

GETTING STARTED

We're excited that you've joined Handmade at Amazon! Now that you've created your Artisan Profile and listed products, we wanted to show you the ins and outs of selling on Amazon.

In this guide, we'll start with a tour of Seller Central, your home base for managing your business on Amazon. Next, we'll walk you through how to manage your orders and communicate with customers. Finally, we'll tell you all about the Seller Performance metrics that Amazon uses to help you provide customers with the best possible service.

Keep an eye out for sections like this throughout the guide. These are tips and tricks to help you get the most out of your Handmade at Amazon business.

There's a lot of info here, so keep this guide handy in case you have questions. Don't forget that you can learn more about any of these topics in your Seller Central account by clicking the Help button in the top right corner of your screen. Or you can contact our dedicated Seller Support team by clicking on the Contact Us link in your Seller Central account.

Thanks again for choosing to sell with Handmade.

The Handmade at Amazon Team.



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SELLER CENTRAL

SELLER CENTRAL

Seller Central is the portal for selling on Amazon.co.uk. Here you can create listings, manage orders, correspond with customers, get information about your performance as a seller, and more.

This is where you'll spend much of your time as an artisan, so let's take a tour of the basic features in Seller Central 101 and move on to more advanced settings in Seller Central 201!

The screenshot shows the Amazon Seller Central dashboard. At the top, there's a navigation bar with the Amazon Seller Central logo, a search bar, and links for Messages, Help, and Settings. Below the navigation bar are tabs for INVENTORY, PRICING, ORDERS, ADVERTISING, REPORTS, and PERFORMANCE. The main content area is divided into several sections:

- Your Orders:** A list of order statuses with counts: Pending (0), Premium unshipped (0), Unshipped (0), and Return requests (0). It also shows counts for orders in the last day and last 7 days.
- Amazon Selling Coach:** A section with tabs for Inventory, Pricing, Growth, and Global. It includes a 'Meet Selling Coach' button and a 'Handmade at Amazon' banner.
- Payments Summary:** A section showing the current balance as £0.00 and a warning about missing deposit method information.
- Manage Your Case Log:** A section with a 'View your case log' link.
- Sales Summary:** A table showing sales data for different time periods.
- Handmade at Amazon:** A central banner with a 'Handmade' tag and links to edit the artisan profile, view products, add new products, and sell in other marketplaces.

Screenshot of Amazon Seller Central. The Handmade at Amazon banner is in the center of the page.

SELLER CENTRAL 101

At the top of the page, you'll find menus for navigating to most of Seller Central's features.

The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with the Amazon Seller Central logo, a search bar, and a dropdown menu for the region (www.amazon.co.uk). Below the navigation bar, there are several menu items: INVENTORY, PRICING, ORDERS, ADVERTISING, REPORTS, and PERFORMANCE. The main content area is divided into two columns. The left column is titled 'Your Orders' and contains a list of order statuses: Pending (0), Premium unshipped (0), Unshipped (0), and Return requests (0). Below this list are filters for 'In last day' (0) and 'In last 7 days' (0), and a 'View your orders' button. The right column is titled 'Amazon Selling Coach' and contains four tabs: Inventory (Low inventory al...), Pricing (Lower price alerts), Growth (Product opportu...), and Global (International Op...). Below the tabs is a section titled 'Tips, strategies and ideas for your business' with a 'Meet Selling Coach' button. At the bottom of the page, there are links for 'Tell us what you think of this feature', 'Selling Coach Reports', and 'Set Recommendation Preferences'.

A **Inventory** is where you access information about your current inventory, add new products, and manage your Fulfillment by Amazon (FBA) shipments.

B **Orders** is where you find information about your existing orders and manage returns.

C **Advertising** is where you go to setup Sponsored Products campaigns to promote your listings, or put together various types of promotions for customers.

D **Performance** is where you access your customer service metrics, view customer feedback, and click through to any A-to-Z Guarantee claims, chargebacks, or performance notifications that may require your attention.

SELLER CENTRAL 101

In the middle of the page, you'll find the Handmade at Amazon banner. Here you'll see links to edit your Artisan Profile, edit your product listings, and add new listings. Be sure to check this section often for more news and information about Handmade at Amazon.

Below the Handmade at Amazon banner, you'll see various announcements in the Headlines and Selling Tools sections. Watch here for any updates to Amazon policies, changes to Seller Central features, and tools and features you might consider as you grow your business on Amazon.

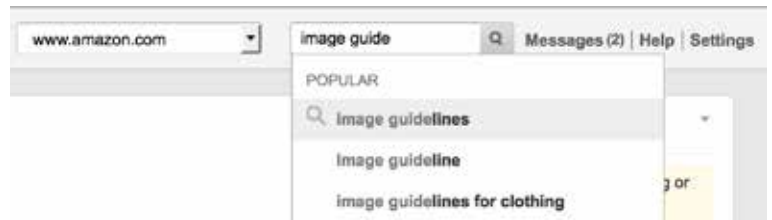
The screenshot shows the Amazon Seller Central dashboard. At the top, there's a navigation bar with 'amazon seller central' logo, a search bar, and links for 'Messages | Help | Settings'. Below the navigation bar are tabs for 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The main content area is divided into several sections:

- Your Orders:** A list of order statuses with counts: Pending (0), Premium unshipped (0), Unshipped (0), Return requests (0). It also shows counts for 'In last day' and 'In last 7 days'.
- Amazon Selling Coach:** A section with tabs for 'Inventory' (Low inventory alerts), 'Pricing' (Lower price alerts), 'Growth' (Product opportunities), and 'Global' (International Ops). It includes a 'Meet Selling Coach' button and a 'Tips, strategies and ideas for your business' section.
- Payments Summary:** Shows a balance of £0.00 and a warning about deposit method information.
- Manage Your Case Log:** A section for viewing case logs.
- Sales Summary:** A table showing ordered product sales and units over time.
- Handmade at Amazon banner:** A prominent banner with a background image of a hand holding a tool. It contains the following text: 'Handmade at Amazon', 'Edit your Artisan Profile', 'View your products', 'Add a new product', 'Sell in other Marketplaces', and 'Download the Style Guide'.

The Handmade at Amazon banner offers links to your most common tasks, the Style Guide, and other resources.

SELLER CENTRAL 101

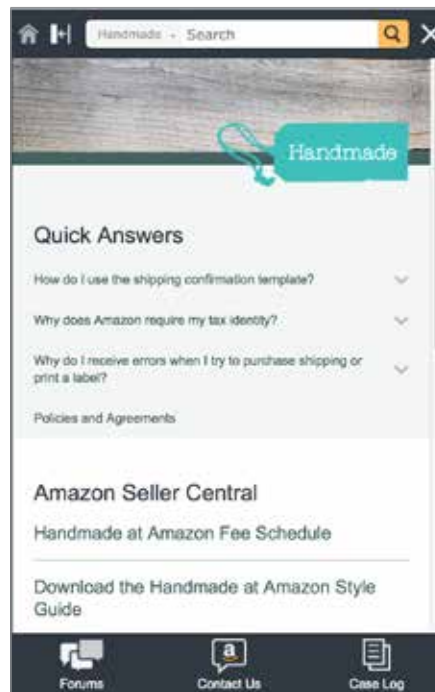
On the top navigation bar is the Search box. Chances are, if you have a question, it may have been addressed in our Help content or Seller forums. A quick search here can help you find the answers you need.



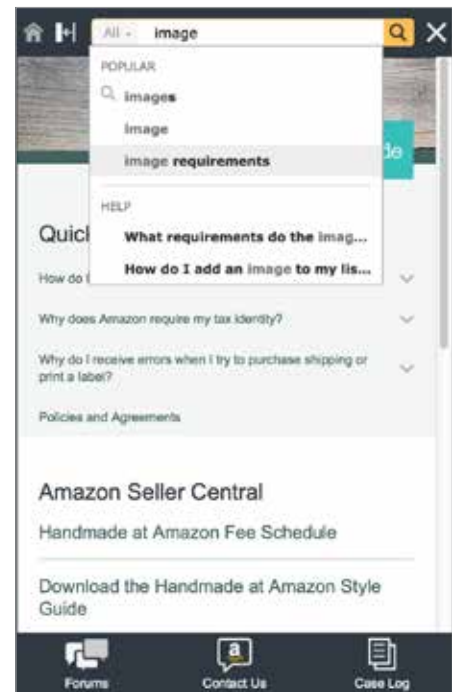
Messages and Help are just to the right of Search. If you have new Buyer-Seller Messages, you'll see a number next to this. Clicking Help opens up a panel from the right with tips and help articles specific to your Handmade at Amazon business. Here you can find all the Handmade policies, a link to download the Handmade at Amazon Style Guide, and the [Handmade Glossary](#).



