

## 申诉模板---图片与实物不符

Dear Amazon Performance Team,

We understand that recently our performance as a seller on <http://Amazon.com> has fallen below both Amazon's and our own standards of quality.

I believe it is mainly because of the inadequate communication that we have recently seen two A-T0-Z guarantee claims which have resulted in our ODR exceeding the performance target of <1%.

Unfortunately, we changed the Listings Status to be Inactive from xx/xx, xxxx to xx/xx/xxxx because of a long vacation, obviously, the two complaints are a nightmare during the period without order.

Plan of Action: We are taking the following steps to improve our performance:

**38 份亚马逊管理、采购运营必备表格**

- AMZ选品利润指标
- 售价利润计算模板-财务部
- FB/
- FB/
- FB/
- KPI
- KPI
- 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**

1. Review all of the products to make sure that the pictures and descriptions are accurately match our products.

2. Most importantly, we will complete the investigation more quickly and proactively (within 12 hours) to any problems with customer orders to keep our customers more informed and help prevent A-T0-Z guarantee claims as much as possible, then a replacement or a full refund will be done within 24 hours

3. In addition, we will more aggressively monitor our performance metrics to

assure we are meeting the standards set by Amazon and our own standards of quality customer service.

Best Regards,  
XXX

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