



MULTI LOCATION FULFILMENT WITH EASY SHIP PLAYBOOK



Multi-Location Fulfilment with Easy Ship: Playbook

Contents

Objective:	3
1. Program overview	3
2. Benefits of ES-MLF program	3
3. Program Fees	3
4. Payments, Return and Reimbursement Policies	5
5. How does ES-MLF program work	6
6. Seller Launch (Onboarding Process)	7
7. Order Processing Methodology	14
8. Performance Management	14
9. Key Reports from Amazon	16
10. Contact Us	16
11. Seller FAQs	16
12. Glossary	19
13. Appendix	19

Multi-Location Fulfillment with Easy Ship: Playbook

Objective:

The document aims to capture and establish detailed SOP for the entire journey of the seller in Multi-Location Fulfillment with Easy Ship ("ES-MLF") program. This document covers the seller journey on ES-MLF from pre-launch to launch and post launch processes. Overall the document focuses on 12 sections:

1. Program overview
2. Benefits of ES-MLF Program
3. Program Fees
4. Payments, Returns and Reimbursement Policies
5. How does the ES-MLF program work
6. Seller Launch (Onboarding Process)
7. Performance Management
8. Key Reports from Amazon
9. Contact Us
10. FAQs
11. Glossary
12. Appendix

1. Program overview

ES-MLF enables the entire collection across each store of a retail chain (like Shoppers Stop stores, Bata Stores etc.) be made available on www.amazon.in ("Amazon.in") with the nearest applicable store being assigned for delivery. With this, sellers will be able to potentially increase their sales through faster delivery of products across their entire product assortment, while reducing shipping costs. ES-MLF will allow Easy Ship Branded Multi-store chain sellers to list their retail stores as inventory fulfillment locations under one seller account.

2. Benefits of ES-MLF program

Seamless integration between offline and online channel:

- Unified and automated inventory management across both channels
- Better utilization of inventory
- Leverage online channel as potentially an additional revenue source

Single amazon account for multiple stores and warehouses

- No hassle of operating multiple accounts on Amazon.in

Ease of managing operations

- Sellers can manage offline and online orders by using existing order and inventory management solutions
- Amazon manages pickup, delivery and return from and to seller's premises. Sellers only need to pack items
- Seller can focus on their core business activities

Day 1 Prime tag

- Get prime badge for all products on Day 1 of onboarding
- Better visibility on Amazon, increase chances of getting more sales and faster customer delivery from Day 1
- 1 day, 2 day delivery promise to customer subject to eligible PIN codes for your product listings on Amazon.in

3. Program Fees

Amazon has a simple and transparent fee structure for sellers onboarded on ES-MLF with 4 major components:

- Referral Fee
- Closing Fees

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- Shipping Fee
- Other Fees - High volume listing fees and lightening deal fees

Your fee structure will be based on Easy ship Fulfillment option

Note: Since, we are providing Day 1 Prime for multi-location fulfillment program, hence you will be charged Easy ship (Prime) Fees from Day 1

[3.1 Referral Fee](#)

Sellers pay a referral fee on each item sold on Amazon.in. It starts at 2% and varies from category to category. You can check the category wise referral fees on this [link](#)

[3.2 Closing Fee](#)

Closing Fee is charged every time your product is sold on Amazon based on the price range of the product

Item Price (INR) *	Fixed Closing Fee (INR) for Easy Ship Prime
0-250	8
251-500	11
501-1000	25
1000+	45

***Note:** Item price including shipping charges will be applied for identifying the relevant slab for closing Fee: [Exception list](#)

[3.3 Weight Handling Fee \(Shipping Fee\)](#)

Amazon will deliver your products to the customers and charge you a shipping fee. It depends on the weight and dimension of product and shipping distance. [Click](#) to know more

	For Standard Sized Items (INR)				For Heavy Bulky Items (INR)	
	Upto 500 gms	Additional 500 gms up to 1 Kg	Additional kg after 1 Kg	Additional kg after 5 Kg	Up to 12 Kg	Additional Kg
Local	38	16	13	10	181	4
Regional	48	21	18	11	266	5
National	69	26	24	15	NA	NA

***Note:** All weight displayed here are based on outbound shipping unit weight. All fees displayed here exclude Goods and Service Tax ("GST"). 18% GST will be applicable to all fees.

Multi-Location Fulfilment with Easy Ship: Playbook

[3.4 High Volume Listing Fee](#)

We will be charging a monthly High-Volume Listing Fee ("HVLFF") of INR 0.5 per active non-media ASIN (for instance T-Shirt) listings beyond a listing of 2,000,000 ASIN's effective July 1, 2019. Do note that HVLFF will be charged for your non-media ASIN listings only. For more details, please refer to [High-Volume Listing Fee FAQ page*](#)

***Note:** Accessible post registering account on Amazon.in

[3.5 Lightning Deal Fee](#)

Lightning Deals are flash sales where a product is featured for certain hours on the [Amazon Deals](#) page, one of the most visited pages on Amazon. The charges towards Lightning Deals will be levied once a month. You will be charged a flat fee based on your STEP Level at the end of the month. A consolidated email will be sent every month with the details of ASINs you configured Lightning Deals on.

For more details, please refer to [Lightning Deal Fees page*](#)

***Note:** Accessible post registering account on Amazon.in

4. Payments, Return and Reimbursement Policies

[4.1 Payment Policy](#)

You are eligible to get paid for the order 7 days after the order is delivered to a customer. Amazon ensures payment for your sales (minus the Amazon Seller fees) is deposited securely into your bank account every 7 days. It can take up to 5 business days for your money to appear in your bank account after we initiate payment

[4.1.1 How Amazon transfers payments](#)

When your seller account is settled and you have a positive balance, Amazon sends the money to your bank account using an Automated Clearing House (ACH) or electronic funds transfer. It can take up to five business days for the money to appear in your bank account after Amazon initiates a payment.

You can refer to [Payments Report*](#) which shows you when and how much you will be paid. Other Payment related FAQs – [click here*](#)

***Note:** Accessible post registering account on Amazon.in

[4.2 Return and Replacement Policy](#)

In case a customer returns the shipment, Referral and closing fees will be auto-reimbursed for eligible orders as per the policy. Refund commission fees is charged. Amazon will not charge shipping fee for returns. Click [here*](#) to know more

Replacement Policy: Amazon provides a free replacement policy. Click [here*](#) to know more

***Note:** Accessible post registering account on Amazon.in

[4.3 Reimbursement Policy](#)

SAFE-T Policy: Seller Assurance for Ecommerce Transactions (SAFE-T) enables sellers to claim reimbursement from Amazon for losses incurred due to Easy Ship related issues in accordance with the program policies. Click [here*](#) to know key terms and conditions

Multi-Location Fulfilment with Easy Ship: Playbook

Kindly note, that it is seller's responsibility to ensure they file the claims within policy timelines. Failure to do so will result in claim rejection.

Please refer to the below timelines and use-cases to file reimbursement claims along with the steps (*Refer Appendix Section 5*) to file claims

Reimbursement use-cases and timelines:

Use-case	Description	Steps to file claims	Claim window
Lost in transit	For units that are not returned to the Seller (store or warehouse) even after 30 days from the date of customer refund	Amazon will proactively reimburse within 50 days. If the seller has still not received reimbursements, seller can file claims on SAFE-T portal (<i>Steps in Appendix Section 5.1 and 5.2</i>)	
Customer damaged returns	If a unit has been returned to a seller in an unsellable or damaged condition		7 days from date of return
Switcheroo returns	If a customer has returned wrong item (cases like fake or dummy product, main unit missing, empty box, and materially different returns)	Seller can file claims on SAFE-T portal (<i>Steps in 5.1 and 5.2</i>)	7 days from date of return
Handover dispute	Returns which were marked delivered in system but not returned to seller		7 days from date of shipment was marked returned/delivered
Appeal to resolved claims	If a seller is dissatisfied with the claim result, then they can re-appeal	Seller can file claims on SAFE-T portal (<i>Steps in 5.3 slide</i>)	5 business days from the date of the last resolution.