The Help intro screen appears the first time you open help.



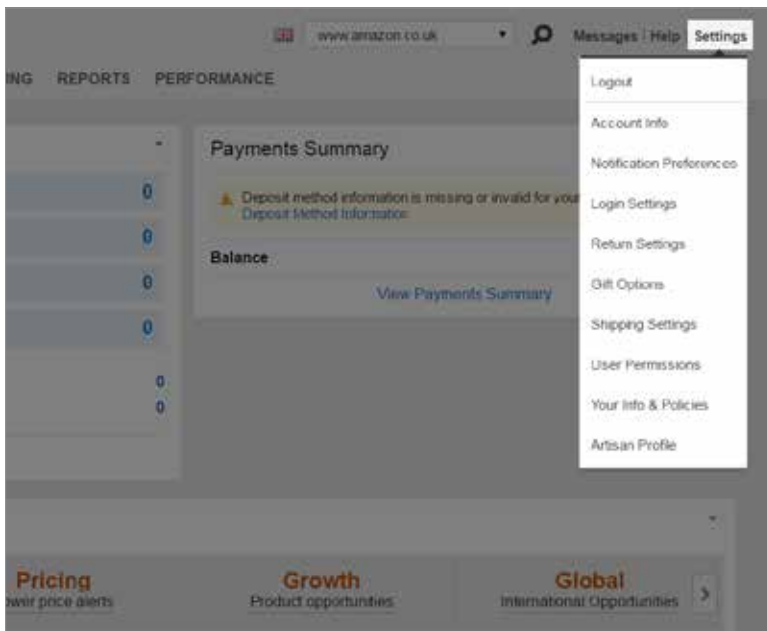
The Home view offers quick answers and links to Seller Central tools, forums, and more.



Search Help to see popular results followed by Help topics.

Still don't see what you're looking for? Try changing the search filter to search all help content instead of just the articles for Handmade.

SELLER CENTRAL 101



The Settings menu gives you access to all your account settings where you can:

- Update your contact information
- Change your **Notification Preferences**
- Set your **Gift Options**
- Customise your **Shipping Settings**
- Set **User Permissions** for your account
- Create and edit your **Artisan Profile**

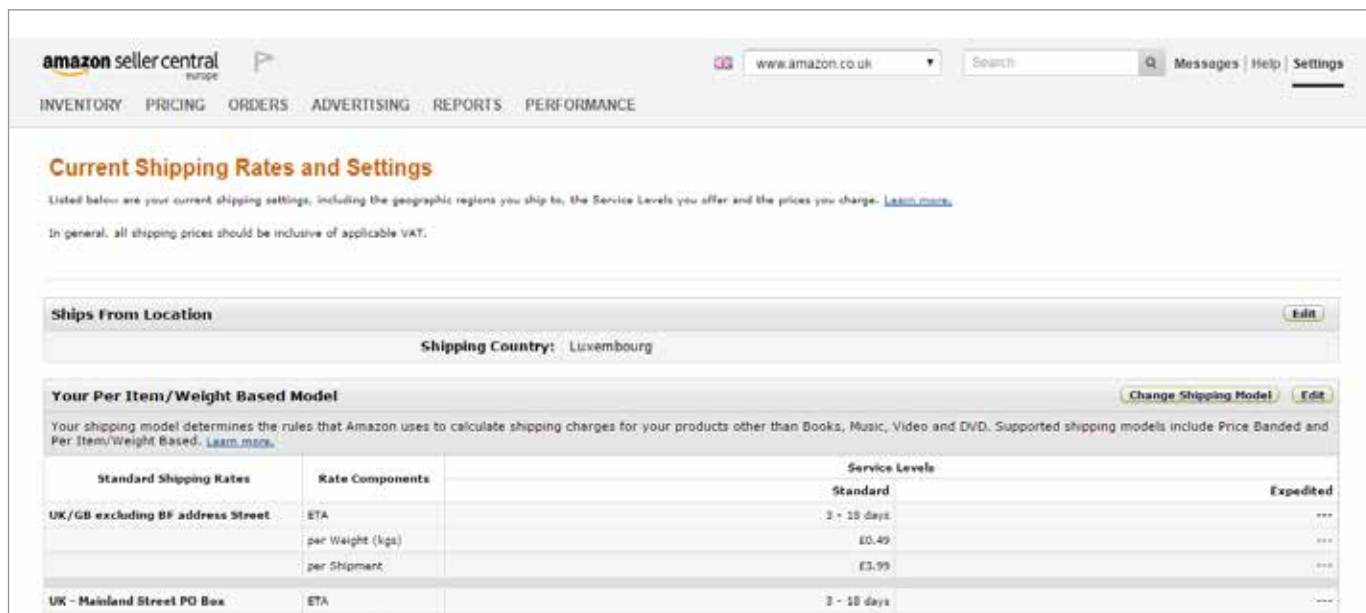
On the left and right side of the screen, you'll see widgets containing summaries of recent orders or payments, performance metrics, quick links to seller forums, and other Amazon links. You can customize Seller Central by collapsing and moving these widgets around to suit your preference.

Read Seller Central 201 to learn more about customizing your Seller Central settings.

SELLER CENTRAL 201

Shipping Settings

Did you know you can customize your shipping settings? To get started, hover over the **Settings** menu in your **Seller Central** account and click **Shipping Settings**. Here you can update your 'Ships From Location, Regions and Service Levels', and your 'Shipping Model'. Keep in mind when updating your shipping fees, that the 12% fee is calculated based on your total price (product + shipping).



Current Shipping Rates and Settings

Listed below are your current shipping settings, including the geographic regions you ship to, the Service Levels you offer and the prices you charge. [Learn more.](#)

In general, all shipping prices should be inclusive of applicable VAT.

Ships From Location Edit

Shipping Country: Luxembourg

Your Per Item/Weight Based Model Change Shipping Model Edit

Your shipping model determines the rules that Amazon uses to calculate shipping charges for your products other than Books, Music, Video and DVD. Supported shipping models include Price Banded and Per Item/Weight Based. [Learn more.](#)

Standard Shipping Rates	Rate Components	Service Levels	
		Standard	Expedited
UK/GB excluding BF address Street	ETA	3 - 10 days	---
	per Weight (kgs)	£0.49	---
	per Shipment	£3.99	---
UK - Mainland Street PO Box	ETA	3 - 10 days	---

Ships From Location

Distance is an important factor in delivery time so be sure to keep this information up to date. To edit this information:

1. From the 'Ships From Location' section of your 'Shipping Settings', click **Edit**
2. Use the drop-down menu to select the country from which your products are shipped
3. If you ship from the United States or Canada, you must also enter a valid ZIP or postal code

Regions and Service Levels

You can customise the geographic regions you ship to and the service levels for each region by following these steps:

1. From the Current Shipping Rates and Settings screen, look for 'Change Shipping Model' button
2. On the Select the Regions and Service Levels You Support page, tick or untick the boxes to set regions (such as Alaska and Hawaii) and service levels (such as Standard or Expedited).
3. Click Continue.

SELLER CENTRAL 201

Shipping Model—Choose from Per Shipment / Weight-Based Shipping, or Price-Banded Shipping. Keep in mind that you can only choose one shipping model for your account and it will need to apply to all your products.

Per Shipment / Weight-Based Shipping

If you offer per-item/weight-based shipping, set a charge for each shipment and either a per-kilo charge or a per-item charge for handling. When a customer buys your products, Amazon applies your per-shipment charge and then calculates the appropriate per-kilo or per-item charge for each item in the order.

