

Seller Handbook (MLF program)



Dear Seller,

Welcome onboard on MLF program. In order to facilitate smooth experience, we have prepared a short guide to help you understand –

- 1) Order processing
- 2) Performance management
- 3) Return and Reimbursement
- 4) Raising issues

We have also provided solutions for your top queries/FAQs that you may face on a day-to-day basis. Kindly go through the same to resolve your concerns. We hope that this guide answers your queries and provides best practices on processes.

For any training on order processing or tech related issues, immediately reach out to your integrator or seller POC. For any queries, please reach out to stores-mlf@amazon.com. We will respond within 3 business days.

Thank you for selling on Amazon!


1. Order processing

1.1 What are the timelines to process order?

Any order coming before 1:30 PM has to be scheduled and packed by 1:45 PM on the **same day**.


Any order coming after 1:30 PM has to be scheduled and packed by 1:45 PM on the **next business day**

? Concern: 15 mins is a short time to pack orders. How do I ensure that there are no misses?

 **Solution:** We understand this is a valid concern. In order to avoid misses, we have 2 recommendations:

- a. Keep checking your system every 1 hour to see if there are any pending orders. In case you see any pending order, immediately schedule the order and get it packed. **DO NOT wait until 1:30 PM to process orders**
- b. For orders coming after 1:30 PM – we understand that you can schedule and pack till 1:45 PM on the next business day. However, we recommend that you schedule and pack the orders on the same day so that number of orders to be processed on the next day is less. Hence, **DO NOT postpone until next day to process orders coming after 1:30 PM**

1.2 How to process order?

 **Prioritize** order processing which have an immediate ESD. **ESD** implies Ship by date – i.e. the date by which order has to be shipped or handed over to the Amazon pickup agent.

- **Note:** In your OMS, every Amazon order ID will have an ESD. If you are not able to see Amazon order ID or ESD, immediately reach out to your seller POC or integrator for a quick training on Amazon order processing

There are 5 steps to process order:

- 1 Sort or filter order IDs which have upcoming ESD (today or next day)
- 2 Schedule orders to provide package weight and dimensions and select pickup slots (date and time). There will be a button on your OMS to schedule and pick slot
 - a. Scheduling allows a seller to choose pickup slots. We have 2 pickup slots – 11 to 2 PM and 2 to 4:15 PM in which pickup agents can come to pick orders. Depending on your convenience you can choose either slot
- 3 Print ship label on **sticky labels only**. Print invoice on A4 papers. There will be button on your OMS to print ship label and invoice
- 4 Pack orders and stick ship label on the top of the package and always put invoice inside the package. Below is a general packaging guideline. Please ensure that you adhere to it



Packaging and Labeling Guidelines.pdf

- 5 Amazon pickup agent will visit your location on the date and time selected (slot). Please handover the package. Try to segregate the packages as per ESD and only handover those which have ESD of today.

Note: If you are not able to see the buttons or options on OMS for any of the steps above, immediately reach out to your seller POC or integrator to understand order processing

? Concern: I am not able to view pickup slots or I am only seeing 1 slot or I am getting error when clicking “schedule or choose pickup slot” button? What should I do?

Solution: Check if the package weight and dimensions are within maximum and minimum range (as specified below). If not, please provide the correct package weight and dimensions in order to avoid misses. In case this is also not working, then please drop a mail to stores-mlf@amazon.com and also inform your integrator or seller POC on this issue

- Minimum weight and dimension – 1 cm*1 cm*1 cm/11 gms
- Maximum weight and dimension – 18 cm*18 cm*18 cm/18 kgs

? Concern: I have received a mail “[Important] Your Amazon Easy Ship Pickup”. What is this mail?

Solution: Whenever a seller/store misses to handover package, they get a warning mail. In case there is a repeated pickup miss, the store/seller account might get deactivated

? Concern: I have packed my orders but the order is not picked? What should I do?

Solution: The pickup date of orders is ESD (Ship by date). ESD is printed on ship label as well as should be visible on your integrator’s OMS. Please consider that as the pickup date of orders. In case ESD is not visible on OMS or ship label, immediately reach out to your integrator or seller POC. **Note:** Kindly use only sticky labels to attach the ship label on package

In case this doesn’t resolve your query, please reach out to stores-mlf@amazon.com

2. Performance management

2.1 What is performance management and what are the thresholds?

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

Below is a description and threshold limit for the performance metrics.