***Note:** Accessible post registering account on Amazon.in

5. How does ES-MLF program work

ES-MLF program will leverage 'SmartConnect' technology which ensures that brands can make their selection and inventory live to the customers on Amazon.in using their existing order and inventory management solutions.

5.1 What is smart connect technology

SmartConnect is an invite only program which enables sellers/brands to launch their inventory sources directly on the Amazon.in and make available the selection and inventory from these stores/warehouses to the customers on Amazon.in

Multi-Location Fulfilment with Easy Ship: Playbook

using their existing order and inventory management solutions. This is done via API integration between Seller's systems and Amazon using the Smart Connect APIs. APIs can be used for inventory integration and order integration.

5.2 How does the seller integrate stores with Amazon via SmartConnect

Sellers can integrate their stores with Amazon in two ways. Detailed comparison between different modes of integration is provided in Appendix (*Section 1*)

1. **Direct Integration** – Sellers who have an in house or 3P tech team available at their end can opt to integrate directly with the Smart Connect APIs. Sellers here can go for either only inventory API integration & use Amazon SmartConsole OMS to process orders or they can go for both order and inventory API integration
2. **Via Connectors** – Integrating stores via connectors when the sellers do not have the tech capability to integrate directly. This can be done via CData integration, pre integrated systems and 3P connectors.
 1. CData Integration: Sellers who do not have a full-fledged tech team available at their end but have an IT/Tech support infrastructure present or if they sellers are not keen on an integrating with SmartConnect from the scratch, can opt for integrating with SmartConnect via CData. CData is a company specializing in system to system integrations with whom Amazon SmartConnect has partnered with to enable sellers to get integrated without much effort. CData have developed readymade integration connectors between most of the commonly used ERP/WMS/OMS/POS solutions used by offline sellers and SmartConnect. CData team will work with the seller IT/Tech teams to help them integrate their systems with SmartConnect, thus reducing both time and tech effort required for SmartConnect integration. In this case as well sellers can use the Amazon OMS i.e. SmartConsole to process orders if their in house OMS/POS is not capable of processing online orders.
 2. Pre - Integrated Systems: For Sellers who do not have any tech team present at their end, Amazon SmartConnect has already integrated with leading POS solutions. The sellers can directly get in touch with the POS provider to directly start using the POS to start selling on Amazon. These are readymade solution and thus no tech effort is usually needed to get a seller on boarded onto these solutions.
 3. 3P connectors: For Sellers who do not have any tech team present at their end, Amazon SmartConnect has already integrated with leading connectors. The sellers can directly get in touch with the connector provider to directly start selling on Amazon

6. Seller Launch (Onboarding Process)

The below onboarding process covers end-to-end process required for a seller to be enrolled for ES-MLF program. Typically, there are 10 steps that is required to launch seller on ES-MLF program. Seller can reach out to their Account Manager or the integrator if they want to initiate MLF integration. In general, the seller launch takes 4-5 weeks provided there are no constraints in tech or BAU.

1)	Consent for MLF	Seller
2)	Submit preferred mode of integration	Seller/Account Manager
3)	Registration on seller central and opt for Easy Ship as shipping channel	Seller/Account Manager

Multi-Location Fulfilment with Easy Ship: Playbook

4)	Submit node details	Seller
5)	Register seller for MLF	Amazon
6)	Complete node configuration and connector configuration	Amazon/Connector
7)	Enable Prime for seller	Amazon
8)	Amazon to confirm seller Launch	Amazon/Account Manager
9)	Upload GST details for multiple states and trademark certificates (if applicable)	Seller
10)	Seller uploads catalog	Seller

6.1 Consent for MLF

Seller has been pitched and aligned for ES-MLF program

6.2 Submit preferred mode of integration

Sellers/AM need to provide preferred mode of integration. They need to share the tech inputs as per the below checklist. Amazon tech team uses this checklist to understand seller's system better and recommend mode of integration

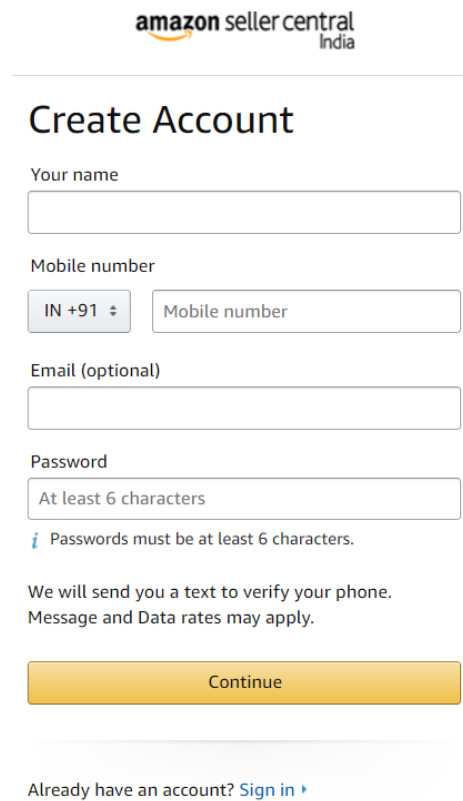
1)	Store/warehouse Entitlement:
2)	Selection Entitlement:
3)	POS (ex: wondersoft, gofrugal, ginesys etc.) or WMS for warehouse:
4)	ERP (ex:SAP, Oracle, Navasion etc.):
5)	Real time inventory sync (Y/N):
6)	In store/warehouse OMS system capable of processing online orders (Y/N):
7)	Central POS/ERP server capable of integrating with REST APIs to publish real-time inventory to Amazon server/system(Y/N):
8)	Does seller has Tech/IT team (Y/N):
9)	3rd Party Integrator Name (if brand is already integrated to other marketplace through any integrator):
10)	Preferred Mode of Integration (Direct/CDATA/Pre-integrated solution/3P Integrator):

Multi-Location Fulfilment with Easy Ship: Playbook

[6.3 Registration on seller central and opt for Easy Ship as shipping channel](#)

Active Seller central account is a must. In case you don't have one, create a selling account on Amazon. You can do this by registering on this [link](#). While creating a new account, sellers need to provide default GST details for the business address and select Easy Ship as fulfilment channel. You can follow below mock to understand and onboard Amazon.in

1) Click on "Create amazon account" and provide mobile number and email to verify account




The screenshot shows the 'Create Account' page on Amazon Seller Central India. The page includes the following elements:

- amazon seller central India** logo at the top left.
- Create Account** title.
- Your name** input field.
- Mobile number** section with a dropdown menu showing 'IN +91' and an input field for the 'Mobile number'.
- Email (optional)** input field.
- Password** input field with a placeholder 'At least 6 characters'.
- An information icon and text: 'i Passwords must be at least 6 characters.'
- Text: 'We will send you a text to verify your phone. Message and Data rates may apply.'
- A yellow **Continue** button.
- Text at the bottom: 'Already have an account? [Sign in](#)'.