Product	Quantity	Weight (lb.)	Flat Rate per Shipment	Per-pound Charge
Table	1	100	£4.49	£0.50
Pillow	1	2	£4.49	£ 0.50

Using the above example, if a customer purchases a 100 lb. table and a 2 lb. pillow from you, Amazon calculates the total shipping charge by multiplying the per-pound charge (£0.50) by the weight of each item (100 lbs. and 2 lbs.), and adding the flat rate shipping fee of £4.49 for the entire shipment totaling £56.99.

Product	Quantity	Weight (lb.)	Flat Rate per Shipment	Per-item Charge
Pendant	1	N/A	£3.99	£0.99
Bracelet	1	N/A	£3.99	£0.99

Using the above example, if a customer orders two products from you, a Pendant and a Bracelet, Amazon calculates the total shipping charge to the customer as £5.97 by multiplying the per-item charge (£0.99) by the quantity ordered (1 each) and adding the flat rate shipping fee of £3.99 for the entire shipment.

Banded Shipping

If you offer price-banded shipping, create rates that vary by the product price range, such as £0 to £25, £25.01 to £50, £50 and up. Each price band has its own shipping rates. When a customer buys your products, Amazon reviews the total order amount (excluding tax), identifies the band for the total price and applies your shipping charge for the price band.

Price Band	Standard	Expedited
£0.00–£50.00	£5.00	£7.00
£50.01–£80.00	£7.00	£9.00
£80.01–up	£12.00	£15.00

Suppose a customer orders a bracelet from you that costs £24.99 and requests expedited shipping. Using the price band model you set up, the shipping charge to the customer would be £7.00 making the total cost of the order £31.99.

SELLER CENTRAL 201

Notifications

By default, Seller Central will send you email notifications for orders, returns, listing creation and updates, reports, and other business updates. These emails are meant to help you keep tabs on your business, but you can customize which email addresses these notifications are sent to, or turn them off all together. If you choose to disable these notifications, be sure to check your Seller Central account often.

To set your notification preferences:

1. From your Seller Central account, point to the **Settings** menu and click **Notification Preferences**.
2. On the **Notifications Options** page, review your email notification settings.
3. To update or add an email address, click the **Edit** button for the notification type. If you select the **Tick Box** you will receive an email notification. If you de-select the Tick Box, you will not receive an email notification.

Gift Settings

You can use Gift Options to offer gift-wrapping, gift messaging, or both to customers. To customize your gift settings, point to the **Settings menu** and select **Gift Options**. When you enable gift messaging for a product, customers can create one gift message for each product in an order, and these messages will appear on the packing slip created using Manage Orders.

You can use the system defaults or you can set up your gift messaging as follows:

1. **Maximum Gift Message Length**—You can set the maximum number of characters in a gift message from 1 to 255 characters, and the default is 255.
2. **Maximum Lines in Gift Message**—You can set the maximum number of lines in a gift message from 1 to 10 lines, and the default is 10.

You can also offer up to four different gift-wrap options. All options are available for every product you specify as eligible for gift-wrap. For each option, you will need to provide the following information:

1. **Gift-Wrap Image** - an example image of what the gift wrap option would look like
2. **Gift-Wrap Description** - The name customers see when choosing one of your gift-wrap styles
3. **Gift-Wrap Identifier** - The name or number you use to identify the gift-wrap in your system
4. **Gift-Wrap Charge** - The price you charge the customer to gift-wrap an item

SELLER CENTRAL 201

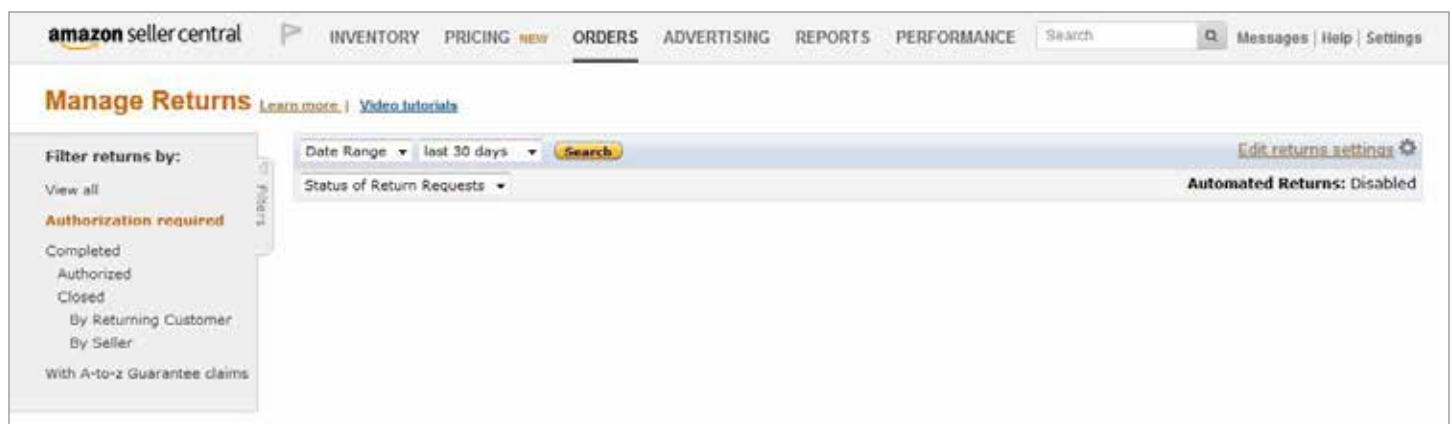
Returns

You may determine your own return policy for handmade and customized products; however, you must accept returns within at least 30 days of receipt of purchase. If you choose to offer your customers different customization options with personal configuration, inscription, or design, you are not required to accept returns or exchanges unless the customer informs you within 30 days that products were damaged or defective upon arrival.

If you choose to offer customers your own policy, remember that it must be in accordance with the Handmade Returns, Refunds, and Cancellations Policy or offer customers better terms for their returns.

In the case that a customer requests to return one of your products and you have this email notification enabled, Amazon will notify you by email. Each return request includes the customer's reason for returning the item. If the request does not comply with the Handmade at Amazon return policies, you will be notified in the email.

To review your returns, simply point to the Orders menu and click Manage Returns. Here you can review returns that are pending your authorization, orders that are already authorized, closed returns, or even returns with an A-to-Z Guarantee claim.



To provide your customers with excellent customer service, be sure to respond to a return request within 24 hours.

MANAGE YOUR BUSINESS



MANAGE YOUR BUSINESS

Now that you've created your Artisan Profile and listed your products, what happens now? In this section, you'll learn a few pointers to help you get your business up and running.

Confirm Dispatch

You are notified once a customer purchases one of your products. Now you must create the product and ship it. Once you have shipped it, you'll need to Confirm Dispatch in Seller Central.

Manage Inventory

As you start to sell more products, you'll want to remember to keep your inventory and production time up to date so customers know how long it takes for you to ship their order.

Communicate with Customers

Amazon makes it easy for you to communicate with your customers using the Buyer-Seller Messaging Service. Learn more about how to use this tool and other best practices for communicating with customers to make sure you are providing the best service possible.

CONFIRM ORDERS

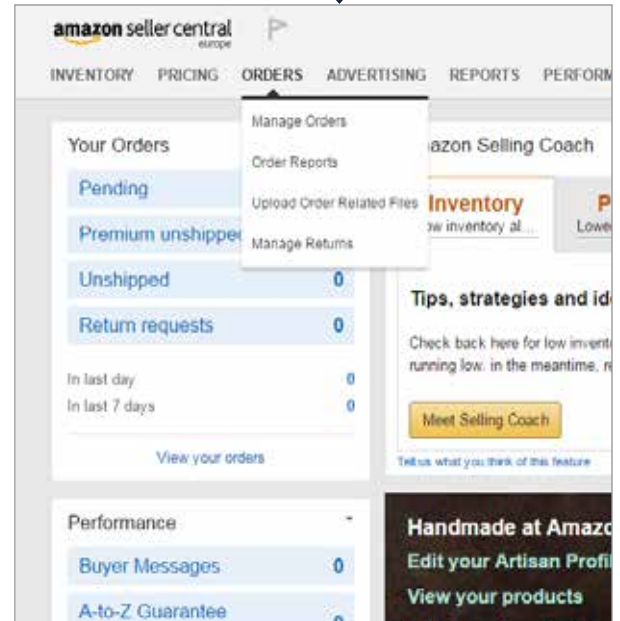


When a customer purchases one of your products, by default, you will receive an email notification telling you there is a new order that needs fulfilling.

