

# 申诉模板---新账号被封

## 模板 1

Dear Amazon Performance Team,

I 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 there are two main reasons this has happened

Disorganization in our inventory management has resulted in late shipments and, even worse, unavailable items.

When late shipments and unavailable items have occurred our response to has been too slow and communication with customers has not been adequate.

I believe it is mainly because of the inadequate communication that we have recently seen an increase in customer A-z guarantee claims which has resulted in our order defect rate exceeding the performance target of <1%.

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

Improve inventory control by reducing the number of items offered until we have systems in place to more adequately handle the number of orders we are receiving.

Most importantly, we will respond more quickly and proactively to any problems with customer orders to keep our customers more informed and help prevent A-z guarantee claims.

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.

In evaluating our selling practices, we found a mistake in our inventor upload file.

Our Plan of Action:

Our inventory file has been reviewed. All misclassification condition items have been re-categorized to follow Amazon's Condition Guidelines. The entire inventory has been deleted from the Marketplace to reflect all changes. All of our vendors' inventory will be reviewed before adding to our inventory. Please let us know what should be done to reinstate our account, we are looking forward to hearing from you.

## 模板 2

Dear Amazon Performance Team,

We are contacting you regarding our seller account suspension. We realize the delays in shipping orders have not complied with Amazon's performance target of less than 4%, nor our target of less than 2%.

We have reviewed our fulfillment procedures and have determined the two areas that need to be addressed: Shipment Creation and Inventory Availability.

We realize we needed additional support for managing fulfillment for our Amazon orders. To achieve our goal of more than 98% on-time shipping we have added additional staff to support the salesperson in our retail store who handles Amazon fulfillment. This will allow us to have packages prepared and ready to ship more efficiently.

To address inventory availability issues we have consolidated our Amazon inventory into one location to speed shipment creation. Having all Amazon inventory at one location will eliminate delays in getting product out by the Expected Ship Date.

Thank you for considering this appeal.

Xxx