2) Provide business address details

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Step 2 of 5

Tell us about your business

Store Name

[Check Availability](#)

Select Product Category

Choose Primary Category ▾

Enter your address

Pincode

Address Line 1 (Required)

Address Line 2

City

State

Select State ▾

Country/Region

India ▾

Continue

3) Choose “Easy Ship” as fulfilment channel

Multi-Location Fulfilment with Easy Ship: Playbook



Tell us how you want to ship your products

Learn how to choose your shipping method



[Click here to compare shipping methods on Amazon](#)

Choose shipping method

Your pincode 560001 is eligible for Fulfillment by Amazon (FBA), Easy Ship and Self Ship.

Fulfillment by Amazon (FBA)
You store your products in the nearest Amazon Fulfillment center, we pack and deliver to customers. Your products also get Prime badge.

Easy Ship
You store and pack orders at your location. We pick them from the above address and deliver to customers. You need a printer and there is a fee per shipment.

Self Ship
You store and pack orders at your location. Also, you need to deliver orders to customers on your own or through 3rd party couriers.

Next

4) Provide default tax details related to your business address. Note: Post smart connect node configuration (step #8), you will be able to add tax details for all the other states where you have stores located

amazon seller

Step 3 of 5

Update your Tax details

I have GST number

Enter your tax details

KARNATAKA

Provisional GSTIN [What's this?](#)

PAN number [What's this?](#)

- I sell in GST Exempted Category.
- I don't have it handy and will update later.
- I have never registered for GST.

Next

FAQ

[Which PAN should I enter?](#)

[Why is GST required?](#)

Multi-Location Fulfilment with Easy Ship: Playbook

5) Choose categories of the products that you wish to sell

The screenshot shows the Amazon Seller account setup interface at Step 4 of 5. The header includes the Amazon Seller logo and a navigation menu icon. Below the header, the title "Choose categories you wish to sell" is displayed in orange. The main content area lists several product categories with checkboxes for selection. The categories are grouped into sections: "Books, Movies & Games", "Home, Garden & Tools, Furniture", "Electronics & Computers", and "Clothing, Shoes & Jewelry". The "Pet Supplies" checkbox under the "Home, Garden & Tools, Furniture" section is selected.

amazon seller

Step 4 of 5

Choose categories you wish to sell

Choose categories you wish to sell

Books, Movies & Games

- Books
- Movies
- Musical Instruments
- Music
- Video Games

Home, Garden & Tools, Furniture

- Home
- Large Appliances
- Pet Supplies
- Kitchen
- Furniture

Electronics & Computers

- Consumer Electronics
- Mobile Phones
- Personal Computers
- Office Products
- Software

Clothing, Shoes & Jewelry

- Clothing
- Shoes
- Watches
- Jewellery

6) You have successfully registered your account on A.in and you can click on start selling

The screenshot shows the Amazon Seller account setup interface at Step 5 of 5. The header includes the Amazon Seller logo and a navigation menu icon. Below the header, the title "Step 5 of 5" is displayed. The main content area features a greeting "Hi ABC, You are almost there" and a sub-header "Please complete the below steps and start selling to millions of customer". A list of seven steps is shown, each with a checkmark icon and a dropdown arrow, indicating that all steps are completed. The steps are: "Products to sell", "Shipping Fee Details", "Bank Account Details", "Enter Tax Details", "Default Product Tax Code", and "Signature". A prominent yellow "Start Selling" button is located at the bottom of the list.

amazon seller

Step 5 of 5

Hi ABC, You are almost there

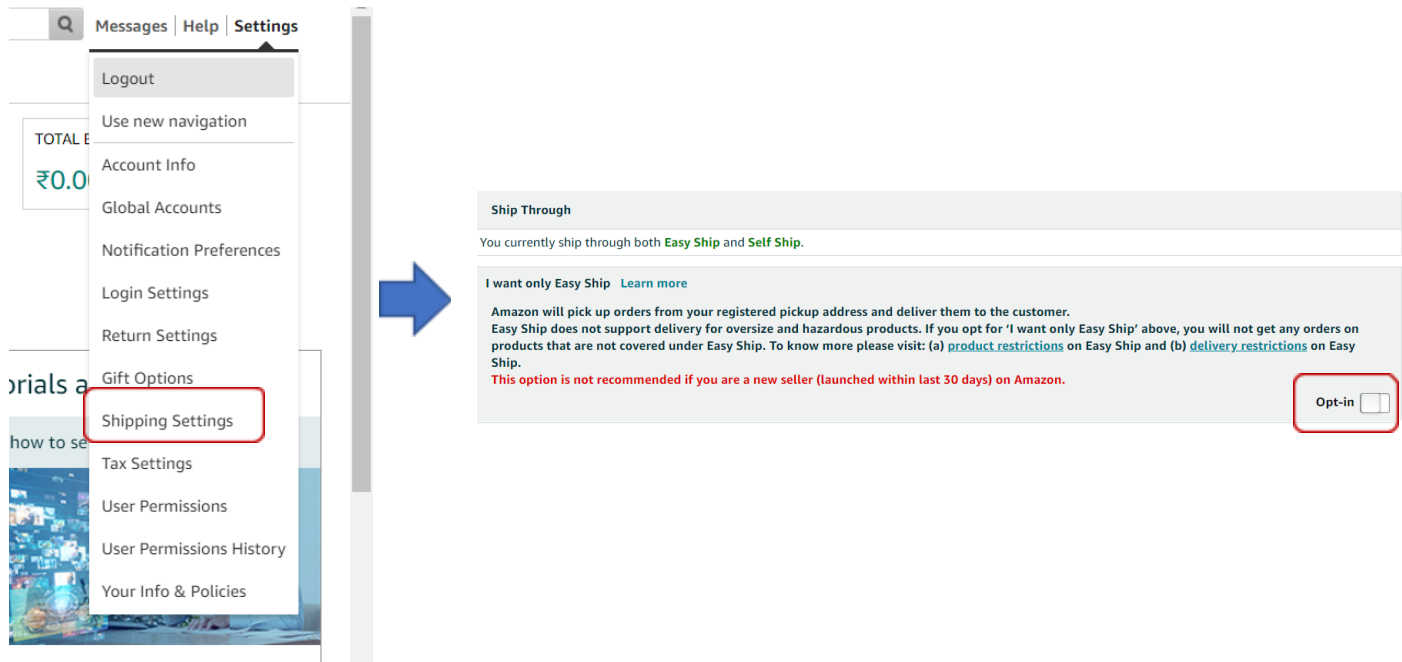
Please complete the below steps and start selling to millions of customer

- Products to sell
- Shipping Fee Details
- Bank Account Details
- Enter Tax Details
- Default Product Tax Code
- Signature

Start Selling

Multi-Location Fulfilment with Easy Ship: Playbook

Post registration, sellers also need to opt-in for “Easy Ship” as the only shipping channel. Sellers can do this by Clicking on Settings> Shipping Settings> Turn on “Opt-in” for Easy ship as shown in the below image:



[6.4 Submit node details](#)

Sellers/AM to provide store/warehouse (node) details to the Amazon via the lead format. Do tick mark row #7 so that we can communicate with stores and share performance and return reports with them



ES-MLF Node
configuration details.>

If the file attached is not opening, kindly provide the lead details as per the columns (*Appendix – Section 4*)

Note: In case the seller requires that the return address to be different from pickup address, please mention the return address accordingly. Kindly note that the return address **should be in the same state as pickup**

[6.5 Register seller for MLF:](#)

Once, Amazon receives lead details, we will enable MLF for seller.