To see the details about the order, point to **Orders** and select **Manage Orders** from the drop-down menu.

On the Manage Orders page, you'll see info about the order including the order date, order details, shipping information, and the current state of the order.

Under the Action column, you'll find a list of actions available for each order including printing packing slips, confirming shipments, buying shipping, and canceling the order.



Manage Orders [Learn more](#) | [Video tutorials](#) | [Rate this page](#)

Date Range: Last 7 days [Search](#) [Advanced Search](#)

Total unshipped: 0 orders | Seller fulfilled pending: 0 orders

All orders placed in the last 7 day(s) in all marketplaces | [Clear all filters](#)

Orders 1 - 15 of 80 [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) Next

[Print packing slips for selected orders](#) [GO](#)

Order Date	Order Details	Shipping	Status	Action
Feb 25, 2015 7:39:33 PM PST	555-5555555-5555555 Test Order QTY: 1 ASIN: B005XXXSXX SKU: 123456 Contact Buyer: Buyer Sales Channel: Amazon.com Fulfillment method: Amazon Billing Country: US	Second Day	Payment complete	
Feb 25, 2015 1:42:53 PM PST	555-5555555-5555555 Test Order QTY: 2 ASIN: B005XXXSXX SKU: 123456 Contact Buyer: Buyer Sales Channel: Amazon.com Fulfillment method: Amazon Billing Country: US	Second Day	Payment complete	

A screenshot of the Manage Orders page. Here you can view your orders and access the details needed to fulfill an order.

CONFIRM ORDERS

You can confirm an order only when the product is shipped. For made-to-order products, be sure to confirm the order after you have completed creating the product within the Production Time you set for that specific product.

For example, if it takes you 10 days to create your product, you'll need to confirm an order for that product within 10 days of the order being placed. To learn more about setting Production Time for your products, visit the [Fulfill Handmade Orders](#) article.

To confirm an order:

1. Locate the order in **Manage Orders** and click **Confirm Dispatch** for the order.
2. On the **Confirm Dispatch** page, you will need to enter the ship date, shipping method, and carrier tracking number.
3. Enter any special notes about the product or order in the **Seller Memo** field.
4. When finished, click **Confirm Dispatch**.

Manage Orders [Learn more](#) | [Video tutorials](#) | [Rate this page](#)

Date Range: [] Last day: [] [Search](#) [Advanced Search](#)

Total unshipped: 22 orders | Seller fulfilled pending: 14 orders

All orders placed in the last 1 day(s) in all marketplaces | [Clear all filters](#)

Make this my default order view

Orders 1 - 15 of 1002 Jump to page: [60] 1 2 3 4 5 6 7 8 9 10 ... 67 Next

Print packing slips for selected orders [60]

Order Date	Order Details	Shipping	Status	Action
<input type="checkbox"/> Mar 3, 2015 2:53:39 PM PST	555-555555-555555 Test Product QTY: 1 ASIN: B00X5XXXXX SKU: 12345 Contact Buyer: Jane Doe Sales Channel: Amazon.com Fulfillment method: Seller Billing Country: US	Standard Expected ship date: Mar 4, 2015 Deliver by: Mar 9, 2015 to Mar 12, 2015	Unshipped (1)	Print packing slip Confirm shipment Buy shipping Cancel order
<input type="checkbox"/> Mar 4, 2015 10:55:47 AM PST	555-555555-555555 Test Product QTY: 1 ASIN: B00X5XXXXX SKU: 12345	Standard Expected ship date: Mar 5, 2015	Unshipped (1)	Print packing slip Confirm shipment

Once you click Confirm Dispatch, Amazon will charge the customer for the order, credit your account for the order, and send a shipping confirmation email to the customer.

If you want to connect with the customer who purchased your product, click the customer's name link next to the Contact Buyer field. This will take you to the Buyer-Seller Messaging Service. Visit the 'Communicate with Customers' section of this guide to learn more.

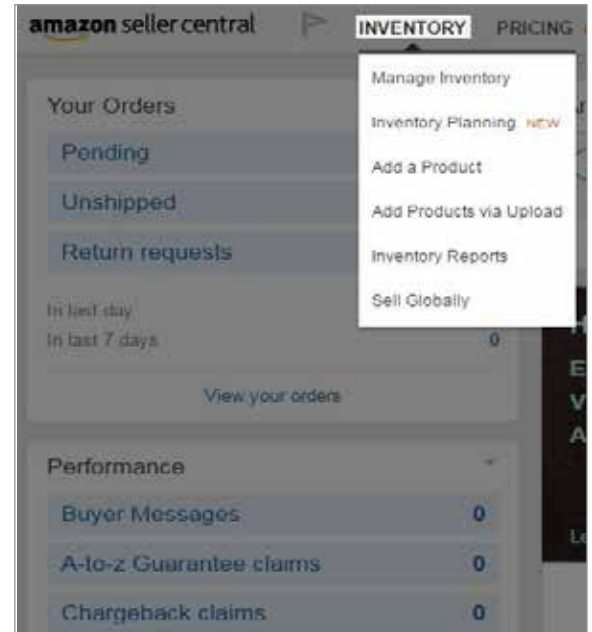
MANAGE INVENTORY

ACCESS
MANAGE
INVENTORY

Business moving a little quicker than expected? No problem! You can manage your inventory and update the Production Time on your products from the Manage Inventory screen. This helps you keep track and make sure you're keeping up with orders.

To access this section, point to the Inventory menu on your Seller Central home screen and select Manage Inventory. From here, you can view high-level information for each of your products including the:

- Main Product Image
- Product SKU
- Customization flag
- Product Name and link to the product page
- Quantity available
- Standard Price and Shipping Price



All of your product listings will appear on this page. From here you can search, view, and update your product and inventory information at anytime.

Status	Image	SKU Condition	Custom	Product Name ASIN	Date Created Status Changed Date	Available	Fee Preview	Price + Postage	Lowest Price + Postage	Save all
Active		B00W01 New	Disabled	Berkeley Bowl No. 2201 BT1LVUMYMF	10/08/2016 20:43:25 10/08/2016 20:43:17	1	£12.48 +	€ 100.00 + €3.99	✓ Lowest	Edit
Active		abc New	Disabled	saasof BT00LU0TEK	15/06/2016 22:17:02 15/06/2016 22:17:00	1	£1.68 +	€ 10.00 + €3.99	✓ Lowest	Edit
Active		VP-Z0G2-WW07 New	Enabled	Ombre Cake Topper BT00L9HNSC	06/06/2016 03:15:12 06/06/2016 03:15:09	4	£5.69 +	€ 45.00 + €4.07	✓ Lowest	Edit

The inventory screen allows for at-a-glance information about your products.

MANAGE INVENTORY

Running a little behind? You can control the pace of your business a few different ways.

Edit the Quantity Available for a Product

You can limit the number of orders you receive by decreasing the quantity available. Or, you can increase the quantity available to let customers order more units. Just remember that you must be able to complete creation of the product within the Production Time you set for that product.

To edit the quantity you have available for a specific product:

1. On the **Manage Inventory** screen, find the product you want to edit.
2. In the **Available** column, enter the new **Quantity** you are able to make within that product's **Production Time**.
3. Click **Save**.

Change the Production Time for a Product

Extend your Production Time to give yourself a few more days to create your products. Remember that your Production Time should always include the time required to complete any customizations and must be less than 30 days.

To edit the **Production Time** on a specific product:

1. On the **Manage Inventory** screen, find the product you want to edit.
2. Select **Edit** for the product you want to update. This opens the **Add a Product** tool.
3. Enter your new **Production Time** in the **Required Info** section.
4. Click **Save & Publish** when complete.

Change Products to Inactive by Going on Holiday

If you need more time to get caught up, or if you just want to take some time away from your shop, you can switch all your listings to inactive. This will temporarily remove your listings from Amazon.co.uk. However, you will still need to complete all existing orders within the production time for that product. When you're ready to start taking orders again, just update your listings to active.

