

# Seller Feedback and Account Health Management

Customer feedback can have a dramatic effect on your ranking and sales. It is critical to respond to all customer feedback in a timely manner, and to regularly check the overall health of your Seller Central account.

This document shows you how to find and respond to seller feedback, how to get poor product reviews removed from the seller feedback section, and how to review the health of your account.

## Purpose

To clearly outline how to manage your seller feedback rating and keep it consistently clear of poor comments. This document outlines how to respond to excellent 4 and 5-star reviews, mediocre 3-star reviews, and poor 1 and 2-star reviews. This document also explains how to remove **product** reviews that are mistakenly posted in the **seller** reviews section.

# Requirements

- Seller Central login

## Procedure

### 1. Seller Messages

Seller messages provide you with important information about how to improve the customer experience, and become a better seller.

Take the following steps to access and respond to your seller feedback:

1. Go to <https://sellercentral.amazon.com/>.
2. Enter your email address and password, then click “Sign in.”

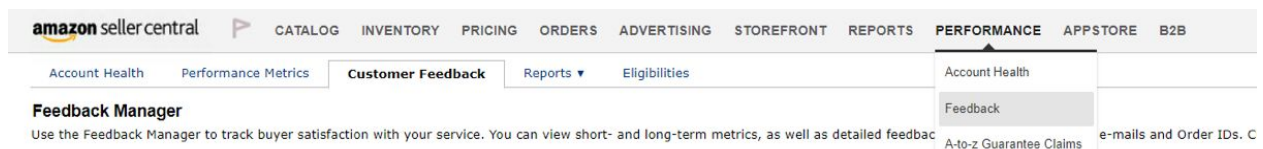
### Sign in

Email (phone for mobile accounts)

Password [Forgot your password?](#)

Keep me signed in. [Details](#) ▾

3. Hover your cursor over “Performance,” then select “Feedback” from the drop-down menu.
4. Click the “Customer Feedback” tab to read seller ratings based on your performance.



5. You will come to a page that looks something like this:

Account Health Performance Metrics **Customer Feedback** Reports Eligibilities

**Feedback Manager**  
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 e-mails and Order IDs. Click the Order ID to view transaction

**Feedback Rating: ★★★★★ 4.8 stars over the past 12 months (626 ratings)**

	30 days	90 days
Positive	98% (49)	98% (127)
Neutral	0% (0)	0% (0)
Negative	2% (1)	2% (3)
<b>Count</b>	50	130

This table displays the corresponding feedback percentages and feedback counts. See how your feedback displays to buyers on Amazon.

**Recent Feedback**  
Displaying feedback you have received within the past 90 days, click Download feedback reports to view all of your feedback.

Filter by ratings:

Displaying items 1 to 50

Date	Rating	Comments	Order ID
8/15/18	5	great	<a href="#">[Order ID]</a>
8/15/18	5	Very helpful and quick service	<a href="#">[Order ID]</a>
8/15/18	5	Very helpful and quick service	<a href="#">[Order ID]</a>
8/14/18	5	Very helpful	<a href="#">[Order ID]</a>
8/14/18	5	Very helpful and quick service	<a href="#">[Order ID]</a>
8/13/18	5	Very helpful and quick service	<a href="#">[Order ID]</a>
8/13/18	5	Very helpful and quick service	<a href="#">[Order ID]</a>
8/13/18	5	Very helpful and quick service	<a href="#">[Order ID]</a>

6. **Always address 1 and 2-star ratings with the highest priority.**
7. Ratings of 5 and 4 are the best. A 3-star can be good, depending on the content.
8. Click the “Actions” button below the review. This opens a new dropdown that allows you to reply to the buyer’s review or request removal.

Order ID	Rater Email	Actions
<a href="#">[Order ID]</a>	[Rater Email]	 <a href="#">Actions</a>
<a href="#">[Order ID]</a>	[Rater Email]	<a href="#">Actions</a>
<a href="#">[Order ID]</a>	[Rater Email]	<a href="#">Actions</a>
<a href="#">[Order ID]</a>	[Rater Email]	<a href="#">Actions</a>

9. Keep your response short, courteous, and personal to their feedback.
10. Click “Submit” when you have completed your message.

Date	Rating	Comments	Order ID
8/15/18	5	great	114-8766213-9372221

Customer questions		Actions
Rater role	Buyer	<input type="button" value="Post a public reply"/> Post a public response which will show below the customer's feedback. <a href="#">Learn more</a> <input type="button" value="Request removal"/> In limited cases, Amazon will remove customer feedback. <a href="#">Learn more</a>
Item arrived on time?	-	
Item as described by seller?	-	
Prompt and courteous service?	-	

Keep in mind the following important notes about seller responses:

- Leaving a response will not have a numerical impact on your feedback score.
- Once submitted, responses can be removed, but they cannot be changed.
- This response is not the place to communicate with your buyer. Please arbitrate conflict by email.
- If the buyer's feedback is suppressed in the future, your response will also be suppressed.
- This response will be used by Amazon to improve overall performance.