[6.6 Complete node configuration and connector configuration](#)

Basis the node details shared (section 5.3), Amazon will initiate node configuration and connector configuration process basis the preferred mode of integration. This process allows seller’s systems to connect with Amazon and provides real time inventory picture to Amazon for successful order processing

[6.7 Enable prime for seller](#)

Post seller registration, catalog upload and node/connector configuration, Amazon will enable prime for seller as part of

Multi-Location Fulfilment with Easy Ship: Playbook

“Day 1 Prime” feature in ES-MLF program. Once, we enable Prime, seller first needs to enroll into Guaranteed delivery program and then you will need to enable Prime from “Shipping settings” section

Enable Guaranteed delivery program (1/2 days fast track fulfilment)

Click on Settings > Shipping Settings > Easy Ship tab > Scroll down > click on “Edit” button > Tick on the “Guaranteed delivery” box and Click on Save to enroll into Guaranteed Delivery (both One-Day and Two-Day delivery options)

The image shows two screenshots of the Amazon Seller Central shipping settings interface. The top screenshot is for 'Two-Day Delivery Order by 12:00 p.m.' and shows a table with columns for 'Regions', 'Delivery Time including handling time', and 'Shipping fee'. The 'Regions' column lists 'Amazon configured region'. The 'Delivery Time' column shows '2 Days'. The 'Shipping fee' column shows '\$10.00 per order + \$0.00 per item'. The bottom screenshot is for 'One-Day Delivery Order by 12:00 p.m.' and shows a similar table. The 'Delivery Time' column shows '1 Day' and the 'Shipping fee' column shows '\$100.00 per order + \$0.00 per item'.

Regions	Delivery Time including handling time	Shipping fee
Amazon configured region	2 Days	\$10.00 per order + \$0.00 per item

Regions	Delivery Time including handling time	Shipping fee
Amazon configured region	1 Day	\$100.00 per order + \$0.00 per item

Enable Prime badge

Click on Settings > Shipping Settings > Easy Ship tab > Turn on the 'Prime Enable' slider.



***Note:** Please note that unless seller enrolls into 'Guaranteed delivery', they won't be able to see Prime badge on detail page

[6.8 Amazon to confirm seller Launch](#)

Post completion of all the steps, the seller is confirmed launch by Amazon.

[6.9 Uploads GST details for multiple states \(wherever the stores are located\) and trademark certificates \(if applicable\)](#)

Post launch of sellers on MLF, sellers can now add GSTs for multiple states wherever the stores are located. Sellers (brand) also need to upload trademark certificates (if applicable)

[6.10 Upload catalog](#)

Sellers need to upload catalog and create listings on seller central. Creating listings have 6 functionalities as mentioned below. Seller can reach out to AM in case of any clarification required on cataloging process. Please refer to Appendix section (*Section 2*) for more details on how to add product and ensure cataloging is complete

7. Order Processing Methodology

Sellers need to fulfill all orders latest by the Estimated Ship-by-date (ESxD) basis the below process. Any delay in the processing of the shipment beyond ExSD would lead to LSR (Late Ship Rate) and would be considered as a performance miss by the site

- Once an order is received, the sellers are expected to perform the below tasks:
 - Pack the orders
 - Schedule orders and choose pickup slot

Multi-Location Fulfilment with Easy Ship: Playbook

- There are 2 pickup slots for MLF: 11 AM – 2 PM and 2 PM – 4:15 PM
- Sellers can choose either of them
- o Print ship label and attach them on the packed orders
- o Hand over orders in the pickup slot chosen

Since MLF sellers are enrolled into prime and guaranteed delivery (fast track fulfilment) since Day 1, sellers are expected to schedule and pack orders basis the below timelines to ensure that the carrier can pickup and deliver to the buyer by the expected delivery date:

- For orders prior to 01:30 PM – Schedule and pack the orders by 01:45 PM on the same day
- For orders after 01:30 PM – Schedule and pack the orders by 01:45 PM on the next business day

Important: Please do not use seller central to process order. Always use OMS (order management system) provided your integrator to process order

Click [here](#)* to know more

***Note:** Accessible post registering account on Amazon.in

8. Performance Management

As an MLF seller, one is expected to always ship on time, ensure orders are not cancelled, and have a high bar on product quality. The performance is measured across metrics such as Late Ship Rate (LSR), Cancellation Rate (CR) and Order Defect Rate (ODR) (*section 7.1*).

Actions might be taken depending on misses by issuing strikes against misses. Detail of strike policy is explained below (*section 7.2*). The sellers can appeal against strike (*section 7.3*) in case they believe that there are external factors (which are beyond control) that led to the miss

8.1 Performance Metrics and threshold

Performance of stores/warehouses will be monitored and measured across below mentioned metrics and threshold.

LSR (Late Ship Rate)	All the orders received by a store have an ESD (Expected Ship Date) associated with it. Seller is expected to have all the orders scheduled for pickup, packed and picked before ESD. If ship-label generation time is beyond than the ESD, it will result in (LSR) for that shipment.	$LSR = \frac{\text{Total orders missed ESD}}{\text{Total orders}}$	1%
CR (Cancellation Rate)	Cancellation rate includes all order cancellations initiated by the store or when an order is cancelled automatically by Amazon because the store has not shipped the order i) within 24 hours of the Estimated Ship Date (ESD) for standard orders and ii) within ESD for Easy Ship Guaranteed Delivery and Prime orders.	$CR = \frac{\text{Total orders cancelled}}{\text{Total orders}}$	1%

Multi-Location Fulfilment with Easy Ship: Playbook

ODR (Order Defect Rate)	The Order Defect Rate (ODR) is a measure of the seller ability to provide a good customer experience. It includes all orders with one or more defects as a result of Negative Feedback Rate.	$ODR = \frac{\text{Total order defect}}{\text{Total orders}}$	1%
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8.2 Strike Policy

If the seller fails to meet the performance thresholds set for a particular metric, it may lead to a strike on that metric. Strike is issued for missing Late Ship Rate (LSR), Order Defect Rate (ODR) and Cancellation Rate (CR) on a weekly basis. For short term (2021) we will manually send out reports to all sellers at store level (please refer section 8 for details)

For LSR, ODR and CR, depending on the number of strikes accumulated in each metric at store level, the stores may be deactivated from the MLF program.

8.3 Appeal against strike

Seller can appeal against a strike by raising a case to stores-mlf@amazon.com. The appeal against a strike can be made within 7 days if the seller believes that there are external factors (which are beyond control) that led to the miss. We will deep dive and check post which Amazon reserves the right to maintain or remove the strike after the appeal.

8.4 Plan of Action (PoA)

If the store/warehouse is deactivated for performance miss, the path forward for the store is to share a robust plan of action by providing responses to the questions mentioned below. Store/Warehouse reactivation is subject to approval of the submitted PoA by Amazon.

Store/Warehouse has to submit the root causes that led to the issue covering the below points:

- Provide the root causes that led to the issue (Detailed analysis to ascertain the actual cause of performance miss);
- Provide the actions taken to resolve the issue; and
- Provide steps taken to prevent the issue from recurring in the future (Both long-term & short-term fixes needs to mentioned with clear ETAs and ownership)

Reactivation Process - Once RCA (root cause analysis) & POA (Plan of Action) has been shared, TAT for evaluating and initiating reinstatement is 3 business days.

9. Key Reports from Amazon

To facilitate understanding of stores' performance and ease of operations in the stores, we will provide 2 reports:

- **Weekly performance report:** Stores/Warehouses would be receiving performance report on weekly basis for previous 12 weeks. Please refer to appendix (Section 3) for the format of the performance report.
- **Weekly return report:** Stores/Warehouses will get weekly Return Reconciliation report which will have information regarding customer returns and reject that are routed to the seller nodes (stores/warehouses). Seller would be able to manage return effectively with this information. It will provide seller insights into the status of the return, reason for the return and help them decide, if they need to raise reimbursement claim for the customer returns received or lost.