To change your product listings to inactive:

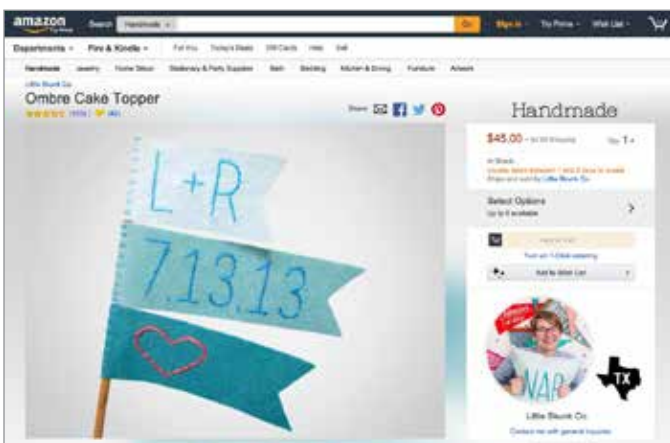
1. From your Seller Central account, select **Settings**, then **Account Info**.
2. In the **Listings Status** section, click **Going on Holiday**.
3. To change the status of all your listings, click the **Active** or **Inactive** button and click **Save**.

MANAGE INVENTORY

Now that you know how to update your Production Time and Quantity, take a look at the example below.

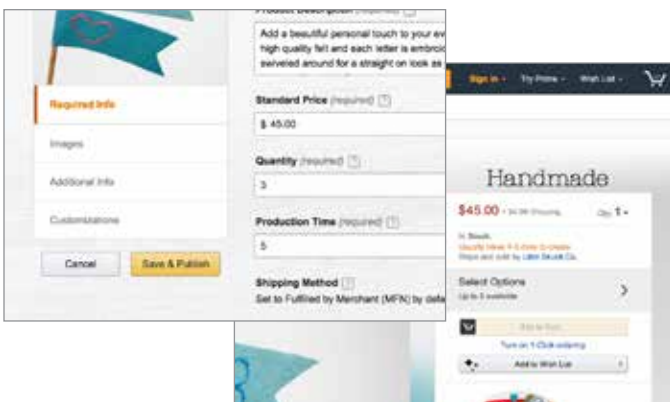
The screenshot shows the Amazon Seller Central interface for editing a product listing. The product is 'Ombre Cake Topper'. The 'Required info' section includes a title field with 'Ombre Cake Topper', a product description field with a detailed description, a standard price field with '\$ 45.00', a quantity field with '100', and a production time field with '1'. The shipping method is set to 'Set to Fulfilled by Merchant (MFN) by default'. There are 'Cancel' and 'Save & Publish' buttons at the bottom.

Let's say you are creating a listing for a new product, Ombre Cake Topper. You think that this could be a really popular item, so you make 100 units ahead of time and set your Production Time to 1 day. This means you can confirm orders for up to 100 units within 1 day of the order being placed.



On the product page, customers can see that you are able to ship several units of this product within 1 to 2 days of ordering.

As it turns out, customers love the cake topper and you sell out of all your pre-made units!



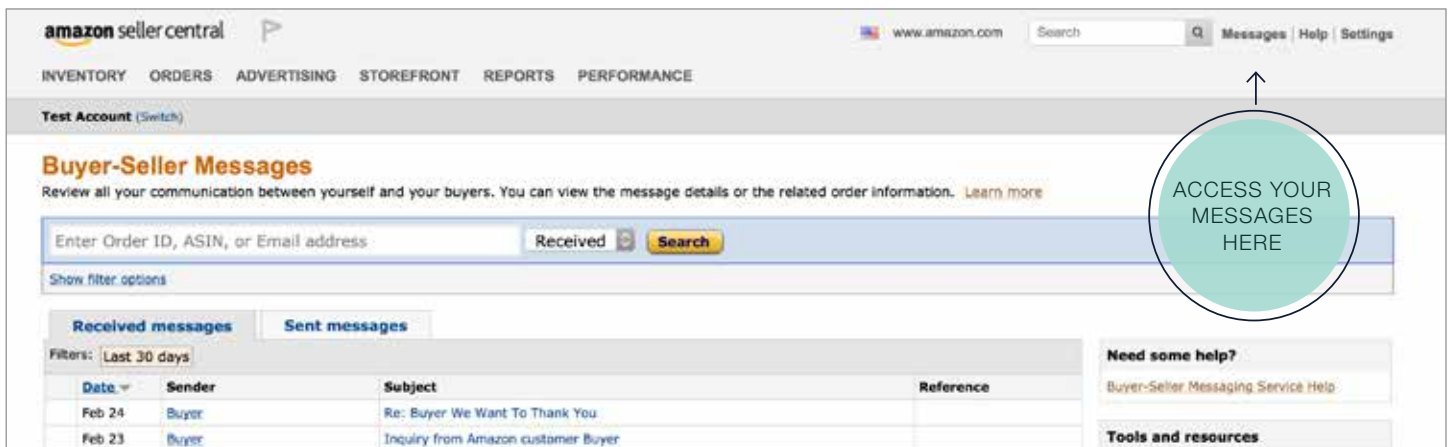
Because it takes you about 5 days to create this cake topper, and you can make 3 toppers within that time frame, you update your Production Time to 5 days and Quantity to 3.

This information will then update on the product page so customers know it takes you 5 days to create the product and you have 3 available for purchase.

Remember to keep your Production Time and Quantity up to date so customers know when to expect delivery of your products.

COMMUNICATE WITH CUSTOMERS

You can communicate with customers through Buyer-Seller Messaging. This feature allows you to email customers to answer questions about the products you make or provide updates on the status of an order without revealing your private email information. To access Buyer-Seller Messaging, just click Messages in the top right corner of Seller Central.



Customers should be able to order all of your products without contacting you. In the event they do need to reach you, remember that timely, high-quality responses are an important factor in customer satisfaction. This is why we require that you respond to customer messages within 24 hours of receipt.

You can use Buyer-Seller Messaging to contact customers proactively after they have placed an order by following these three steps:

1. Point to the **Orders** menu and select **Manage Orders**.
2. Click the name of the customer in the **Contact Buyer** column.
3. On the next page, enter the message you would like to send to the customer.

You can respond to messages from customers directly in the Buyer-Seller Messaging tool. Or if you prefer to use your own email, just reply to the customer's message from your email service, using the customer's encrypted email address.

If you are using the Fulfilled by Amazon (FBA) service, Buyer-Seller Messaging is disabled by default, because Amazon handles customer inquiries on behalf of all FBA Artisans. You can enable product questions for FBA orders should you wish. To do this, please review the link in the Buyer Seller Messages section titled 'Need some help?'

COMMUNICATE WITH CUSTOMERS

Now that you know how Buyer-Seller Messaging works, here are some guidelines for communicating with customers to make sure you're providing the best service possible.

- Customers should be able to order all of your products without contacting you. If you have questions about setting up your listings or customizations to ensure customers can easily order your products, check out the [Handmade at Amazon Style Guide](#).
- Always respond to customer messages within 24 hours of receipt. You can do so either through your own email service or directly through the Buyer-Seller Messaging tool. To learn more about Contact Response time, review the 'Seller Performance' section of this guide.
- Only contact customers to respond to questions or to complete orders. Do not contact a customer before a purchase has been made unless the customer reaches out to you first.
- Do not include any promotional or marketing information in your messages to customers that contains links to non-Amazon websites or display logos that contain links to other websites.
- If you include a business card or any print material with your packaging, you will need to update your materials to include your Amazon Artisan Profile URL to drive more customers to your storefront.
- Some customer messages may not require a reply. For example, a customer sends you a message thanking you for responding promptly to their inquiry. To exclude messages like this from contact response time calculations, just mark No Response Needed in the reply section of the Buyer-Seller Messaging tool.
- You can send your customers proofs of the products you are creating by adding an attachment to your email. Attachments are indicated by a paper clip icon to the right of the Subject field and can be up to 10MB in size.
- While you can use this service to solicit feedback from customers, keep in mind that Amazon automatically sends an email to them asking for feedback on your behalf, so there is no need to send a duplicate email. For information about how to solicit feedback from customers, see the Soliciting Feedback section in the article [Improving Your Feedback Rating](#).



