

Dear Amazon Seller Performance Team,

Sorry for taking your time.

We are writing to apply to reinstate seller-fulfilled privilege in "home" category. Thanks for your continued patience on our case and we highly appreciate each endeavor you made in processing our appeal and guiding us improve better. Due to our dereliction of duty, the Valid Tracking Rate (VTR) is only 0% in "Home" category, this does not meet Amazon's policy of requiring an Valid Tracking Rate (VTR) of more than 95%, we recognized our mistakes, and we promise not make this kind of mistake again in the future.To reactivate our seller-fulfilled privilege, we are sending you the following information in detail.

-- The root causes of this Valid Tracking Rate (VTR) Policy Violation

After receiving a notification from Amazon warning that the Valid Tracking Rate (VTR) is less than 95%, we held several meetings to discuss the root cause of the 0% Valid Tracking Rate (VTR) of the Home category.Finally, we found that 5 FBM orders were recorded as invalid tracking in the Home category.These orders are as follows:

111-3390247-4121035

113-2881420-7125002

114-7775384-5357819

112-3097983-6754638

112-8107095-1524219

We carefully analyzed the reasons why the above 5 orders were recorded as invalid tracking, as follows:

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

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P/A广告预算

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

统计表

统计汇总表-公式

曝光排名跟踪表一



扫码领取

1) Did not fill in the accurate carrier, and replaced the carrier with "other".

For orders: 111-3390247-4121035 and 113-2881420-7125002, we filled in "other" at the carrier, The inaccurate filling of the order's carrier caused the Amazon system to fail to identify the parcel's logistics information in time and record it as invalid tracking. Now, we have deeply introspected and used accurate carriers to fill out all FBM orders.

2)The carrier "Sunyou" we chose is not an Amazon partner.

Some of the products we ship contain liquids, so they may only be shipped using the "Sunyou" logistics method. However, we did not realize that "Sunyou" is not a carrier partnered by Amazon, which may cause the parcel's logistics information to not be recognized by Amazon and be recorded as invalid tracking. At present, we have begun to try to ship these liquid-containing products with FBA.

3) The package logistics information of the FBM order was not updated in time 48 hours after the package was sent.

Due to the impact of the pneumonia epidemic and logistics congestion, some FBM orders may

not be transshipped in time. We did not realize this situation and did not follow up the logistics information of the package in time. For packages whose logistics information cannot be updated in time, failure to change the carrier or replace the tracking number in time has resulted in the package being recorded as invalid tracking.

Here are the details of 5 orders that do not meet the requirements.

1) Order number: 111-3390247-4121035 ,

①When we confirm the shipment, the logistics carrier fills in the error.

Logistic carrier: other,it should be 4PX; Shipping service: eub,it should be 4PX. The carrier fills in the error and does not match the tracking number, so Amazon cannot obtain valid tracking information.

②Tracking ID: 302975357166,

We track the item in the official track website: <http://express.4px.com/>

Tracking information: 2020-09-28 08:34Yiwu,JInhua,China / Hand over to airline.

We found it was not updated nor delivered on time,which also does not meet the requirements of the Valid Tracking Rate (VTR) condition.

2) Order number :113-2881420-7125002

①When we confirm the shipment, the logistics carrier fills in the error.

Logistic carrier: other,it should be Sunyou; Shipping service: other,it should be Sunyou.the carrier does not match the tracking number,so Amazon cannot obtain valid tracking information.

now we have changed the carrier to Sunyou, but the "Sunyou" is not one of the carriers supported by Amazon,Amazon cannot obtain valid tracking information.

② Tracking number:SYUS001555288, We track the item in the Sunyou official website:<https://www.syost.net/index.html> , we got the latest tracking information: 2020-09-18 06:45Pre-Shipment Info Sent to United States.

The package not delivered on time,which also does not meet the requirements of the Valid Tracking Rate (VTR) condition.