Multi-Location Fulfilment with Easy Ship: Playbook

10. Contact Us

Below are the contact mechanisms we have created for sellers to raise queries or issues:

- **Listing/Pricing/Refund/Reimbursement/Reconciliation:** For these issues, sellers should either reach out to their respective POC (Account Manager) in Amazon or raise a case to 'Seller Support' through Seller Central.
- **Operational related issues:** For any operational related issues, seller/stores mail their concerns at stores-mlf@amazon.com.
- **Tech related issues:** Any technical issue w.r.t order processing or selection is to be taken-up by Integrator (*the technology service provider supporting the order processing for the seller*). Seller should reach out to their integrator only. Integrator should be able to resolve the issue. If they are not able to resolve the issues, and require Amazon intervention, then they should reach out to Product team with relevant details. Product team will connect with integrator to resolve the issue

11. Seller FAQs

A. Pre-Launch

Q-1: How can I have multiple GSTs for different states?

Once Amazon program team enables MLF for your account (*section 6.5*), you can add GSTs for multiple states by following these steps. Go to Settings -> Tax settings> tax details sections for all the stores/warehouses.

B. Onboarding-related

Q-1: How do I create ASIN, add offers to an existing ASIN, change price of an ASIN?

Details mentioned in point Appendix (*Section 2*).

Q-2: Where can I find store level daily reports?

Ideally all reports are available on Seller Central. Amazon Program team will share weekly performance report to all the nodes.

Q-3: What are the timelines for launch related activities?

It will take 4-6 weeks post lead submission. The breakup is provided below:

- 1) Connector development: 4 weeks
- 2) MLF registration + Smart connect node configuration: 2 weeks

B. Post Launch

Q-1: Does the store receives any intimation when the customer initiates and completes an order return?

No, store doesn't receive any information when return is initiated by the customer. Amazon program team will share return reconciliation report to integrated stores/warehouses on a weekly basis. You can use that to reconcile returns and file reimbursements (if applicable)

Q-2: What happens if I do not receive my returned product?

For customer return shipment which is not returned to sellers even after 30 days from the refund date, Amazon will reimburse sellers proactively within 50 days from the refund date.

Multi-Location Fulfilment with Easy Ship: Playbook

Q-3: What happens if I receive a damaged product?

For orders, which are declared as 'Damaged' and 'Damaged-Disposed-Off' by Amazon/LSP (Logistics Service Provider) wherein the fault is not attributable to seller, store/warehouses need to reach out to seller POC who will file a SAFE-T claim on their behalf. Post investigation, Amazon will reimburse

Kindly click [here](#)* to know more details

***Note:** Accessible post registering account on Amazon.in

Q-5: Where can I raise reimbursement and find status?

You will have to reach out to your brand POC who has access to seller central portal to file reimbursement claims via SAFE-T portal. You can request the brand POC to share reimbursement related reports via seller central.

Please click [here](#)* to know more reimbursement policies for lost, damaged, undelivered and customer rejected shipments

***Note:** Accessible post registering account on Amazon.in

Q-6: Shipping label is missing from the returned product.

Seller should not accept return shipment without return shipping label.

Q-7: Ship label is not getting generated?

Seller needs to reach out to their Integrator for the first level for troubleshooting. Integrator will reach out to Amazon Product & Program team, if the issue required Amazon's action.

Q-8: I have a listing & pricing related issues.

Listing is not live: Please raise a case to 'Seller Support' on the seller central or reach out to Sales/Account Manager POC.

Pricing is not correct: Please raise a case to Seller Support from seller central or reach out to Sales/ Account Manager POC.

Q-9: Consolidated view of store performance for stores at a store/warehouse level and Brand POC level?

Program team will share Brand Level performance report, with deep-dives to CBDM team to drive performance improvement through seller interaction

Q-10: How should I process orders and push inventory

Post launch, inventory push should only happen via smart connect APIs. Similarly, orders should be processed via integrator OMS i.e. smart connect. *Do not push inventory or process orders via seller central. If you do that, you will get errors in processing order and will impact your performance metrics*

Q-11: My account/listings are deactivated due to customer complaints that products are not authentic

This happened because you have uploaded catalog which has a different brand name than mentioned during brand registration. Please reach out to Sales/Account Manager POC or 'Seller Support' on the seller central to get them reactivated

Q-12: What are cancellation charges. Why am I being charged cancellation fee

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This happens under 2 scenarios. Please ensure you timely schedule and ship orders to avoid cancellation fees

1. Order is cancelled by seller for any reason other than buyer request. (Only cancellations requested by buyers through Amazon.in website are considered buyer requested cancellations and will be exempted from Cancellation Charge).
2. Order is cancelled automatically by Amazon because the seller has not shipped and ship confirmed the order within 24 hours of Estimated Ship Date (ESD).

C. Operational related

Q-1: Seller wants to challenge the strike provided for performance miss.

Seller can appeal against a strike by raising a case to stores-mlf@amazon.com. The appeal against a strike can be made within 7 days if the seller believes that there are external factors (which are beyond control) that led to the miss. We will deep dive and check post which Amazon reserves the right to maintain or remove the strike after the appeal

Q-2: I am not able to find Return OTP. Delivery associate has come to return items

Individual store/warehouse will receive its own OTP on their email and phone number that was provided during onboarding. In case, the store POCs don't see the OTP in their email, then kindly check SPAM folder. Please note that OTPs will be mailed/SMSed only when a return is going to be delivered to you. If there are no returns, then no OTP will be generated.

Important: Please **do not use** seller central (Manage returns page) to provide return OTP

Q-3: I am using smart console OMS for order processing. I am not able to understand the interface. Are there any training materials that I can refer to?

Yes. Please view the below links to understand how order processing works. Please reach out to your AM or mail on stores-mlf@amazon.com in case of any queries

1. Order view: <https://sellerflex.fleeq.io/l/dxrf2wg03p-l1rbjzuylk>
2. Order picking: <https://sellerflex.fleeq.io/l/xnqshk45ok-xw8a7bx31v>
3. Order packing: <https://sellerflex.fleeq.io/l/ucv0lh5lp7-hespjzodit>

D. Any Other Issues:

For any other issues, sellers/stores/warehouses can get support from any of the below mentioned ways:

- Help pages on seller central - <https://sellercentral.amazon.in/help>
- Reach out to Amazon category POC
- Raise a case on seller central
- Raise a case on smart console

12. Glossary

- API: Application programming interface
- LSR: Late Ship Rate
- ODR: Order Defect Rate
- ESD: Estimated Ship Date
- CR: Cancellation Rate

Multi-Location Fulfilment with Easy Ship: Playbook

- AM: Account Manager
- POS: Point of Sale
- WMS: Warehouse Management System
- ERP: Enterprise resource planning
- POC: Point of contact

13. Appendix

Section 1: Comparison between different modes of integration

S.No.	Parameters/Mode of Integration	Direct Integration	CDATA Integration	Pre-Integrated Solution
1)	Seller's Tech/IT team required for integration	✓	✓	
2)	No middle layer Required for Inventory and Order Flow	✓		✓
3)	Seller can use Existing OMS for Order processing*	✓	✓	✓ (exceptions possible)
4)	Seller can use Amazon OMS for Order processing	✓	✓	✓
5)	Tech Integration Effort/timelines	2-6 Weeks**	~2 weeks	No Effort Needed
6)	Site Launch Timelines	5 weeks	5 weeks	5 weeks
7)	No Additional Cost for Integration***	✓		
8)	No Latency in Order and Inventory processing	✓	✓	✓
9)	Issue identification and resolution	Fast	Medium	Medium
10)	Scale of Customer Issues	Low	Low	Low
11)	Scale of Operational Issues	Low	Low	Low

Section 2: Upload Catalog

Creating listings have 6 functionalities as mentioned below. Seller can reach out to AM in case of any clarification required on cataloging process.