### For 1–3 Star Seller Feedback Reviews:

You can filter the views of your seller feedback by “All Ratings”, “Positive”, “Neutral” and “Negative”. Most of the poor reviews left here will be about:

- Shipping issues
- Product defects

## Shipping Issues:

If you are using Fulfillment by Amazon (FBA), **Amazon** takes responsibility for the shipping issues. Contact **Amazon Support** to resolve the issue. Once they do, the review will look like this:

I never received the item.

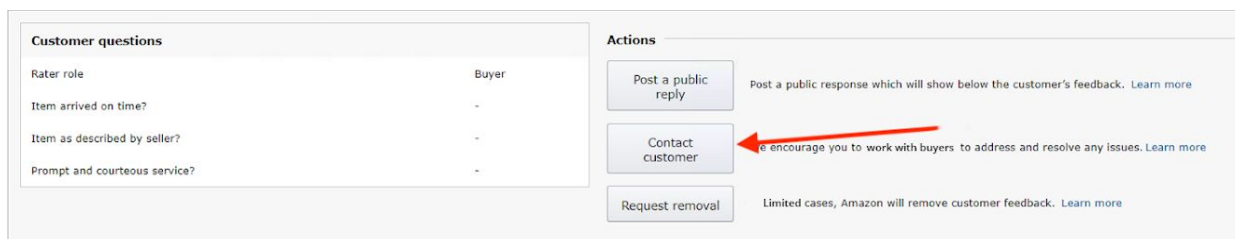
**Message from Amazon:** "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."

## Product Defects:

If the seller feedback mentions a product defect, **contact the customer by email immediately**. Offer them a refund or replacement, as needed.

Take the following steps to find the buyer/reviewer's contact information:

1. Look to the **right** of their review. For *negative seller feedback*, you have the extra option to contact customer from the drop-down menu.



The screenshot shows a table of customer questions on the left and a list of actions on the right. A red arrow points to the 'Contact customer' button in the actions list.

Customer questions	
Rater role	Buyer
Item arrived on time?	-
Item as described by seller?	-
Prompt and courteous service?	-

Actions	
Post a public reply	Post a public response which will show below the customer's feedback. <a href="#">Learn more</a>
Contact customer	← encourage you to work with buyers to address and resolve any issues. <a href="#">Learn more</a>
Request removal	Limited cases, Amazon will remove customer feedback. <a href="#">Learn more</a>

2. Click "Contact customer" to open a message area where you can reach out to them and resolve the negative feedback.

## Contact Customer > Kelly Marcinkus

**Your E-mail to Kelly Marcinkus**


<b>To:</b> [Redacted]	<b>Order ID:</b> [Redacted]
<b>From:</b> [Redacted]	[Redacted]
<b>Subject:</b> [--- Select a Subject ---] <a href="#">what's this?</a>	<b>Status:</b>

Type your message in the box below. We will forward it to the buyer. Please do not include email addresses, HTML or links (URLs) in your message. If you need to refer to an item on the Amazon web site, include the product name and/or the ASIN/ISBN.

Message:

Please limit your text to less than 4,000 characters.

4000 characters remaining

 [Add attachment](#)

**IMPORTANT NOTICES:**

1. When you submit this form, Amazon will replace your email address with one provided by Amazon in order to protect your identity, and forward the message on your behalf. Amazon will retain copies of all e-mails sent and received using this service, including the message you submit below, and may review these messages as necessary to resolve disputes. By using this service, you consent to this action.
2. Amazon uses filtering technology to protect buyers and sellers and to identify possible fraud. Messages that fail this filtering - even if they are not fraudulent - will not be transmitted.
3. This form is for use by Amazon sellers to send product- and order-related messages to buyers on our third-party platforms (Amazon Marketplace and Merchants). The use of this form to send unrelated messages to buyers is strictly prohibited. Find out more about [Amazon's Privacy Notice](#) and [Conditions of Use](#).

[Cancel](#) [Send e-mail](#)

## 2. Removing Poor Product Reviews from Seller Feedback

The Seller Feedback area is not the place for product reviews. If you find a negative product review here, contact the customer through email first, **then** contact Amazon support to have the review taken down.

Choose one of the following options to remove poor product reviews from the Seller Feedback area.

