Responding to Customer Questions

Potential buyers are influenced by customer questions, and it is important to respond to those. This document teaches youhow to find and respond to questions, so that you always deliver an outstanding customer service experience.

Always answer customer questions in a courteous and informative way on your product listing page — that way, potential customers can read them. Find your customerquestions on the product page, and log in to Seller Central to answer them.

Purpose

To teach you how to find your new customer questions, and how to answer them.

Procedure

1. Finding and Answering Questions

The "Customer questions & answers" section of a product listing allows you to connect with other customers to ask or answer questions about products. You can ask questions about a product or use your own expertise to answer other customers' questions.

It is critical for you, as a seller, to monitor this section and make sure that all questions are answered. The following section of the document explains how to do that.

Note: Make sure you are logged into your **seller's** account, **NOT** your buyer's account, before you start answering questions.

Note: You may need to change your company's pen name before you are able to answer questions. If so, take the following steps to edit your company's pen name:

1. Click this link:
   https://www.amazon.com/gp/help/customer/display.html?nodeId=14279641
2. The link should take you to a page that looks like this:

Edit Your Public Name

You can change the name used to sign your content at any time. When you make your selection, we'll change your public name on all of your contents, past and future.

To edit the name associated with your content:

1. Go to your Profile page

2. Edit your public name on the Your Public Name & Info tab

3. Click **Save**

Note: Please note that it may take some time for the name change to reflect throughout our website.

3. Click "Profile page," or use this direct link: https://www.amazon.com/gp/profile/.

4. Enter the pen name you want to use in the "Your Public Name & Info" tab.

5. Click "Save."

When a customer asks a question about your product, the question shows up in the "Customer questions & answers" section of the product page. Take the following steps to answer customer questions:

1. Go to your product listing page.

2. Scroll down the page until you find the "Customer questions & answers" section, which looks like this:

Customer questions & answers

🔍 Have a question? Search for answers

▲
0
votes
▼

Question: Are the sword handle and shield wood?

Answer: No, everything is foam.
By MG on September 20, 2017

No. All made of foam shield is great. Sword a little flimsy
By Amazon Customer on September 21, 2017

No its flexible foam
By Amazon Customer on September 20, 2017

Collapse all answers
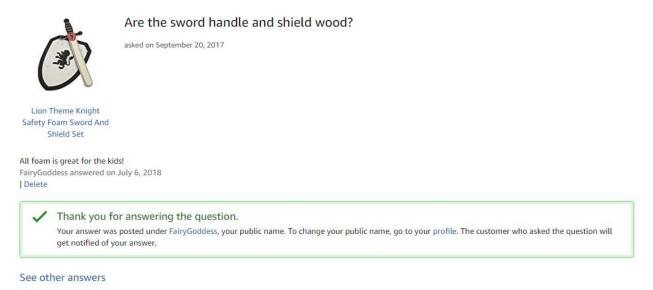
3. Click the comment that you want to reply to:

Customer questions & answers

🔍 Have a question? Search for answers

▲
0
votes
▼

Question: Are the sword handle and shield wood?

Answer: No, everything is foam.
By MG on September 20, 2017

No. All made of foam shield is great. Sword a little flimsy
By Amazon Customer on September 21, 2017

No its flexible foam
By Amazon Customer on September 20, 2017

Collapse all answers

4. Enter your answer, then click the orange "Answer" button.

Are the sword handle and shield wood?

asked on September 20, 2017

Answer this question

All foam is great for the kids!

Lion Theme Knight
Safety Foam Sword And
Shield Set

See all questions about this product

Answer

5. This is what it looks like after you have responded to the comment:

Are the sword handle and shield wood?

asked on September 20, 2017

Lion Theme Knight Safety Foam Sword And Shield Set

All foam is great for the kids!
FairyGoddess answered on July 6, 2018
| Delete

✓ Thank you for answering the question.
Your answer was posted under FairyGoddess, your public name. To change your public name, go to your profile. The customer who asked the question will get notified of your answer.

See other answers

Your answer should show up in the "Customer questions & answers" section of your Amazon listing. Make sure to check back periodically, so that you never have unanswered customer questions!

Review:

Now, you know how to respond to customer questions that are posted on Amazon.