1. Adding/listing products to Amazon inventory;
2. Variation Wizard;
3. Price and Quantity File;
4. Prepare your listing tool; and
5. Listing quality report and tools.

Multi-Location Fulfilment with Easy Ship: Playbook

1. Adding/listing products to Amazon inventory:

There are two ways in which you can list your products. Both of these methods can be used to list **new products** as well as **products which are already on Amazon.in** which is called adding offer or mapping. The methods are:

1. One by one/1X1 method; and
2. Listing products in bulk.

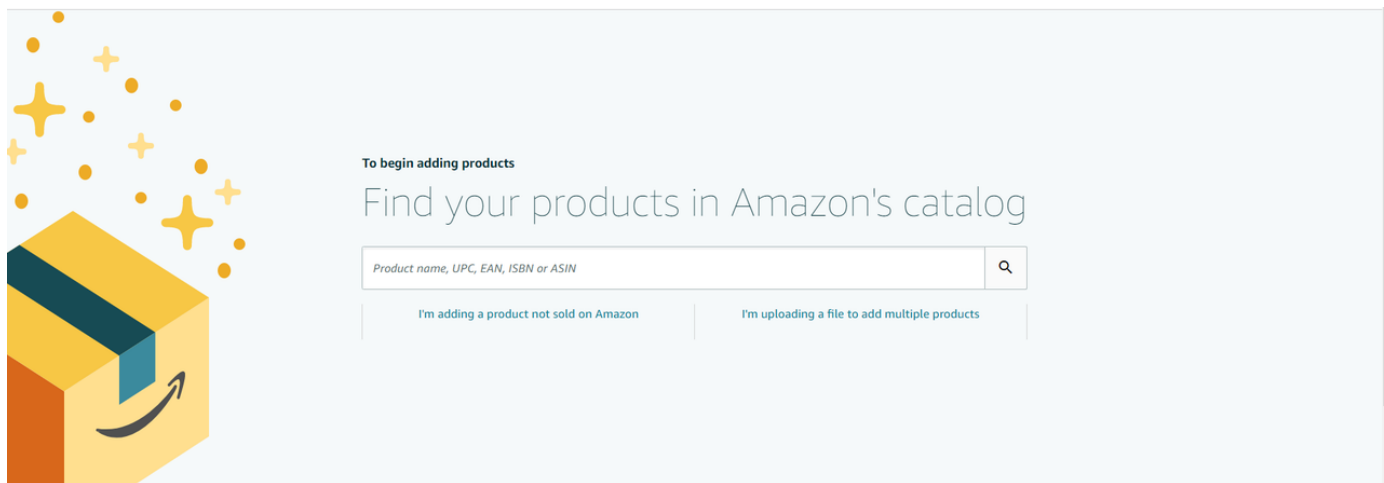
1.1 One by one/1X1 method:

There are 2 scenarios possible while adding products:

Scenario 1: For products on Amazon

Please click on Catalog> Add a product> search. Kindly refer to [tutorial*](#) to learn more

***Note:** *Accessible post registering account on Amazon.in



You can search for the product by using either of the below methods:

1. Universal Product Codes (UPCs);
2. International Standard Book Numbers (ISBNs);
3. European Article Numbers (EANs);
4. Japanese Article Numbers (JANs);
5. Amazon Standard Identification Numbers (ASINs);
6. Title of the product; and
7. Brand name.

Once you search for the product and you find the same you can click on 'sell yours' and add quantity, price and add it to you inventory.

Scenario 2: For products not on Amazon

Please click on Catalog> Add a product> 'I'm adding a product not sold on Amazon'> select the category OR search for the category> select a sub category and click on 'select category'. Kindly refer to [tutorial*](#) to learn more

***Note:** *Accessible post registering account on Amazon.in

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Select a product category

Choosing the best product type ensures that you see the most appropriate data fields for your product. Browse the product types directly or use search. [See if your product already exists on Amazon.](#)

Favourites

You haven't added any favourite categories yet.

Search

[What is a Product Type?](#)

Search for a category



Browse

[What is a Product Type?](#)

Select a category

☆ Appliances >

☆ Baby >

☆ Bags, Wallets and Luggage >

☆ Beauty >

☆ Books >

Once you click on 'select category' you will be directed to fill product information under different tabs like **vital info** (product identifier, brand information), **variation** (if the product has any variations like color, size, item package quantity, pattern, Size and color etc.), **offer** (Price and quantity related), and **Images**. If you wish to add more details to the product for increasing search visibility and making the product listing better in terms of quality, you can click on '**Advanced view**' to add details under product description, keywords, more details (dimensions, material of the product)

1.2 Listing products in bulk

There are 2 scenarios possible while adding products:

Scenario 1: For products on Amazon

Please click on Manage Inventory> Add product via upload> under 'download an inventory file' (scroll down completely)> click on 'inventory files'> select 'listing loader'

Listing Loader: This is the file used to add offer to existing products in bulk. Kindly refer to [tutorial*](#) to learn more

***Note:** *Accessible post registering account on Amazon.in

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Once the listing loader file is downloaded click on 'listings-Template' and fill the mandatory columns: SKU (stock keeping unit - is a specific merchant's product identifier, <https://sellercentral.amazon.in/gp/help/34151>), price, quantity, product ID, Product ID type (UPC, ASIN, ISBN, EAN), condition type, maximum retail price)

Scenario 2: For products not on Amazon

Please click on Manage Inventory> Add product via upload> under 'download an inventory file'> search for the category you want to list under OR select the same under 'browse classifier'> once you select for the sub category click on 'select' to download the template file OR flat file.

You have 3 option under which you can download the flat files:

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- **Lite:** The Lite option contains "Required" attributes associated with the above selected products. "Required" attributes are the minimum values necessary to create your product in the Amazon catalogue (e.g. item_sku).
- **Advanced:** The Advanced option contains all attributes groups associated with the above selected products. This option includes "Required", "Preferred", and "Optional" attribute groups.
- **Custom:** The Custom option allows you to choose attribute groups associated with the above selected products that you can add to your template. This option includes the "Required" attribute fields

Once the flat file is downloaded as per your pre requisites select 'template' in the excel sheet and fill the required fields. Once you are done with filling the sheet go to Inventory> add product via upload> select 'upload your inventory file' in the tab> go to 'step2' and choose the type for file you wish to upload – in this case it is 'inventory file'> select the flat file which is saved> select 'excel' for processing report and click on 'upload'.

Once the upload is complete go to 'monitor upload status' and check for the status of the upload. If there are any errors while uploading you can download the processing report and check for the type of error.

[2. Variation Wizard](#)

This tool helps in:

- Adding variation to an existing ASIN (example: size 28, 30 already exist and you want to add 32 and 34 now)
- Adding variation to a standalone product (you had only one product with one color, now you have acquired different colors of the same product)

Kindly refer to [help*](#) for more details

***Note:** *Accessible post registering account on Amazon.in

Please click on Manage Inventory> Add a product> Create variations, click on 'Create variations using Variation Wizard'

Variation Wizard [Learn more](#)

What would you like to do?

Add to or update an existing variation family

Create a new variation family by combining existing stand-alone listings within your catalogue?

