amazonservices

Europe

**Order Cancelation rate
How to Improve?**

Why is it important for my business?

Having a low number of cancelations will minimize the possibility that Sellers that use your solution receive bad reviews from Customers, it will also will increase the visibility of their listings and the probability that they win the buybox. in the end this may lead to a higher number of sales for any Seller using your solution.

If you solutions does not have the right tools available for Sellers to properly control their inventory and prevent cancelation, you will be disadvantaged compared to other integrators.

What can I do to help Sellers using my solution?

There are multiple improvements that you as an integrator can implement in order to ensure that Sellers can update the stock correctly based on each Seller's needs. Below you will find the list of best practices, we will go into details for each one in the next section:

1) Frequent Stock updates
2) Stock reserve or minimum stock configuration
3) Manage pending orders to decrease the stock automatically.
4) Ensure that deleted products from the Sellers catalog are deleted on Amazon also.

What improvement should I do to help Sellers reduce their cancelation rate?

1 **Stock Update Frequency**

Our suggestions if to update stock on Amazon constantly and frequently, as a minimum we suggest to update it **every 15 minutes** and if possible do it in real time, every time the stock of a product changes in the Seller system. You should use the stock and price feed (Download it here) or the stock feed if you are using XML(Download it here). You should not send feeds with all the product information to update stock because those feeds take longer to process on Amazon.

Note: make sure that products that are out of stock get uploaded to Amazon with stock 0, if those products are not sent it will result on the wrong stock being shown on Amazon.

2 **Stock Reserve or Configuration of Minimum Stock**

If seller do not have real time information on their stock levels you should give them the possibility to define a minimum stock quantity to list on Amazon. This is also useful on products that have a high rotation. What you would need to do is define a minimum stock to list on Amazon so if the products falls below that minimum stock your just list 0 on Amazon to ensure that the product is not going to oversell. You can implement this functionality in order that it can be applies to the seller complete catalogue or just a small subset.

Note: This is a key configuration if sellers work with Drop shippers or if the seller's warehouse and stock number are not updated in real time on the seller's systems.

3   **Manage Amazon Order Automatically**

This needs to be done in two steps:

a) Check for orders in *pending* status and do a stock reserve for those orders: When an order enters Amazon it usually spends one hour in pending status. While orders are in pending status they will not be shown in the order reports and Sellers cannot perform any action on them. You should implement the Order API to get these orders every 15 minutes and automatically reduce the stock from these orders from the stock of each Seller.

b) Remove ordered products from your stocks automatically: You should automatically download orders and process them in your system. This is especially critical if the Sellers don't do any deliveries on the weekends, you should automatically remove the ordered products from the stock in your systems so that the next stock updates already takes those orders into account even if they have not been fulfilled yet.

4   **Delete products from the Amazon listings when the Sellers remove them from their catalog**

Removing the products from the Sellers' feeds will not delete them on Amazon. You need to send the corresponding delete instruction in the product feeds

Note: This is especially important for Seller that use drop shipper or external catalogs in which the products are removed from the catalog updates.