SELLER

PERFORMANCE

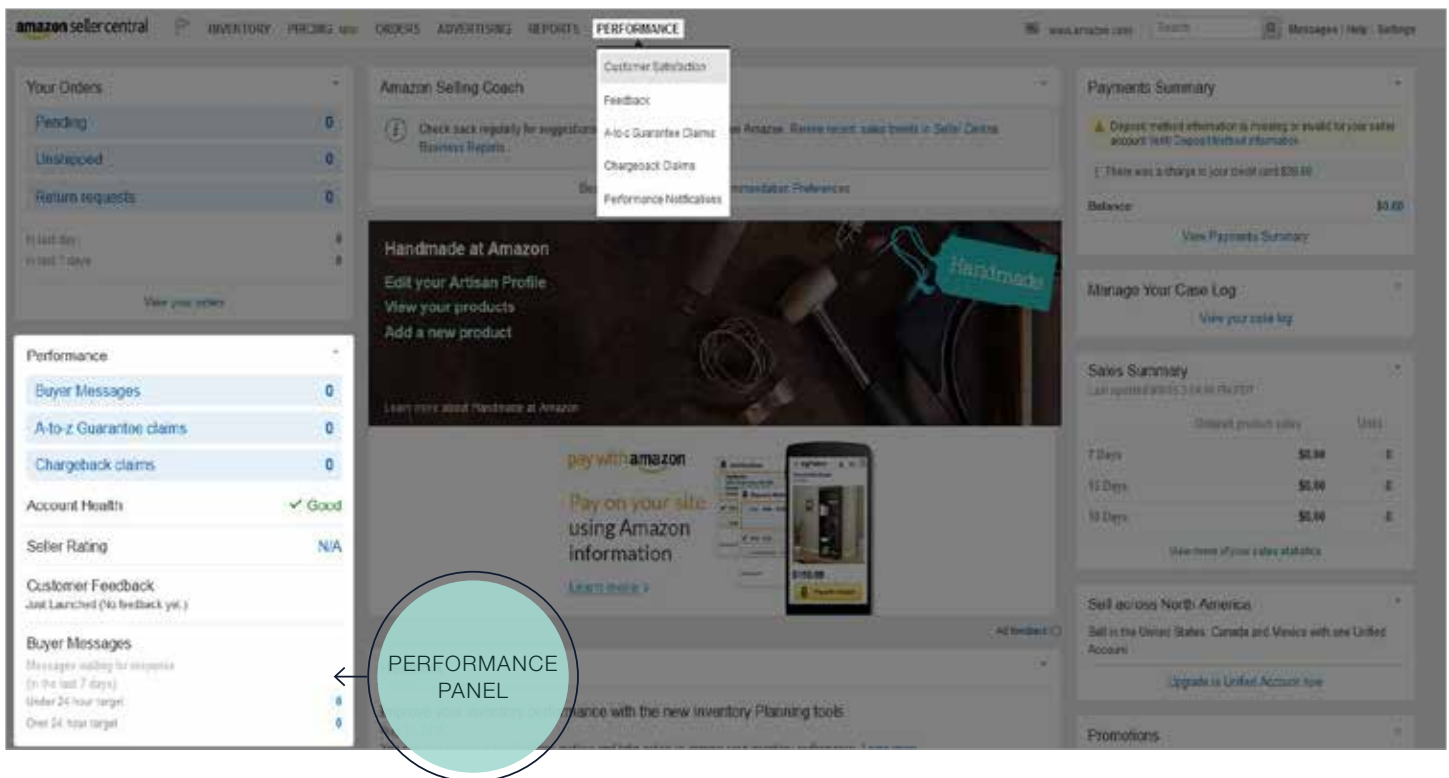
ACCOUNT HEALTH

In this section you'll find information about your customer satisfaction metrics, understand how they are calculated, and learn how to provide great customer service to keep all your metrics in the green.

Why are these metrics important? Account Health is the primary indicator of the level of customer service you are providing on Amazon. Good Account Health will ensure you stay active as an artisan and will help you build a stronger business.

You can access your Account Health at any time by one of two ways:

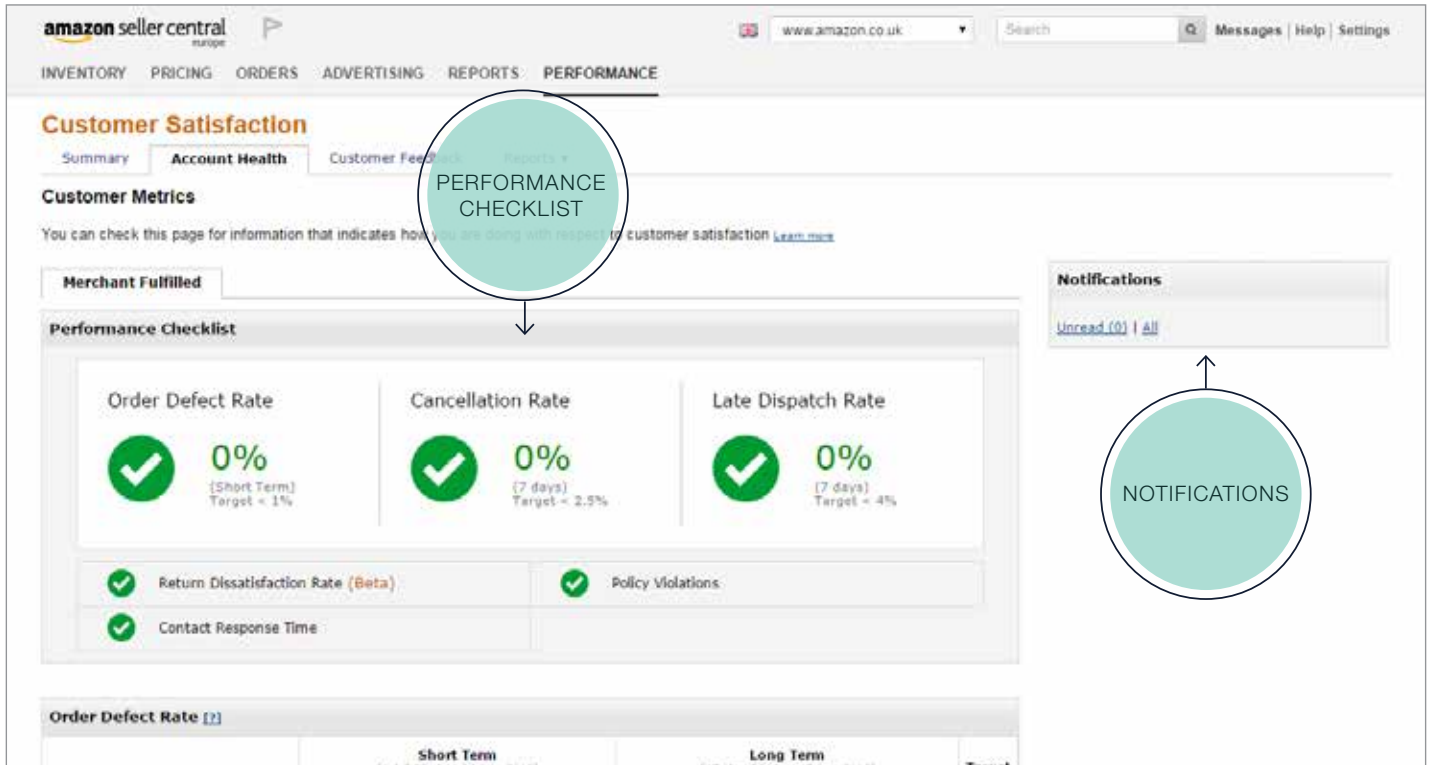
- Point to the **Performance** menu at the top of Seller Central, select **Customer Satisfaction**, and click the **Account Health** tab.
- Click the **Account Health** rating in the **Performance** panel on the left side of Seller Central.



The Performance panel shows a quick summary of your Buyer Messages, A-to-z Guarantee claims, Chargeback claims, and an overall rating for your Account Health.

ACCOUNT HEALTH

On the Account Health page, you can view all of your performance metrics in the Performance Checklist, view any notifications, and see a more detailed summary of your main performance metrics.



In the Performance Checklist, you will see the current status of each of your Account Health metrics represented by one of three icons:



Green Checkmark

This means you are meeting Amazon's target for that metric. Nice job!