Download Previously Generated Template ▼

[3. Price and Quantity File](#)

This allows to upload price and inventory/quantity details of the product. Kindly refer to [help*](#) for more details

***Note:** *Accessible post registering account on Amazon.in

Please click on Manage Inventory> Add product via upload> under 'download an inventory file' (scroll down completely)> click on 'inventory files'> select 'price and quantity file'

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INVENTORY FILES ^			
File Type	Use Case	File Name	More Info
Product creation and matching	<ul style="list-style-type: none"> Page does not exist in Amazon.in catalogue. You have full product information. 	Category-specific inventory files	Build My Inventory File for more information about inventory file uploads.
Product matching only	<ul style="list-style-type: none"> Page exists in Amazon.in catalogue You do not have full product information. 	Inventory Loader	The Listing Loader can also be used.
Inventory updates	For updates to price or quantity only	Price & Quantity	7-column format.
	Update listing data only.	Category-specific inventory files	Use the PartialUpdate feature.
Shipping options	"Update BMVD shipping service options per listing or by using batch file settings.	Inventory Loader , Book Loader , Music Loader or Video Loader	Build My Inventory File for more information on how to update product and shipping information.
	Change shipping amounts for specific products.	Shipping Override	Shipping Override are not available for BMVD products.
Product data changes	Update data contributions to product pages.	Category-specific inventory files	For single products, use the Add a product Tool.
	Delete product and catalogue contributions.	Non-BMVD inventory files	Use "Delete"
Automate Pricing	<ul style="list-style-type: none"> Assign SKUs to Automate Pricing rules Remove or move SKUs between rules in Automate Pricing 	Inventory Loader	Use "x"
Automate Pricing	<ul style="list-style-type: none"> Assign SKUs to Automate Pricing rules Remove or move SKUs between rules in Automate Pricing 	Automate Pricing	Use the Automate Pricing tool to set up rules.

There is a specific file different from that of inventory - flat files to update the price and quantity of your products. You can use inventory - flat files to update the same, however, you can use flat files only in scenarios where:

- You have additional items to list;
- You need to change the details of an existing item (for example, change the 'Item Note');
- You need to delete items; and
- Other than these you can use the price and quantity file

[4. Prepare your listing tool](#)

'PYRL' is an automated tool for 3P sellers that systematically arranges seller's product information and creates an Amazon inventory flat file. PYRL helps in auto-categorizing the products, assigning the browse nodes and creating category specific flat files. These files can be uploaded directly to their seller central account.

The tool identifies keywords in title, product description and other attributes to suggest appropriate categories, product type and browse nodes. The tool works on Machine Learning algorithms and mine the data feed for future use.

Advantages of Prepare Your Listing Tool:

- Auto-fill flat file attributes – PYRL automatically identifies information provided by the sellers and systematically arranges the same in the category specific flat file.
- Auto- classify your products – PYRL identify keywords from the input sheet and assign the products accordingly to the appropriate category, product type and browse node.
- Match your products to existing products on Amazon.
- Identify listing issues – PYRL identifies listing issues during the listing creation process and help sellers create listings with no issues.
- Help create Amazon listings using listing template from other e-commerce websites.

Multi-Location Fulfilment with Easy Ship: Playbook

- Efficiency – PYRL usually takes 15-20 minutes to create a flat file for 5K SKUs as compared to 16HRS in manually creating a flat file.
- The PYRL tool automatically identifies the sets in the list of products that you have uploaded and create Parent Child variation automatically. No need to fill variation related columns, namely: variation theme, parent_sku, parent_child, relationship_type. The dummy Parent SKU need not be created as well.

Link to the Seller Central help page: <https://sellercentral.amazon.in/gp/help/202024330>

Please find below the link to the [video](#)* tutorial for PYRL tool:

***Note:** *Accessible post registering account on Amazon.in

[5. Listing quality report and tools](#)

5.1 Inventory Report

This report is a summary of the products that you have available for sale to buyers on Amazon. The report provides the SKU, price, quantity and ASIN for each of your current offers.

You can use the Inventory Report to reconcile your Amazon listings with your available stock and your own records. This is a good way to check the accuracy of your own systems.

Use the Inventory Report if you have more than 50,000 open listings. To maintain fair usage of Amazon's system, do not request more than four Inventory Reports per day. If you have more than 500,000 listings, do not request more than one inventory report per day.

5.2 Open Listings Report.

This report contains any current merchant-fulfilled open listings available for purchase at the time you request the report. Amazon-fulfilled listings are not included in this report. You can modify and update listings in the spreadsheet, and then upload it using the 'Inventory Loader'.

5.3 Open Listings Lite and Open Listings Liter Reports

These are scaled-down versions of the standard Open Listings Reports, for quickly updating your inventory. The fields for each report are as follows:

5.3.1 Open Listings Lite Report

- seller-sku
- quantity
- price
- product ID

5.3.2 Open Listings Liter Report

- seller-sku
- quantity

Multi-Location Fulfilment with Easy Ship: Playbook

5.4 Active Listings Report

This report provides a snapshot of all the products you have listed on Amazon.in at the time the report is run. This report includes all of your product listings, including those with zero (0) quantity. It also provides you with information about the products your listings are matched to on Amazon, including the product title and product identifier.

In most cases, the ASIN is returned as the product ID for the listing, but the product ID may also be the industry standard identifier, such as the ISBN, UPC or EAN.

This report allows for easy restocking by showing SKUs with zero (0) inventory. If you continue to sell those items, you can restock your listings without resubmitting product data for the SKU or creating a new SKU. If you don't expect to offer the item again and want to eliminate the SKU from your report, you can delete it via the 'Manage Inventory' tool or by using an inventory file upload.

You can use the Active Listings Report if you have up to 50,000 listings. If you have more than 50,000 listings, you must use the Inventory Report.

5.5 Inactive Listings Report

This report is similar to the Active Listings Report, except it provides a snapshot of all products that are inactive. This includes listings that have zero (0) quantity, listings that are blocked, listings that are suppressed, listings that are not yet opened and listings that are past their sale end date.

The columns included are the same as the Active Listings Report, as referenced here: [How to Read an Active Listings Report](#).*

***Note:** *Accessible post registering account on Amazon.in

5.6 All Listings Report

This report is similar to the Active Listings Report, except it provides a snapshot of all products for a specific merchant. This report includes listings that are active, inactive and incomplete. The columns included are the same as the Active Listings Report.

5.7 Referral Fee Preview Report

This report contains information about listings available for purchase at the time you request the report. For each listing, the report provides the estimated referral fee based on your current listed item price and does not account for shipping or gift wrap charges applied at the time of purchase.

5.8 Cancelled Listings Report

This report contains all listings that Amazon has cancelled. It does not include items that are sold out, purged with Inventory Loader or cancelled by the seller.

5.9 Sold Listings Report

This report contains any items sold on Amazon.

Multi-Location Fulfilment with Easy Ship: Playbook

5.10 Closed Listings Report

Your closed listings do not appear in Inventory/Active listings reports. The new closed listings report includes these listings. It has the same template as the Listing Loader feed and contains the seller's current offer data. This allows you to simply update information in the file and re-upload it to re-list or purge closed listings.

5.11 Category Listings Report

Category Listings Report enables Sellers to generate a category-specific report for their listings in the Amazon catalogue. Sellers can request report by selecting the required category. In order to enable this feature please contact seller support.

5.12 Amazon-Fulfilled Inventory Report

You will see this report option only if you use Fulfilment by Amazon (FBA). The report provides a near-real-time snapshot of your FBA inventory. If you offer items on multiple sales channels, it can help you make quick decisions about updating inventory quantities or removing listings from Amazon.

