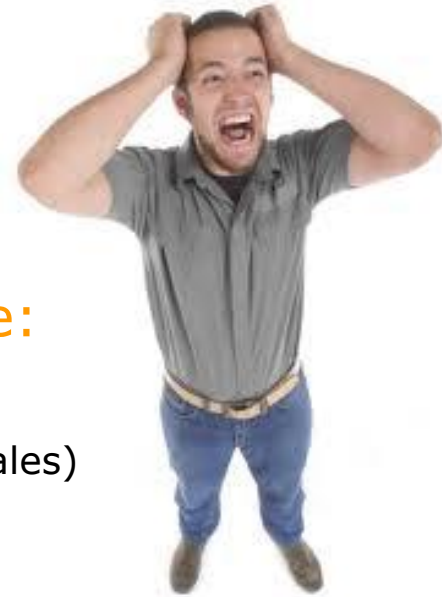
## How to maintain a good customer service performance on Amazon

# Why a good seller performance matters



## Good customer experience:

- Positive feedback
- Loyalty
- Positive word-of mouth (more sales)



## Bad customer experience:

- Negative feedback
- Customer won't buy again
- Negative word-of mouth (less sales)

# 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?
- 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**.



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## How to check your performance?

### Quiz/Polling question

As an Amazon seller, you should be familiar with and regularly monitor your **performance metrics**.

What should be your objective regarding your ODR metric (order defect metric)?

- 100%
- <1%
- 5%
- I don't know what ODR means



< 1%

# How to check your performance?

## Overview

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

The screenshot shows the Amazon Seller Central interface. At the top, there are navigation tabs: INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The PERFORMANCE tab is selected, and a dropdown menu is open, highlighting 'Account Health'. Below the navigation, the 'Performance' section is visible, with 'Account Health' selected. Underneath, there's a 'Customer Metrics' section with a 'Performance Checklist' table. The checklist shows five metrics, all with green checkmarks: Order Defect Rate, Cancellation Rate, Late Dispatch Rate, Policy Violations, and Contact Response Time. Below the checklist, there's a detailed table for the 'Order Defect Rate' (ODR), showing performance for Short Term and Long Term periods against a target of less than 1%.

	Short Term (29 Jan 2013 to 30 Mar 2013) Orders: 85	Long Term (15 Dec 2012 to 15 Mar 2013) Orders: 80	Target
<b>Order Defect Rate</b>	<b>0%</b> (0/85)	<b>0%</b> (0/80)	<b>&lt; 1%</b>
- Negative Feedback Rate [?]	0% (0)	0% (0)	--
- Filed A-to-z Claim Rate [?]	0% (0)	0% (0)	--
- Service Chargeback Rate [?]	0% (0)	0% (0)	--

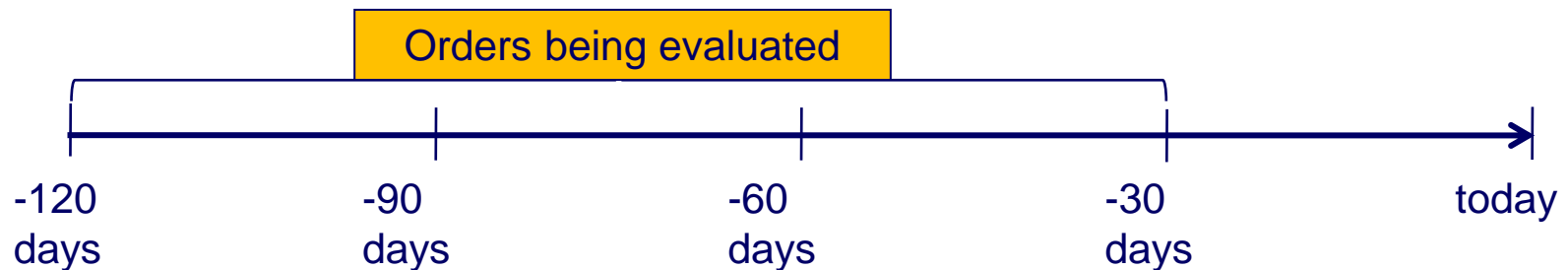
The '**Account Health**' menu should be your first port of call to get an overview of your current performance.  
The most important metric you need to monitor is the '**ODR**', which must stay **below 1%**.

## How to check your performance?

### Order Defect Rate or 'ODR'

#### The Order Defect Rate (ODR) measure =

$$\frac{[\text{Count of orders with a claim, service chargeback or negative feedback}]}{(\text{Orders in past 90 days lagged 30})}$$



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

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

## How to check your performance?

### Amazon Seller Rating

- **Amazon Seller Rating** is a data-driven **measure of the customer experience** you provide, with **each of your orders** counting towards your overall rating.
- Your Seller Rating information is intended to **help you identify customer service improvements** that could lead to more satisfied buyers and a better rating for you.
- This rating is based on factors including:
  - *How quickly you respond to buyers*
  - *Whether you dispatch on time*
  - *Whether you cancel orders*
  - *Whether you have credit card chargebacks*
  - *Whether you have A-to-Z Guarantee claims*
  - *Whether you have negative feedback.*



→ No immediate plans to make the new ratings visible to buyers.

