



Amazing Marketer



Plan-Of-Action (POA) / Letter of Appeal
Order Defect Rate (ODR)



Below is intended plan of action to open your account. Add your details before sending to the Amazon team:

Dear Seller Performance Team,

Greetings.

I understand that my account 'Seller Account Name' got suspended due to higher order defect rate (A to Z claims, Negative feedbacks).

I understood Order Defect Rate is mainly driven by A-to-z claims and negative feedback.

I ever strongly read carefully all A-to-z claims and customer feedbacks which I have received till date and filter them on priority.

Root Cause Analysis :

- Improve to meet Amazon's performance target (ODR)*
- Improve to solve customer complaint before they File A to Z claim.*
- Improve to keep item description very clearly and visible in easy understanding method to all customers in my all listings.*
- Improve packaging to avoid item get defect or damaged while shipping.*
- Improve to Re-Check item before dispatch.*

Plan-of-Action : I'm taking following steps to improve our performance.

- I do re-write the description and bullet points to improve accuracy of the item's presentation to Amazon.in standards.*
- I have audited all of our inventory and ASIN pages to ensure that the products are perfect identical to the ASIN description, title, photo, and bullet points.*
- Listings which had copyright issue, has been deleted.*

Product packing : I am taking following steps to avoid damage in transit.

- *External Packaging: I do Ensure package is not oversized for the product. (product package ratio will be appropriate).*
- *Sealing: The packages will be sealed using H taping technique to ensure they do not open during transit. Good quality branded packaging tape (at least 2 wide) will be used.*
- *Shipping Label: The shipping label will be of good quality.*
- *Outbound Labels: Orientation (eg. This Side Up) and category labels (eg. Fragile) will be used wherever required.*
- *Most products come with manufacturer packaging that is not robust enough. Hence we do products to be packed again into a heavy corrugated outer box.*
- *We do Place the prepped item in the center of the corrugated box.*
- *We do Fill the empty spaces with sufficient fillers so that product doesn't move inside the box during the transit.*
- *Lesser empty space inside the box avoid scratches and defect the product while shipping.*
- *Below generic packaging we ensure to amazon for safe transit and safe delivery of the package to the customer.*
- *Will do Bubble wrap items individually with cushioning to avoid defect in transit.*
- *Will pack in double box for heavier items (items > 13.5 kg) to avoid damage in transit.*
- *Will add orientation and fragile labeling.*

Product Completion : I am taking following steps to avoid incomplete or defect part or lost due to insufficient packaging.

- *I do ensure each and every package to get open, check complete items, parts are included before making packing and dispatch for shipping.*

- *I have assigned one staff for full time to check all packages are with complete items, parts and to correct packaging for all amazon's order with sufficient packaging material for safe and secure shipping. *I have installed CCTV camera in my packing area in my warehouse, so I can personally monitor, watch and keep attention on every packages and orders to make safe and secure packaging to avoid customers complaints.*

- *I do pay careful attention to packing of products, checking of complete parts, customers feedbacks, complaints, notifications, reviews, responses, requests, etc and make solution on priority.*

- *I have already implemented above mentioned steps and will make sure that such complaints will not come again.*

- *I do my level best to improve my Order Defect Rate to meet amazon s performance target.*

- *I do my level best to keep my amazon account to meet amazon's performance standards policy.*

My request to reinstate my selling account.

Thank you in advance for kind cooperation.

Regards



Amazing Marketer

Supports

Ambitious Sellers

All Over The World



2,000+

Suspended Account
Re-opened



8,000+

Amazon Related
Queries Answered



600+

Sellers Supported

KEEP SELLING, KEEP SMILING!