Yellow Exclamation

This means there is room to improve. Your performance doesn't currently meet Amazon's target, but will not necessarily affect your selling account.



Red X

This means you don't meet Amazon's target. Continued performance at this level could result in suspension or the removal of your selling privileges.

ACCOUNT HEALTH

There are 7 main Account Health metrics on the Performance Checklist. Any time you visit this page, you can quickly check your status in each of these areas:

Order Defect Rate

An order has a defect if it incurs negative feedback, an A-to-z Guarantee claim, or a service credit card chargeback.

Cancellation Rate

The rate of orders cancelled by the artisan prior to ship-confirmation.

Late Shipment Rate

Compares the number of orders shipped late to the total number of orders.

Return Dissatisfaction Rate

Measures return requests that were not answered within 48 hours, were incorrectly rejected, or received negative customer feedback.

Policy Violations

Measures any non-compliance with an Amazon policy and indicates if you have any unread performance notifications.

Contact Response Time

The percentage of customer initiated messages you have responded to within 24 hours.

ORDER DEFECT RATE

Order Defect Rate, or ODR, measures the number of orders with a defect against your total number of orders for that time period. It allows Amazon to measure overall performance with a single metric.

What is a defect? An order has a defect if it is impacted by:

- Negative Customer Feedback
- A-to-Z Guarantee Claim
- Service Chargeback Rate

For example, if you have 500 orders within a given time period and 1 of them has a defect, your ODR is 0.2% ($1/500 = 0.2\%$).

The target rate for your ODR is less than 1%.

$$\frac{\text{\# of orders with a defect}}{\text{DIVIDED BY}} \\ \text{Total \# of orders}$$

The ODR can be calculated over any historical time period. Since many defects are reported several weeks after orders are placed or received, Amazon typically only calculates them for periods not earlier than 30 days from the current date.

Even if there are multiple defects on one order, that order is only counted once in ODR calculations. More information about each of these defects can be found in the subsequent sections.

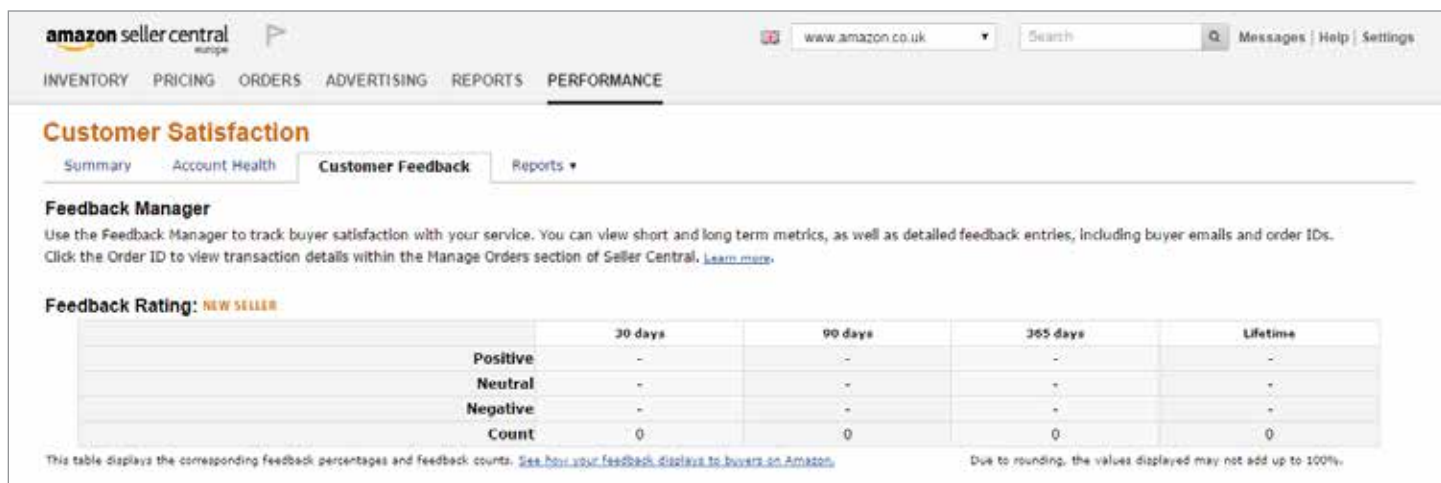
ORDER DEFECT RATE

Negative Feedback Rate

Building a trustworthy environment for customers to shop on Amazon.co.uk is a high priority. To build this sense of trust we encourage customers to leave feedback for the products they order. Sometimes, customers will leave negative feedback and this rate is an input into your ODR. The negative feedback measures the number of orders that have received negative feedback from customers against your total number of orders.

Amazon typically does not remove negative customer feedback in Customer Reviews. If a customer posts negative feedback, you can contact the customer directly to resolve the problem through the Feedback Manager. If the customer chooses not to modify or remove the negative feedback, you can post a response on Amazon.co.uk, through the Feedback Manager, to explain to customers how you worked to correct the problems.

To access the Feedback Manager, click the Customer Feedback tab in the Customer Satisfaction section of Seller Central.



The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central' logo, a search bar, and links for 'Messages | Help | Settings'. Below that, a secondary navigation bar includes 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The main content area is titled 'Customer Satisfaction' and has tabs for 'Summary', 'Account Health', 'Customer Feedback', and 'Reports'. Under 'Customer Feedback', there's a 'Feedback Manager' section with a description: 'Use the Feedback Manager to track buyer satisfaction with your service. You can view short and long term metrics, as well as detailed feedback entries, including buyer emails and order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. [Learn more.](#)' Below this is a 'Feedback Rating: NEW SELLER' section with a table showing feedback counts for different periods.

	30 days	90 days	365 days	Lifetime
Positive	-	-	-	-
Neutral	-	-	-	-
Negative	-	-	-	-
Count	0	0	0	0

This table displays the corresponding feedback percentages and feedback counts. [See how your feedback displays to buyers on Amazon.](#) Due to rounding, the values displayed may not add up to 100%.

To prevent negative feedback and improve your Negative Feedback Rate, be sure to:

- Ship products on time.
- Make sure products are packed safely for shipping.
- Always provide your customers with a tracking number after products ship.
- Respond to customer emails and answer questions quickly through Buyer-Seller Messaging.
- Adhere to cancellation and return policies.
- Make sure that your products are accurately described on your product pages.

ORDER DEFECT RATE

A-to-Z Guarantee Claim Rate

The A-to-Z Guarantee is crucial to maintaining customer trust. By being responsive to customer concerns and acting quickly to resolve any problems that they may have with an order, we allow our customers to buy with confidence. The A-to-Z Guarantee claim process is how customers and artisans can manage an issue when they are unable to reach a conclusion on their own. Customers can file an A-to-Z Guarantee claim for the following reasons:

Product Not as Described

The product the customer received was materially different from the item represented on the product page. This includes damaged, defective, misclassified, misrepresented items, or products that appear to be mass produced and violate the Handmade Policies.

Order Not Received

The customer's order never showed up, or it arrived after the maximum estimated delivery date.

Returned Item Not Refunded

The customer has returned the item but the seller has not issued a refund or has issued a refund for the wrong amount.

Refused Return

The Artisan refused to accept a return request that complied with the Handmade at Amazon return policy, or the Artisan failed to provide a local, in-country return address or failed to offer free return shipping for an international address.

The A-to-Z Guarantee claim rate is measured by the number of orders that have received an A-to-Z Guarantee claim divided by the number of orders in the same time period.

To prevent A-to-Z Guarantee claims, describe all your products accurately, provide clear product images, package your products safely for shipping, and use a trackable shipping method. Also be proactive and respond promptly to customer emails in your Buyer-Seller Messages.

Learn more about the [A-to-Z Guarantee](#) and how to [respond to claims](#) that have been filed.

ORDER DEFECT RATE

Service Chargeback Rate

Service chargebacks, or credit card chargebacks, occur when a customer contacts their credit card issuer to dispute the charge for an order. The service chargeback rate measures the number of orders that have received a credit card chargeback to the total number of orders you have processed during that time period. These chargebacks are broadly categorized as either fraud or service chargebacks.

Fraud Chargebacks

The customer claims not to have made the purchase at all. These chargebacks are typically related to stolen credit cards used by fraudulent customers. Amazon protects you 100% from fraudulent transaction chargebacks.