## Option 1:

1. Click “Actions” to the far right of the seller feedback, and request removal.



2. Click the “Request removal” button to automatically create a support ticket.
3. You will receive one of the following messages, along with the hyperlink “view case,” which takes you the seller feedback removal specific support ticket:

**Message 1:** “We have reviewed this feedback and found that it is not in violation of our guidelines and has been retained. To request further review of this decision, re–open the case in Case Log. *View case*”

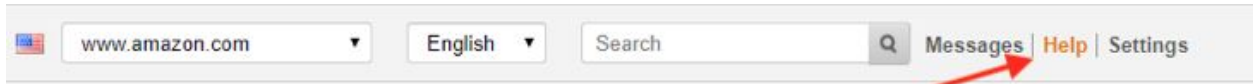
**Message 2:** “We have received your removal request and will reply soon. *View case*”

**Message 3:** “We have reviewed this feedback and found it does not comply with our policies, so we have struck it through. *View case*”



## Option 2:

1. Highlight and copy the order ID number. Then, click “Help.”



3. Click “Contact us.”
4. Click “Selling on Amazon,” then select “Manage customer feedback.”
5. Paste the order ID number into the box, then click “Next.”

### Contact us

[Selling on Amazon issue](#)

<b>Open cases</b> 2	Please select a language from the drop-down
Customers and orders >	English
Fulfillment by Amazon v	
Products and inventory v	<b>Top Solutions</b>
Your account v	Why is my payment less than the sales total?
Other issues v	Why didn't I get paid?
Amazon Business (B2B) v	Why did I receive a chargeback?
Marketplace Web Service (Amazon MWS) v	How do I enable International shipping?
Seller Fulfilled Prime and Same-Day Delivery v	How do I update my shipping settings?
	<b>Provide or select a recent Easy Ship/ Self-Ship Order:</b>
	Order ID
	<input type="radio"/> Order: 111-6819879-8549028 Buyer: Marie Work
	<input type="radio"/> Order: 112-5052938-6496218 Buyer: Shelly Hiatt
	<input type="radio"/> Order: 112-7547274-2995459 Buyer: cg
	<input type="radio"/> No order number
	<input type="button" value="Next"/>

6. Select the circle next to “Customer Feedback Removal Request,” then click “Next.”

**What can we help you with?**

- Customer Feedback Removal Request
- Canceling an order
- Contacting the Buyer about an order
- Getting paid for an order
- Return and refund issues
- Shipping and delivery issues
- A-to-z Guarantee claim issues
- Other customer and order issues

Next

7. Amazon will look into your request, and remove any feedback that is in the wrong section.

**Note:** If the poor seller feedback cannot be removed for some reason, **comment on the review and in a courteous way**, tell them that we are sorry and have attempted to reach out to them via email. Customer service will work to resolve the issue and ask the customer to remove the poor feedback manually.

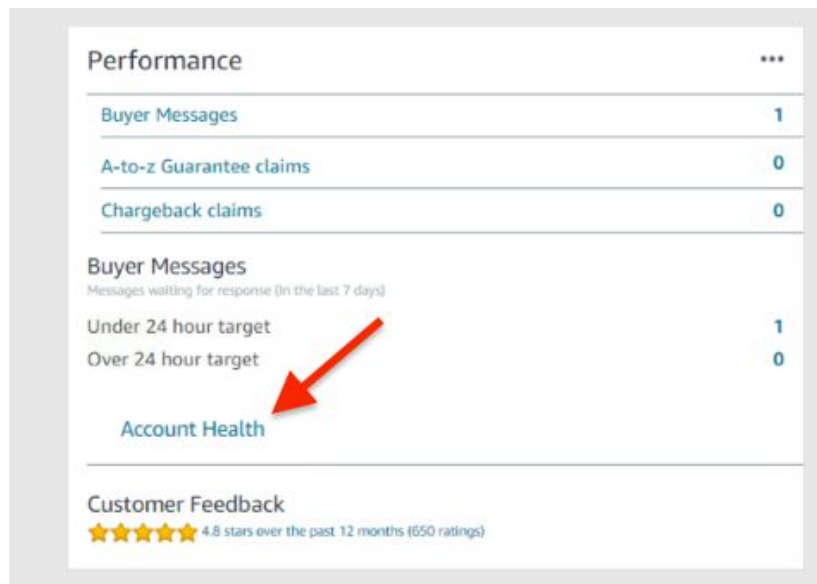
### 3. Account Health

Account Health is an at-a-glance look at Seller Central, and shows how your business is performing as a whole. **All of the customer support tasks contribute to good account health.**

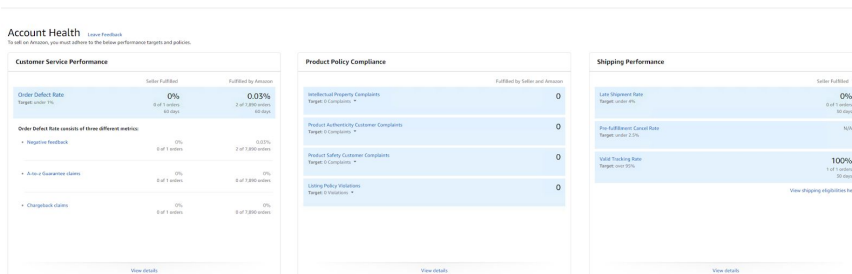
Check to make sure that all areas are good and if there is an issue, address it as soon as possible, or work to bring your rating back up to normal, over time.

