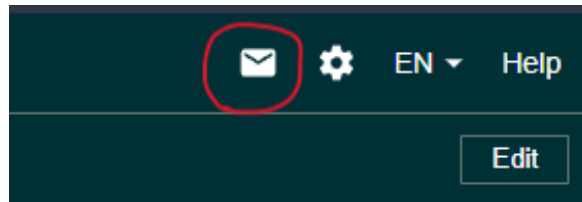


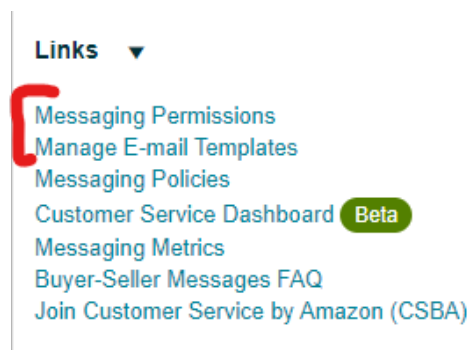
customer service best practices

Customer Messages

- In the top right-hand corner of Seller Central, there's a little mail icon. When customers message you with questions about their order, this is where they show up.



- Amazon wants you to respond to all customer messages within 24 hours, except for Sundays.
- Typically, customers ask questions about their orders, ask for refunds, or have questions regarding returns. It can be frustrating to deal with these messages, but it's typically more efficient and better for your account if you just give the customer what they want.
- You can set up messaging permissions and email permissions using the links off to the right of the messaging console.

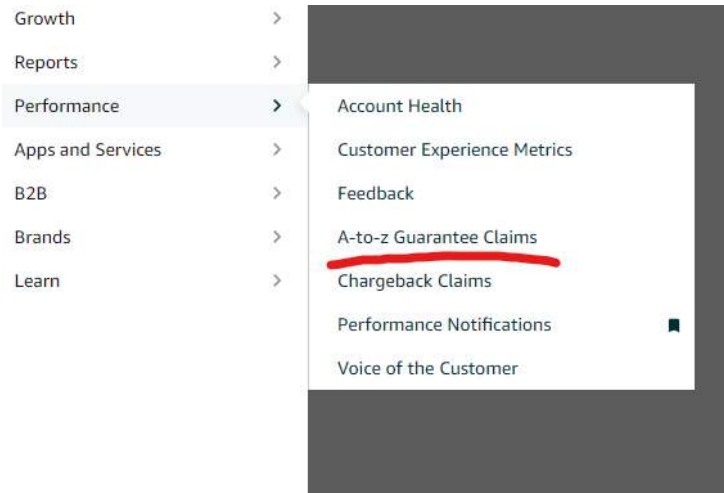


- Email templates enable you to meet the 24 hour target more easily and address commonly asked questions.
- Messaging permissions enable you to manage customer messages without logging into Amazon. However, it's almost always more efficient to just manage customer message from the Seller Central Console.

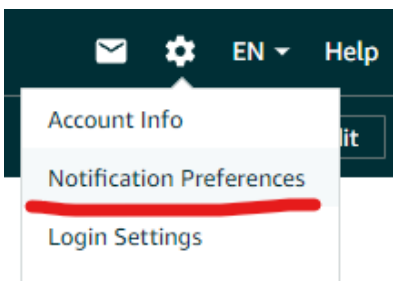
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A-to-Z Claims

- You can access your A-to-Z Claims from the performance drop down in Seller Central.



- From here, you can see what kind of claims customer are making, and you can either take required action, appeal, or process claims that are under review.
- It's a good idea to set up notification preferences to alert you whenever you have an A-to-Z Claim, that way you can react to it more efficiently.
- Notification preferences can be found under the gear icon in the top right-hand corner of Seller Central.