Service Chargebacks

The customer acknowledges a purchase but indicates to their credit card issuer that they experienced a problem. Such problems may include: not receiving the product that was purchased, the product was returned but no refund was given, or the product was damaged or defective. These chargebacks are similar to A-to-z Guarantee claims except that the processing and decision is made by the credit card issuer, not Amazon.

You can prevent Service Chargebacks by providing customers with clear product information on your product pages so they know exactly what they are purchasing, by processing returns promptly in accordance with your Return Policy, and by packaging your products carefully to ensure they arrive without damage.

ORDER DEFECT RATE

To keep your ODR rate in the green, provide great customer service and work proactively with your customers to resolve order problems quickly. This will help you avoid most A-to-Z Guarantee claims and negative customer feedback. Be sure to check your ODR at least once a week. Review the details of your ODR on your Account Health Page.



The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central europe', a search bar, and links for 'Messages | Help | Settings'. Below this is a menu with 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The 'PERFORMANCE' section is active, showing 'Customer Satisfaction' with tabs for 'Summary', 'Account Health', 'Customer Feedback', and 'Reports'. Under 'Customer Metrics', there's a 'Performance Checklist' with several items, each marked with a green checkmark: 'Order Defect Rate' (0%, Short Term, Target < 1%), 'Cancellation Rate' (0%, 7 days, Target < 2.5%), 'Late Dispatch Rate' (0%, 7 days, Target < 4%), 'Return Dissatisfaction Rate (Beta)', 'Contact Response Time', and 'Policy Violations'. A 'Notifications' box on the right shows 'Unread (0) | All'.

On your Account Health page, beneath the Performance Checklist you can view a snapshot of your Negative Feedback Rate, A-to-Z Guarantee Claim Rate, and your Service Chargeback Rate—all of which make up your ODR.

CANCELLATION RATE

Your order cancellation rate is measured by the number of orders you cancel against your total number of orders for that time period. Order cancellations initiated by customers do not affect this rate.

of orders cancelled by
the artisan

DIVIDED BY

Total # of orders

For example, if you have 100 orders within a given time period and cancel 2 of them, your Cancellation Rate is 2.0% ($2/100 = 2.0\%$).

The target for your Cancellation Rate is less than 2.5%.

When an artisan cancels an order prior to shipping, it's usually because the product is out of stock. We know that a certain percentage of stock outs is unavoidable but it's important to keep the quantity available of each of your products accurate. You can update your inventory on your products at any time by pointing to the Inventory menu in Seller Central, selecting Manage Inventory, and updating the quantity available for your products.

What about custom or made-to-order products? Your inventory should represent the number of products you are able to make within the production time you set. For example, if your inventory for a product is 6 units and your production time to complete that product, including customizations, is 12 days, customers will know that they can purchase up to 6 units and all units will ship within 12 days of the order being placed. Learn more about [Fulfilling Handmade at Amazon orders](#).

Keeping your product inventory and production times up to date will not only keep your cancellation rate in the green, but customers will be happy to know how many units of a product you can produce and when they can expect to receive their orders.

LATE SHIPMENT RATE

The Late Shipment Rate (LSR) metric measures the number of orders you ship late compared to your total number of orders. An order is considered late if you confirm shipment after the expected ship date.

of orders shipped late

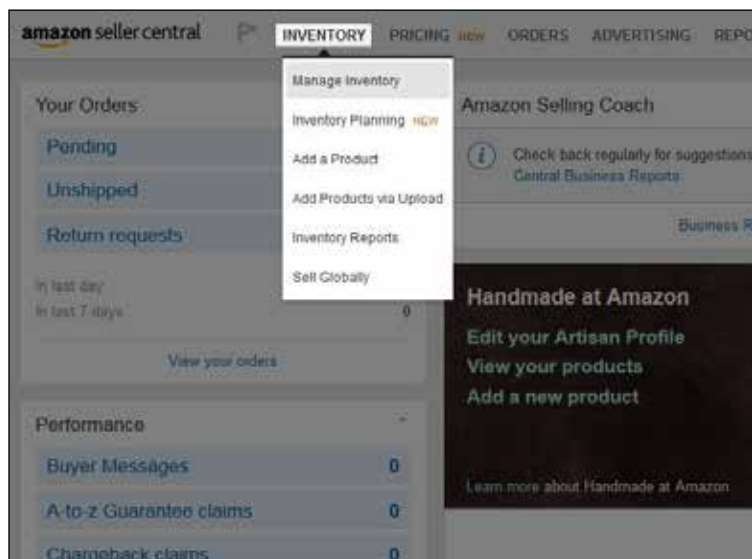
DIVIDED BY

Total # of orders

For example, if your Production Time is 10 days and you confirm shipment 12 days after receiving an order, that order would be considered late.

The target for your Late Shipment Rate is less than 4.0%.

To reduce your LSR, make sure you confirm and ship your orders on time and within the production time you set for each product. You can modify Production Times for your products in Seller Central by pointing to the Inventory menu and selecting Manage Inventory.



Next, find the item you want to change the Production Time for and click Edit.

This opens the Add a Product tool where you can update any information for this product, including the Production Time located on the Required Info screen.

Once you are done editing, click Save & Publish and you're good to go!

By keeping your Production Time accurate for each product and confirming your orders on time, you can keep your Late Shipment Rate in the green.

POLICY VIOLATIONS

Policy violations occur anytime an artisan fails to comply with an Amazon policy. Unlike the other metrics, the policy violation metric is not a calculation. Instead, it indicates whether or not you have unread performance notifications.



Green Checkmark

This means you have no unread policy or performance notices.



Yellow Exclamation

This indicates that you have unread policy or performance notifications.



Red X

This means you have unread notices critical to your selling account.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central' and 'www.amazon.co.uk'. Below that, a menu includes 'CATALOGUE', 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The main content area is titled 'Customer Satisfaction' and has tabs for 'Summary', 'Account Health', 'Customer Feedback', and 'Reports'. Under 'Account Health', there's a 'Customer Metrics' section with a note: 'We're trying out a new feature. Now you can provide feedback on your metrics (look for the little gray flags.)'. Below this is a 'Performance Checklist' with three items: 'Order Defect Rate', 'Cancellation Rate', and 'Late Dispatch Rate'. On the right side, there's a 'Notifications' box with 'Unread (0)' and 'All' links. A callout circle labeled 'NOTIFICATIONS' points to this box.

To the right of your Performance Checklist on your Account Health page, you'll see the most recent notifications. Clicking Unread will take you to a list of your unread notifications and clicking All takes you to the performance notifications page.

Be sure to check this section in your Seller Central account regularly to stay up to date on performance warnings, policy violations, as well as things like removal of selling privileges.

CONTACT RESPONSE TIME

The final metric on your Performance Checklist is Customer Contact Response Time. This measures the percentage of customer-initiated messages you have responded to within 24 hours (7 days per week) in the Buyer-Seller Messaging Service. This service allows customers and artisans to communicate with each other while protecting the privacy of both parties.

of messages
responded to within
24 hours

DIVIDED BY

Total # of messages

Contact Response Time measures your response rate to customer-initiated messages and is calculated based on when a message is received and sent for the preceding 7 day, 30 day, and 90 day periods.

To view a report of all recent messages that are awaiting responses:

1. Point to **Performance** in your Seller Central account and click **Customer Satisfaction**.
2. Scroll to the bottom of the **Buyer-Seller Contact Response Time** table.
3. Click the link embedded in the following message, “You have [number] messages that you have not responded to in the past [number] days.”

You can respond to messages two different ways:

- Directly from the Buyer-Seller Messaging tool by finding the message you want to respond to, selecting it, entering your response, and sending.
- Through your own email application by replying to the customer email, using the customer’s encrypted email address.

Some customer messages may not require a reply. If a customer emails you to say “Thanks for the order!” you can check the **No Response Needed** box in the Reply section of the email in the Buyer-Seller Messages tool. This will exclude the message from the Contact Response Time calculation.

Orders with messages responded to within 24 hours receive 50% less negative feedback so remember to respond to all customer-initiated messages within 24 hours of receipt.



STILL HAVE QUESTIONS?

Use the Contact Us link in your Seller Central account to drop us a line.
—The Handmade at Amazon team