5.13 Listing Quality and Suppressed Listing Report

This report covers those of your listings that have listing quality errors. If the errors are severe enough, the listing will be suppressed (hidden) from search and browse until you fix it. **Connect with your Account Manager for issues related to this.** Given below is the link to Seller Central help page for reference:

https://sellercentral.amazon.in/gp/help/help.html?itemID=G200898440&language=en_IN*

***Note:** Accessible post registering account on Amazon.in

Section 3: Weekly performance report format

Seller will be receiving performance report on weekly basis for last 12 weeks. Below is the format of the performance report.

Communication will be done at a store level and to the AM. Sample performance report shared below

Week #	Total orders	Late Shipped orders	LSR Target	Cancelled Orders	CR Target	Orders with defects	ODR Target
Performance Target			under 1%		under 1%		under 1%
Wk12							
Wk11							
Wk10							

Multi-Location Fulfilment with Easy Ship: Playbook

Wk9							
Wk8							
Wk7							
Wk6							
Wk5							
Wk4							
Wk3							
Wk2							
Wk1							

Section 4: Lead submission formats

Light Red fields are mandatory and yellow fields are optional. ES-MLF allows sellers to have a different return address (within the same state as pickup). In case a seller wants to have a different return address, please enter details accordingly else keep pickup and return address details same

Columns	Mandatory/Optional
Seller Name	Mandatory
Seller ID	Mandatory
Category	Mandatory
Integrator	Mandatory
Amazon AM	Mandatory
Seller POC Name	Mandatory

Multi-Location Fulfilment with Easy Ship: Playbook

Seller POC Email	Mandatory
Seller POC Phone Number	Mandatory
Pickup Location Name	Mandatory
Pickup Location Type	Mandatory
Pickup Location State	Mandatory
Pickup Location City	Mandatory
Pickup Location Pincode	Mandatory
Pickup Location Zone	Mandatory
Pickup Location Address	Mandatory
Pickup Location POC Name	Mandatory
Pickup Location Phone Number	Mandatory
Pickup Location POC Email ID	Mandatory
Return Location Type	Mandatory
Return Location State	Mandatory
Return Location City	Mandatory

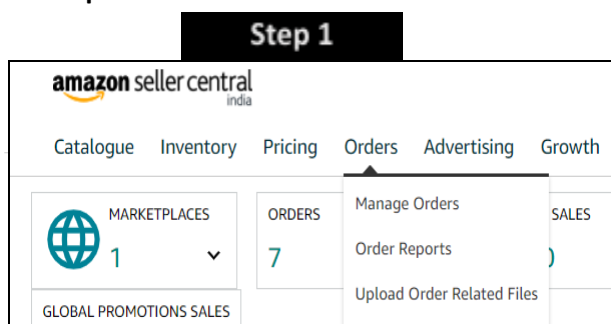
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Return Location Pincode	Mandatory
Return Location Zone	Mandatory
Return Location Address	Mandatory
Return Location POC Name	Mandatory
Return Location Phone Number	Mandatory
Return Location POC Email ID	Mandatory
Non-operating Days	Mandatory
Total Selection (Expected)	Mandatory
Current ES Selection	Optional
Potential Incremental in ES selection post launch	Optional
Estimate Daily Order Booking Count	Optional

Section 5: Reimbursement Filing Steps

Please follow steps in section 5.1 to file reimbursement and do provide documents/images mentioned in 5.2. Kindly note that these are general guidelines and we may require further images/documents to process reimbursement. While filing reimbursements, please refer to sample documents/images for each use-case

5.1 Steps to file reimbursement



Step 2

File a new SAFE-T Claim

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- Go to seller central
- Click on Orders > Manage SAFE-T Claims

Step 3

Catalogue Inventory Pricing Orders Advertising Growth Reports Performance Appstore Services

File a SAFE-T Claim

1 You can now view and respond to all your SAFE-T related messages on the Manage SAFE-T claims page in Seller Central by clicking the 'View message' button. You can use this mode as an alternative to communicating with us via email for your SAFE-T claim related messages. [Know more](#)

Enter your Order ID

- Enter Order ID and click on check eligibility
- Please note that only orders which are marked as returned will be accepted
- To check return orders, click on Orders > Manage returns

5.2 Documents/Images required

Supporting documents: For Damaged and switcheroo returns, you need to provide the below 3 photos as supporting documents

Photo of the returned package with the shipping label affixed



- Click on file a new SAFE-T claim

Step 4

Enter your Order ID

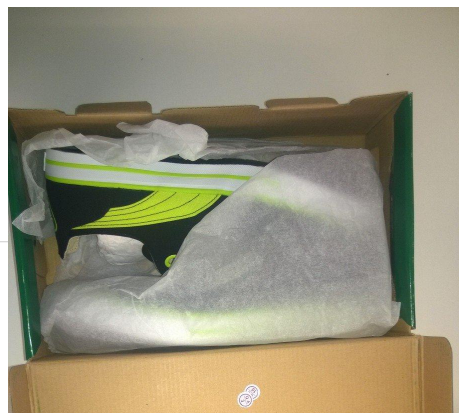
Order ID : 404-6943261-7866736
 Order Date : Fri, Apr 09, 2021, 06:35 PM

UAT Easy ship Test ASIN Quantity : 1

Please indicate the reason for this SAFE-T Claim *

Return Order Item(s) not received
 Damage attributable to Amazon during transportation
 Returned order Item(s) not received in original condition
* Please explain your issue clearly for raster resolution (character limit: 5000)

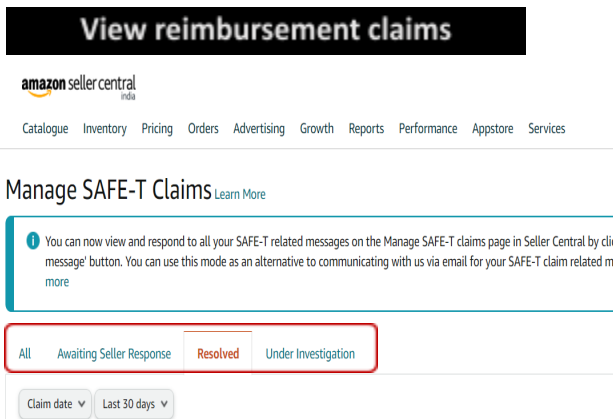
- Click on dropdown to **select reason** (Please indicate the reason for this SAFE-T claim):
- Lost in transit and Handover dispute** : "Return Order Item(s) not received"
- Damaged returns**: "Damage attributable to Amazon during Transportation"
- Switcheroo**: "Return order item(s) not received in original condition"
- For Damaged returns, you need to provide the below 3 photos as supporting documents
- Photo of the content of the returns**
- Accept terms and conditions and then file claim



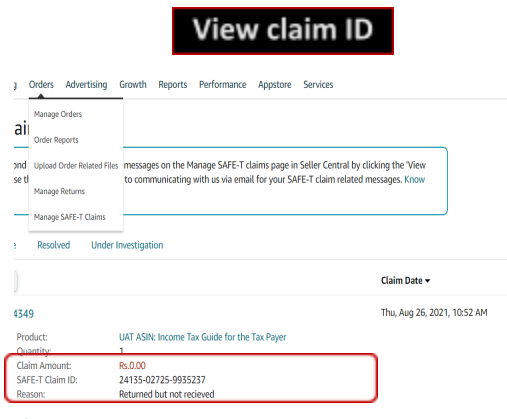
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5.3 Steps to file appeal or view reimbursement status

Seller/Store/Warehouse should expect a response within the next 7 working days. In case you have any queries with regard to this SAFE-T claim, please reply to this email with your questions



- Go to seller central
- Click on Orders > Manage SAFE-T Claims
- Click on "All" to view all claims
- Click on "Resolved" to view replies/resolutions from



- Go to seller central
- Click on Orders > Manage SAFE-T Claims
- The SAFE-T claim ID will be displayed in