3) Order number :114-7775384-5357819

①This order filled the carrier Sunyou,but the "Sunyou" is not one of the carriers supported by Amazon,so Amazon cannot obtain valid tracking information.

②we track this order,it has been delivered on time.

4) Order number : 112-8107095-1524219, 112-3097983-6754638.

① The carrier and shipping service of this order are filled in: other , they should be: Sunyou , the carrier does not match the tracking number.

② "Sunyou" is not one of the carriers supported by Amazon,Amazon cannot obtain valid tracking information.

③we checked these two orders , their tracking number are SYUS001508752 and SYUS001505387, they all delivered on time.

As is regulated in Amazon seller help page,Valid Tracking Rate (VTR) measures how often you use valid tracking numbers on your orders. Amazon customers depend on tracking numbers to find

out where their orders are and when they can expect to receive them. The Valid Tracking Rate (VTR) is a performance metric that reflects those expectations. Below are the requirements for Valid Tracking Rate:

Sellers must maintain a VTR greater than or equal to 95%. A VTR below 95% in a product category can result in restrictions on your ability to sell non-FBA (Fulfillment by Amazon) items within that category. This can also affect your eligibility to participate in Premium Shipping and guaranteed delivery.

- a. VTR includes all shipments with a valid tracking number, represented as a percentage of total shipments over a 30-day period.
- b. Small items (such as screen protectors and greeting cards) that cost less than \$10 (including shipping charges) and are shipped in
- c. USPS Standard Mail envelopes or First Class Mail envelopes.
- d. VTR only applies to seller-fulfilled orders.

we take the number of packages you ship with a valid tracking number and divide it by the total number of packages you have shipped and confirmed. VTR is expressed as a percentage.

Requires attention:

- a. Using a carrier that is not integrated by Amazon will result in an invalid tracking ID, as Amazon will not receive updated tracking status of the package.
- b. Tracking numbers are only considered valid if they have at least one carrier scan recorded by Amazon.

It's important to confirm the shipment of orders and update valid tracking number by the expected ship date so that customers can get the status of their package. As Amazon sellers, we sincerely apologize for failing to meet Amazon's requirements for Valid Tracking Rate (VTR) and for the bad shopping experience caused to buyers.

-- Greater detail on the steps we have taken to resolve the problem that the Valid Tracking Rate (VTR) is lower than expected:

1) For orders: 111-3390247-4121035, 113-2881420-7125002 that cannot be delivered in time, we have given the buyer a full refund and notified the buyer by email. If buyers request us to reissue products or other requirements, we will try our best to meet the buyer's needs and avoid creating a bad shopping experience for the buyer. In the future, we will regularly follow up the delivery of the package, and communicate with the buyer in time for delayed or lost packages, and give the buyer a full refund or reissue new products according to the buyer's request.

2) For the 3 orders whose logistics information shows that the package has been delivered, we have contacted the buyer to confirm whether the buyer has received the package on time. We also sincerely apologize to the buyer that the buyer may not be able to check the logistics information of the package because of the previous use of a non-Amazon carrier. If the buyer responds that the package has not been received, we will reissue a new product or give the buyer a full refund according to the buyer's suggestion.

3) We have checked all the orders in our Amazon store, confirmed that they are shipped through

a carrier partnered with Amazon, and filled in the correct carrier and tracking number. At the same time, we will check the logistics information of the package, and notify the customer of the actual arrival time of the package, so that the buyer can receive the package as soon as possible.

More, we have provided the logistics information pictures of the above 5 orders in the attachment, please Amazon review and verify.

--- Greater detail on the steps we have taken to prevent the problem that the Valid Tracking Rate (VTR) is lower than expected in the future.

1) Updating the exiting local inventory quantity on a weekly basis. On the one hand, we can close the listings of unavailable items according to the stock of our warehouse and manufacturer to eliminate selling out-of-stock goods. On the other hand, we can replenish inventory in a timely manner to prevent orders that cannot be shipped due to product shortages, ensure that the order can be shipped within the agreed time.