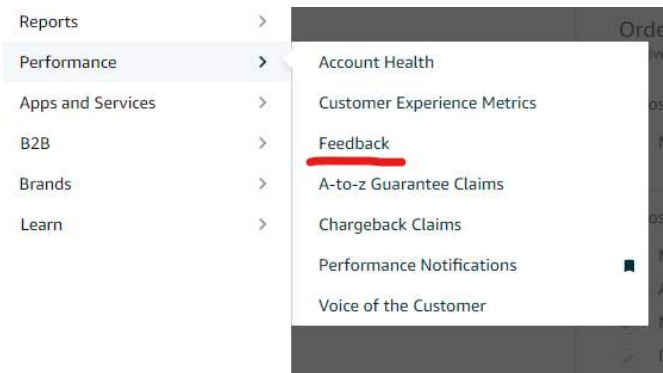


- The notifications you'll want to set are under "Returns, claims, and recovery notifications"

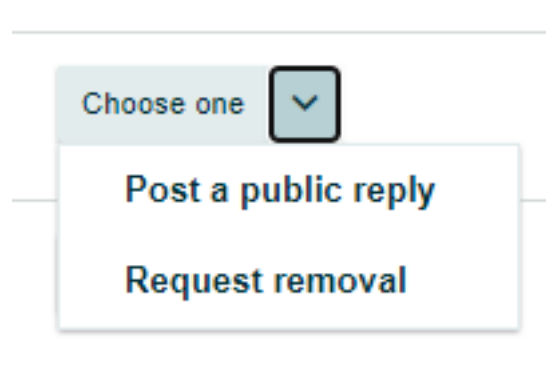
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Seller Feedback

- You can access your Seller Feedback console from the performance drop down in Seller Central.



- There's not a whole lot you need to do in this console. However, if there's a negative piece of feedback that's actually a product review, you can request removal. Additionally, you can post a public reply. This is a good habit to get into, to both apologize to those who left you negative feedback, and to thank those who gave you positive feedback.

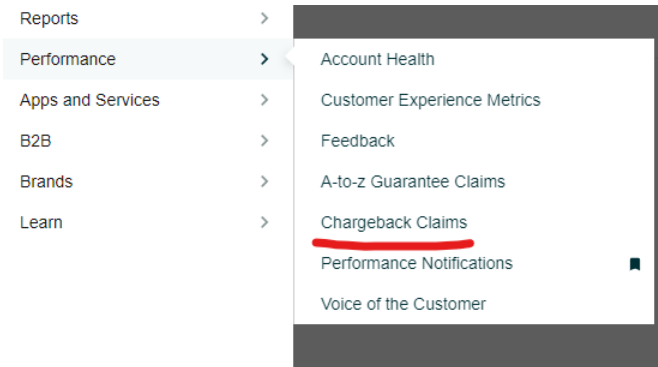


- Obviously, you'll want your Seller Feedback to be as positive as possible. Utilize this tool to find ways to improve.

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Chargeback Claims

- You can access your Chargeback Claims console from the performance drop down in Seller Central.

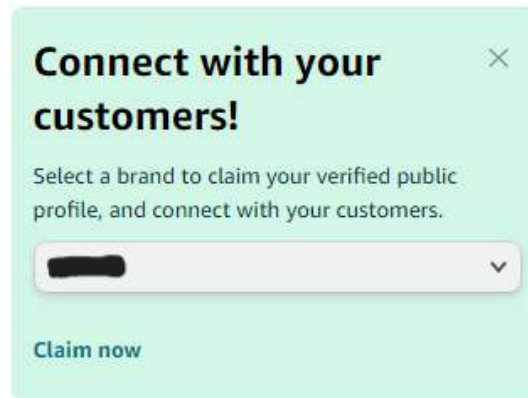


- Although generally rare to receive customer chargebacks, it's a good idea to check in occasionally and be sure you don't have any active chargebacks as successful customer chargebacks can negatively affect your account.

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Customer Questions

- Every Amazon account has a public “Profile” that most people leave untouched. However, as a seller, you’ll want to fill yours out, by going to the following link: <https://www.amazon.com/gp/pdp/profile/>
- Once you access your profile. You’ll want to claim your brand voice. This will allow you to interact on the customer side of the Amazon platform as the verified seller, giving you authority.



