

Dear Seller Performance team,

We are regret to violate the review policy. After we got your notification, we deep dived all our communication Our after-sales department sent after-sale service emails to customers to resolve their question and to apologize for their unhappy experience. After carefully review "Customer Review policy" and "Communication Guidelines", we clear the role and policy for how to communicate with customer correctly. As a seller on Amazon, it's prohibited to ask our customers to remove or update their reviews proactively.

(表达自己很重视，对事情严重性认真对待)

After we hear back from customers, we will issue a full refund or a replacement per customer's choice to make them happy with our service.

The sample emails is as below:

Dear Drew.

Thank for your response and your willingness to try our product once again.

So we have chosen the expedited shipping to send you a new one, which will arrive on around Dec.8.

AMZ选品利润指标 售价利润计算模板-财务部

38份亚马逊管理、采购运营必备表格

FB/ 公式

FB/

FB/

KPI

KPI分析表 亚马逊FBA库存预警

采购员绩效考核 亚马逊报表模板

产品数据统计表 亚马逊美国FBA仓库

产品推广计划表 亚马逊投入产出统计表

粗选记录表 亚马逊网店运营规划

关键词坑位记录表(手动版) 亚马逊运营工具箱

广告运营表格 亚马逊自发货成本核算及定价表格

价格利润公式 运营监控汇总表

竞争产品分析表格 跟踪表

竞争对手品牌分析表 充计表

竞争对手数据统计表 充计汇总表-公式

跨境电商绩效考核制 曝光排名跟踪表一

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



扫码领取

Please remember to check your parcel on time.

And we are really sorry for the misleading product description for that there may exist some cultural misunderstandings.

We will recompose the description as soon as possible.

Thanks for your kind suggestion!

Best Regards

After-sale Support Team - Anne

英文外贸精英

(提供示例邮件，适当说明这样写的目的是为了客户体验，并非为了改好评，当然也要承认自己某些语句有暗示客户修改的嫌疑，一定要承认错误)

We are trying our best to provide the best shopping experience to our buyers.

Here are the plan of action:

1) Provide better customer service. If there is a customer negative review of our products, we will actively solve this problem, we will understand the customer's problem in the first place, then we will apologize to customer, and finally we will replace it without retrun or refund according to their request.

2) For correcting the mistakes of our after-sales department, we organized a meeting for all employees in our company and make everything on the same page for 1) We will not offer refund or other compensation to a reviewer in exchange for changing or removing customers' review. 2)We will not ask for reviews only from buyers who had a positive experience or attempt to divert buyers who had a negative experience to a different feedback mechanism. And 3) We will monitor reviews regularly and reach out to customers to resolve product or service issues. However, we will not ask customers to change or remove their review, even after an issue is resolved.

(提供整改方案，不要全抄这个，自己写，分点分段，观点清晰，根据实际情况)

All employees will have mandatory study for Amazon Community Guidelines to ensure all of them has a clear understanding of prohibit activities. We believe that investing in a knowledgeable and informed sales team reflects our commitment to quality and service. We also established a special monitor department with 3 employees, the scope of work includes check the email exchange between our service team and buyers/other, email address and content which must be uniformly managed by Monitor Department.

(进行严格培训之类的话语)

We have acknowledged the violation we made.We guarantee that we won't make the same mistake again in the future.

Thank you for your consideration.

(再次表达重视，不再发生，让他们给机会)

温馨提示：仅供思路参考，请不要照搬照抄哦~