Amazon Seller Rating **does not replace other performance metrics**, including metrics displayed on your Account Health page.

Instead, it gives you an overall view of your performance while also providing insight into problems with specific orders.

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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).

Having a '**systematic**' approach to feedbacks (encourage positive feedback, deal with all negative feedbacks).

# 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

- Account Health
- Seller Rating NEW
- 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
<b>Positive</b>	100% (215)	99% (689)	98% (3556)	98% (6492)
<b>Neutral</b>	0% (0)	0% (3)	0% (1)	1% (65)
<b>Negative</b>	0% (1)	0% (2)	0% (1)	1% (54)
<b>Count</b>	216	69	3556	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. <a href="#">RESPOND</a>	Yes	Yes	-	<a href="#">026-5902619-681</a>	p7d4sysflc@marketplace.amazon.co.uk	Buyer
25/09/2012	5	exactly what i asked for <a href="#">RESPOND</a>	Yes	Yes	Yes	<a href="#">203-9942690-5925</a>	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, recommended 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
- **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!**

# How to maintain a good performance?

## Monitor your claims

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

Merchant:

**A-to-z Guarantee Claims** [Learn more](#)

Action Required  | Under Review  | Resolved  | **A-to-z Guarantee Claims**  | 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	<a href="#">203-4447474-</a> Monster High Friends Clawdeen Wolf Plush Doll Monster High Friends Frankie Stein And Watzit Plush	£31.92	<a href="#">View Details</a>	Granted	You are not responsible for this chargeback or its reimbursement.
4 Jun 2011	12 Jun 2011 10:58	<a href="#">203-7029737</a> Playmobil Gift Egg Ghost Pirate with Cannon My Very First Joke Book	£19.92	<a href="#">View Details</a>	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
				
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>



- 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) <a href="#">Learn more</a>				
	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
<b>Response times under 24 hours</b>	<a href="#">100% (306)</a>	<a href="#">98% (945)</a>	<a href="#">99% (2253)</a>	> 90%
<b>Late responses</b>	0% (0)	2% (22)	1% (22)	≤ 10%
No response for more than 24 hours	<a href="#">0</a>	<a href="#">0</a>	<a href="#">0</a>	--
Response times over 24 hours	<a href="#">0</a>	<a href="#">22</a>	<a href="#">22</a>	--
<b>Average response time</b>	5 hours 15 minutes	6 hours 19 minutes	5 hours 14 minutes	--
You have <a href="#">8 messages</a> that you have not responded to in the past 7 days.				

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## What can happen when things go wrong?

### Quiz/Polling question

Have you ever been contacted by our Seller Performance team regarding issues with your performance?

- No
- Yes because of high ODR (claims, feedbacks...)
- Yes because of fulfilment issues (cancellation rate, late shipping)
- Yes because of policy violations (inappropriate behaviour, sending wrong products...)
- Yes but I am not sure why



# What can happen when things go wrong

## Overview of potential Amazon actions

	Sales Spike	Account Review	Suspension	Block
<b>Reasons?</b>	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
<b>What happens?</b>	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.
<b>What should you do?</b>	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.
<b>Examples:</b>	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.

The screenshot displays the Amazon Seller Central interface. At the top, navigation tabs include INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The PERFORMANCE tab is active, and its dropdown menu is open, with 'Performance Notifications' highlighted. Below the navigation, a search bar is visible. The main content area features a 'Merchant:' header and a section titled 'Performance notifications' with a sub-header 'Your Amazon.co.uk Seller Account'. The notification text reads: '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'. To the right, there is a sidebar with 'Account status' (Suspended) and 'Related Help' links. At the bottom of the notification area, there are two buttons: 'View notifications' and 'Appeal decision', with the latter highlighted by a red box.

# What can happen 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 <a href="#">Learn more</a>	
	<b>7 days</b> (12 Oct 2011 to 19 Oct 2011)
Average response time	18 hours 20 minutes
Messages without a response	<a href="#">8% (7)</a>
Response times under 24 hours (Target: > 90%)	<a href="#">74% (69)</a>
Response times over 24 hours	<a href="#">18% (17)</a>

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

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

<b>Handling time (in days):</b> (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.

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

## 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).
  - Use the new Manage Returns interface in [Orders>Manage Returns](#) to respond, refund and authorise returns more efficiently
  
  - ❑ 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.
  - **To set your listings to inactive**, click the "Edit" button, select "Inactive" in "[Account Info](#)" and then click "Submit".
  
  - ❑ **Always respond to Amazon's notifications** and requests for explanations promptly. This will increase the chances of your appeal succeeding.
  - 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.
- 
- Manage and create [reusable templates](#) for email responses you frequently send to buyers.

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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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# Amazon Webinars

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

# Amazon Seller Support

Seller Support **BLOG** Strategies & Best Practices for Selling on 

[www.amazonsellersupportblog.co.uk](http://www.amazonsellersupportblog.co.uk)

# Amazon Seller Forums

amazon services<sup>eu</sup>rope  
seller forums

<http://sellercentral.amazon.co.uk/forums/>

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