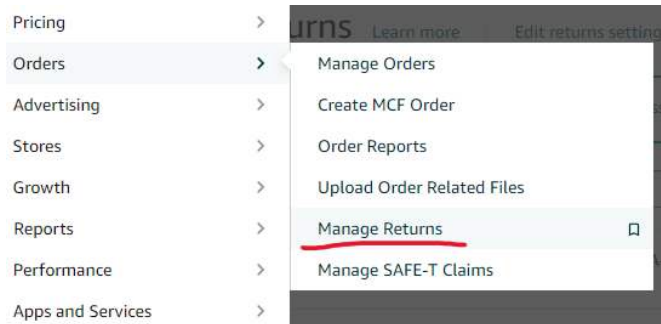
- Once you claim your brand voice, you can go to the frontend of any of your listings and answer customer questions. This helps build trust with the brand, and signals to customers that you’re engaged in customer service.
- Customer questions are located right above customer reviews, toward the bottom of a detail page.



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Customer Returns

- You can access your Manage Returns console from the performance drop down in Seller Central.



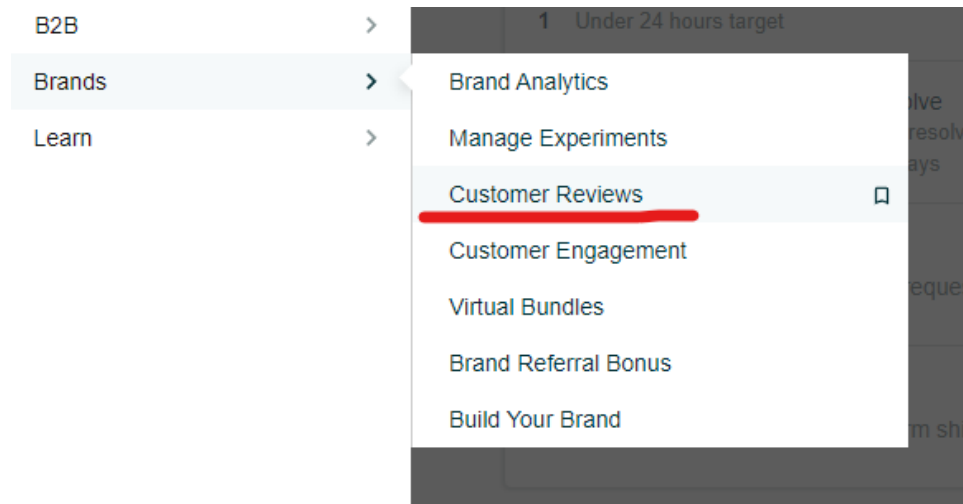
- Even if you do FBA exclusively, you'll need to check in on your customer returns to identify why customers are returning product. If the product is defective, or the wrong product was sent, it can negatively affect your account. So you'll want to be aware of your return rate and why people are sending your products back.
- From the console, you can contact buyers to find out more or correct an issue. Typically, customers who return products are the ones who leave negative reviews, so you'll want to do everything you can to make the situation right in the eyes of the customer. Sometimes, you can change a negative experience into a positive one through how you handle returns.

Contact buyer

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Product Reviews

- You can access your Product Review console from the Brands drop down in Seller Central.



- Amazon gives you the opportunity to respond to negative customer reviews on products. You should do this whenever possible. It signals to Amazon that you're engaged with your customers.
- As dumb as most of these negative reviews are, you should generally just apologize to the customer and let them know they can contact you for a replacement product and you're determined to do what's necessary to make the issue right.

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Customer Service Checklist

- Set up notifications in your settings to alert you of any changes that you're not going to do manually. This will ensure that you never have customer service issues that you miss.

DAILY: Each day you should check your buyer-seller messages. Respond to anything you haven't yet. If you have a large number of SKUs, you should also check your seller feedback daily as well. You should also check on any customer returns and respond appropriately.

WEEKLY: Check your product reviews, and respond to any negative customer reviews. If you have a smaller account, this is also when you should check your seller feedback.

MONTHLY: Check your A-Z Claims, Chargebacks, and front-facing customer messages. Respond to anything that needs to be responded to.