

Suspended for poor selling performance:

Recently many cases of returned purchase appeared in the store, more seriously, it was 2 claims of AtoZ, these problems has directly reduced the store's index into such an extent that it would not be accepted by Amazon, I has read all the customer's message earnestly, and has deeply remembered what all the customers are disappointed with or not satisfied with;

1. The main reason for these problems was the slackness in our test departments ' work recently, without quality awareness, and they didn ' t strictly operate according to the testing process regulated by the company, which was our serious dereliction of duty, and it has brought about bad shopping experience for customers.

for those products disappointing customers we weren ' t able to feedback to our factory in time, to our engineers team, so as to analyze the reasons for these problems, to improve the technology, which was

AMZ选品利润指标 售价利润计算模板-财务部

FB/ **38份亚马逊管理、采购运营必备表格** 公式

FB/

FB/

KPI

KPI得分表

采购员绩效考核

产品数据统计表

产品推广计划表

粗选记录表

关键词坑位记录表 (手动版)

广告运营表格

价格利润公式

竞争产品分析表格

竞争对手品牌分析表

竞争对手数据统计表

跨境电商绩效考核制

零售订单统计

每日工作安排 (店长)

美国利润表格最终版

潜在市场分析表格

亚马逊FBA库存预警

亚马逊报表模板

亚马逊美国FBA仓库

亚马逊投入产出统计表

亚马逊网店运营规划

亚马逊运营工具箱

亚马逊自发货成本核算及定价表格

运营监控汇总表

跟踪表

充计表

充计汇总表-公式

曝光排名跟踪表一



扫码领取

2. When a number of returns occurred, we failed to think about the causes, did not pay attention to the real reasons for customer ' s returns, or communicated with customers timely to find out the reasons, did not find out where the problems on products were;

for those products disappointing customers we weren ' t able to feedback to our factory in time, to our engineers team, so as to analyze the reasons for these problems, to improve the technology, which was

our serious dereliction of duty, we should be responsible for these, and now we regret deeply for what we have done, we are sorry for having given customers a worse shopping experience.

After the emergence of problems, we weren't able to communicate with customers timely, or to solve the customer's problem timely, to reply to customers' emails timely, or to contact customers the first time, all these have impressed customers that their problems weren't valued, this was the breach of duty in our customer service, we didn't implement the principle that put customer's good shopping experience at the first place and consider the problems on the stand of customers.

3. Recently, with the increase in order quantity, the company's ERP system has broken down, resulting in that the recent orders' tracking number can't be uploaded and updated timely, further to bring about the decline in tracking information index; we couldn't make customers see their own order information in time, which not only decreased the customer's excellent experience, but also increased the refund rate.

5. Because the goods are delivered artificially, the delayed arrival also occurred in special circumstances, or the arrival time of goods that the customer required was proper, which also led to the returns and

customer's complaints and the store's indicators decreased.

6. Product was not described in enough detail, the details were not clearly described, which led to that the details of product failed to meet customer requirements after purchase and made the decrease of customer's experience. This was our operation problems; we didn't discover the problems and increase the description of product in details in timely, to make users clearly know the products' all parameters and performance and to shop clearly. In a word, these are our responsibility and we weren't able to thoroughly understand the rules of the Amazon, didn't operate according to the requirement, which has brought very serious consequences; we have already known the serious problems, and regulated this as an important event in our company in a year, and made staff reflect and examine their mistakes.

we unified the following improvement project:

1. For the quality testing department, the important part of the company, one of the most important department, you need to inspect each product strictly, the simple sampling inspection is not adequate,

every detail of the product should be detected, all performance of the product should be tested, including product color, size, texture and the parameters of the inside; set strict demands on yourselves, to make sure

that every order is perfect without any quality problems; test the quality from the customer's point of view, continuously pursue the perfect, there is no best only better. Endow the customers with a perfect experience.

2. For the returns of goods, we must attach importance to them, timely communicate with customers and discover the causes, take effective measures, actively meet customer ' s requirements, feedback to the factory, improve the technology cooperating with the factory, improve product performance and strangle the source of problems; for the repeated returns of the same product in a period of time, we should temporarily stop selling the product until the problem is found and understood and solved, and sell it once again.

3. We have established a specific customer service team, and each performs its own functions; customer service team is responsible for customer ' s mail, communicating with customers at the first time, understanding customer's ideas, timely responding to customer ' s

problems, actively and positively communicating with customers, and putting the customer's problem on the first place. We must answer customer ' s question in the first time.

4. For the problem of the system. Of course, this is our own responsibility, we have established a team of logistics information and ordered a set of advanced ERP system, discarded the original system of low level intelligence, to timely upload order number, tracking number information, inform customer ' s logistics information in the first time, and remind customers of the approximate arrival time. The double insurance of artificial and intelligent system is a strong guarantee for shopping, to ensure not to omit the filling of tracking information of every customer ' s orders, to add security for customer shopping experience.

5. For the products delivered artificially, which failed to satisfy the needs of customer ' s arrival time, we has decided to increase the proportion of FBA, and tried to carry more than 85% of products by FBA, FBA service can promote the user's shopping experience, and improve the product sales as well, this is a very excellent service, our ultimate target is 100% FBA.

6. Description for product details, we will rectify all the products in the shop, audit each link, carefully read the customer's opinion and the suggestion, the parameter and the performance of products, including some subtle things will be described, to ensure that all the parameters

and performance are transparent and the customer can shop clearly; never mislead customers to buy products that they don't need; we should confirm products of customers and let customers verify their truly needed products before delivery, which can avoid the wrong delivery and add customer shopping experience. We have actively communicated with customers, positively responded to the customer's requirements and adopted the customers' opinions, and obtained the customer's understanding, I really cherish this opportunity of representation, I am in deep remorse and self-accusation, I'm very confident in the credit of the Amazon platform, meanwhile, we are very confident to be able to meet the requirements of the Amazon, I hope that Amazon team could give me the opportunity of sales again, I will cherish this hard-won opportunity, and sell the high-quality products, and we have also registered the American brands on the platform, now in the period of the public show, in the future we will establish our company's own brand, this is our company's future planning; we will strictly request ourselves, increase the investment in quality and the scientific research, to bring high-performance products and excellent customer service for customers, to create the perfect shopping experience for customers, I am looking forward to get the opportunity of sales from the Amazon team once more.

Additional information

We have more than 4 years experience in foreign trade,We mainly sell on EBAY and AliExpress

Currently ,We have a 20-person team of foreign trade,including professional customer service,purchasing and warehouse Management,Amazon it is a new platform for us,Due to incomplete understanding of the various policies,cause us occur a of errors,We have organized all the staff together to learn the Amazon sales policy,please give us restore the right to sell the Amazon,We must strive to learn,effort to operate in strict accordance with the requirements in the Amazon,achieve good sales performance,to provide a good shopping environment for Amazon customer,we have made a shipment to FBA and find sales very good ,then we will strengthen shippment to FBA,you can check our date later.

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