Take the following steps to access and review your account health page:

1. Log in to your Amazon Seller Central account.
2. Click the blue hyperlinked “Account Health” text.



3. You will be taken to the Account Health detail page: You will see 3 tiles, one for “Customer Service Performance”, “Product Policy Compliance” and “Shipping Performance”. If you see any low stats or rating click the “View Deatils” at the bottom of each tile.



## Account Health [Leave Feedback](#)

To sell on Amazon, you must adhere to the below performance targets and policies.

Customer Service Performance		
	Seller Fulfilled	Fulfilled by Amazon
<b>Order Defect Rate</b> Target: under 1%	<b>0%</b> 0 of 1 orders 60 days	<b>0.03%</b> 2 of 7,890 orders 60 days
<b>Order Defect Rate consists of three different metrics:</b>		
• Negative feedback	0% 0 of 1 orders	0.03% 2 of 7,890 orders
• A-to-z Guarantee claims	0% 0 of 1 orders	0% 0 of 7,890 orders
• Chargeback claims	0% 0 of 1 orders	0% 0 of 7,890 orders
<a href="#">View details</a>		

- You will be taken to a page with greater detail depending on the tile you opened.

Performance Metrics

Check this page for information that indicates how you are doing with respect to customer satisfaction. [Learn more](#)

Seller Fulfilled Fulfilled by Amazon

Order Defect Rate [2]	Target	60 days (Jun 1, 2018 to Jul 30, 2018) Orders: 1
Order Defect Rate	< 1%	0% (0/1)
- Negative Feedback Rate [2]	--	0% (0)
- Filed A-to-z Claim Rate [2]	--	0% (0)
- Service Chargeback Rate [2]	--	0% (0)

Notifications	
Action required: Your listing of...	6/25/18
Action required: Your listing of...	5/6/18
Action required: Your listing of...	12/27/17
Unread (0)   All	

Return Dissatisfaction Rate (Beta) <a href="#">Learn more</a>	Target	7 days (Aug 8, 2018 to Aug 14, 2018)	30 days (Jul 16, 2018 to Aug 14, 2018)	60 days (Jun 16, 2018 to Aug 14, 2018)
Return Dissatisfaction Rate [2]	< 10%	N/A	N/A	N/A
- Negative Return Feedback Rate [2]	--	N/A	N/A	N/A
- Late Response Rate [2]	--	N/A	N/A	N/A
- Invalid Rejection Rate [2]	--	N/A	N/A	N/A

[Request Report](#) [Download Past Reports](#)

Buyer-Seller Contact Metrics	Target	7 days (Aug 8, 2018 to Aug 14, 2018)	30 days (Jul 16, 2018 to Aug 14, 2018)	90 days (May 17, 2018 to Aug 14, 2018)
Customer Service Dissatisfaction Rate (Beta) [2]	< 25%	0% (0)	0% (0)	0% (0)
<a href="#">Request Report</a> <a href="#">Download Past Reports</a>				
Response times under 24 hours [2]	> 90%	100% (14)	100% (67)	100% (312)
Late responses [2]	≤ 10%	0% (0)	0% (0)	0% (1)
No response for more than 24 hours [2]	--	0	0	0
Response times over 24 hours [2]	--	0	0	1
Average response time [2]	--	9 hours 40 minutes	12 hours 25 minutes	12 hours 9 minutes

You have 2 [messages](#) that you have not responded to in the past 7 days.

Recent Customer Metrics Data	Target	7 days (Aug 8, 2018 to Aug 14, 2018) Orders: 0	10 days (Aug 5, 2018 to Aug 14, 2018) Orders: 0	30 days (Jul 16, 2018 to Aug 14, 2018) Orders: 1
Pre-fulfillment Cancel Rate [2]	< 2.5%	0% (0)	N/A	N/A

5. Below each of the tiles you will see an option to “Request Report” or “Download Past Reports”. Click request report to get the details of the order and customer that resulted in the poor metric.

Buyer-Seller Contact Metrics	Target	7 days (Aug 8, 2018 to Aug 14, 2018) Orders: 0	30 days (Jul 16, 2018 to Aug 14, 2018)	90 days (May 17, 2018 to Aug 14, 2018)
Customer Service Dissatisfaction Rate (Beta) [2]	< 25%	0% (0)	0% (0)	0% (0)
<a href="#">Request Report</a> <a href="#">Download Past Reports</a>				

6. Report any low stats to your Customer Experience Manager **right away**, and make sure that any low stats are addressed immediately.