2) Negotiate with the logistic carrier.

- ① Upon receipt of the package, it should be shipped out in time according to the agreed time;
- ② The logistics information of each package must be true and effective.
- ③ If there is a delay or lost in the delivery of the package, they need to inform us in time so that we can notify the buyer and take corresponding measures.

3) Provide enough training with all hires:

- ① Ship packages in prior of the setting date according to Amazon requirement.
- ② Confirm whether the order has real and effective logistics information on the transportation website before shipping (Track website or the logistic official website), and fill in the valid tracking number.
- ③ Fill in the carrier corresponding to the tracking number for the order, and confirm the carrier is supported by Amazon.
- ④ Keep tracking the packages frequently until the package is delivered successfully when we confirm the shipment.

4) If we are allowed to fulfill FBM orders, we will terminate the cooperation with Sunyou and turn to China Post, UPS, USPS or other carrier who was supported by Amazon for business cooperation. For special products containing liquids or powders, we will use FBA to avoid the problem that carriers that cooperate with Amazon cannot deliver them. Ensure that the packages will make quick, safe and accurate arrival, we can provide faster and better service for our customers.

5) Proactively communicate with buyers and strictly abide by the Amazon platform policy. Customers expect high standard of service when purchasing goods online, FBM orders shipped without valid tracking information is a big frustration that will impair the interest and trust of customers in shopping with Amazon. 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, increase the level of satisfaction. We will comply with all your applicable selling policies strictly.

--- Greater detail on the evidence or examples of account compliance with the Valid Tracking Rate (VTR) policy.

As a seller of Amazon.com, we always consciously and strictly abide by the various systems and policies of the platform. After we received the notice about Amazon violations, we recognized the mistakes in our work and learned the effective tracking rate policy in more detail. We provide one order example to show that we always comply with the effective tracking rate policy.

The examples of account compliance with the effective tracking rate policy:

Order number :114-8950218-7601816

Ship by: Mon, Dec 14, 2020 to Tue, Dec 15, 2020

Deliver by: Tue, Jan 5, 2021 to Wed, Jan 27, 2021

Purchase date: Sun, Dec 13, 2020, 2:31 PM PST

Ship date: Sun, Dec 13, 2020

Carrier: China Post

Shipping service: China Post

Tracking ID: AQ813861195CN

Tracking website : <https://www.17track.net/en>

Tracking information:

The vote has been completed

2020-12-22 03:14

The message is in transit within the country

2020-12-21 00:43

The message is in transit within the country

2020-12-20 10:57

Arriving in the United States

2020-12-18 20:52

Arriving in the United States

2020-12-18 14:52

Arriving in the United States

2020-12-18 04:37

Leave China

2020-12-15 18:32

Wuxi City, Arrive at the Express Tongcheng Processing Center

2020-12-15 18:31

Wuxi City, leave the International Department of Shangmei Business Department, the next stop (Wuxi City)

2020-12-15 16:02

Wuxi City, "International Department Shangmei Business Department" has been received and sent, the recruiter: Hu Xiaoyi, tel: 18912397338

For this example orders, we strictly abide by Amazon' s effective tracking rate policy:

- ①It was shipped within the agreed time;
- ②The carrier: China Post is one of carriers support by amazon ;
- ③The tracking number is effective and captured in the backstage of the Amazon system;
- ④The package is delivered within the specified time.

Please verify, thank you!

(For details, please check the attached picture, thank you)

We have been strictly abiding by the account policy. For this violation of effective tracking policy in "Home" category, thank you for your notice,we deeply realized our mistakes. we have solved the problem, and we guarantee that we will not make similar mistakes again. Please check the attached images for order detail, Thank you !

Dear Amazon seller performance team, we are writing this POA with all our sincerity. If you can restore our seller-fulfilled privilege, we have enough confidence to become a better Amazon seller and make better progress in the future. If you need to provide any other information, please let us know.

Look forward to receive your early reply at your convenience.

Yours Sincerely

Chen Len Team