Note: If your performance is not maintained as per below limits – the store or seller account might get deactivated

Metric	Definition	Calculation	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%
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%

2.2 How do I know my performance?

For store POCs: Every week (on Monday), you will receive a performance report in the below format (for past 12 weeks) via mail from stores-mlf@amazon.com. The subject line will be “Performance Dashboard for past 12 weeks”.


For seller POCs: Every week (on Monday), you will receive a performance report (for past 12 weeks) on seller central at a store level. You can access the report on Seller Central by using these steps: click on Reports > Custom Reports > Search for Performance Report for past 12 weeks > Download it. To view overall seller account performance: click on Performance > Account Health > on the right side you will see performance under “Shipping performance”. **If it is showing red, then performance is poor**

Note: Please keep checking this report every week (on Monday) to avoid any risk of deactivation. In case you miss performance, store POCs will receive a warning mail from stores-mlf@amazon.com highlighting the list of orders that have breached performance

Report format:


Week (12 weeks)	Seller ID	Location ID	Location Name	# Total Orders	# LSR	% LSR	LSR Threshold	# CR	% CR	CR Threshold	# ODR	% ODR	ODR Threshold
2022-02-27 - 2022-03-05	A9MHL5P9MZV79	fb1b3df4-5875-46f1-9397-6b93ab2cfb12	3089	1	1	100.00%	1%	0	0.00%	1%	0	0.00%	1%
2022-02-20 - 2022-02-26	A9MHL5P9MZV79	fb1b3df4-5875-46f1-9397-6b93ab2cfb12	3089	2	1	50.00%	1%	0	0.00%	1%	0	0.00%	1%

? **Concern:** The report seems very complicated. How should I read the report? How will I know if I am doing good?

 **Solution:** Every Monday once you get the report - Focus on % LSR, % CR and % ODR and check if it is less than threshold of 1%. In case you see % LSR, % CR or % ODR greater than 1%, immediately check internally on the reason and correct it

Also, in the report, location name is store ID or code and week is the date range for which performance is shown.

? **Concern:** I have got a warning mail from stores-mlf@amazon.com. What is this mail? What should I do?

 **Solution:** **For store POCs:** Whenever your performance is breached a warning mail is sent to store POCs from stores-mlf@amazon.com. In the mail, list of order IDs will be attached that have breached performance. Go through the order IDs and check on why performance was missed. Once you have found the reason, correct it so that your store is not deactivated. If the performance was breached due to tech issues, immediately highlight it to your seller POC or integrator, so that it can be corrected ASAP


For seller POCs: On seller central, a banner will start appearing with the message – “Your account is at risk of deactivation”. To understand the reason for this message, Click on Performance -> Account Health -> Check Shipping Performance and click on the metric which is showing red. You can download the list of order IDs which have impacted performance and root cause the issue. Correct the issue and ensure there are no performance gaps

If you believe that there are external factors (which are beyond control) that led to the miss, then immediately mention this on stores-mlf@amazon.com with order IDs. We will deep dive and check post which we reserve the right to maintain or remove the warning. In case the issues happened due to integrator controllable tech issues, we will not remove the warning

2.3 Store or seller deactivation

In case of repeated breach of performance thresholds (as mentioned above – section 2.1), store or even entire seller account might be deactivated which will impact your sales

? **Concern:** How do I know if I am deactivated? What should I do to reactivate it?

 **For store POCs:** You will receive a mail from stores-mlf@amazon.com (subject line – “IMPORTANT: Your account has been deactivated”) with list of orders due to which the performance was impacted. Go through the list of orders to check why it impacted performance and then to reactivate the store, **you need to share a POA** (plan of action) to stores-mlf@amazon.com that explains:

- The root cause(s) that led to the deactivation
- The actions you have taken to resolve performance violation
- The steps you have taken to prevent future performance violations


For seller POCs: On seller central, a banner (as mentioned below) will start appearing with the message – “Your account is deactivated”. To understand the reason for this message, Click on Performance -> Account Health -> Check Shipping Performance and click on the metric which is showing red. You can download the list of order IDs which have impacted performance and root cause the issue. Once you have identified the issues, you will need to appeal for reactivation by providing POA: click on Performance Notifications -> check recent message (“Your Amazon.in Selling Account”) -> Provide the POA under the section “How do I send the required information?”. The POA should explain:

- The root cause(s) that led to the deactivation
- The actions you have taken to resolve performance violation
- The steps you have taken to prevent future performance violations

3. Return and Reimbursement

3.1 What is the process for getting returns? How will I know the status of returns?

Once a customer places a return, it will be delivered in a couple of days to the registered return address.


 On the day of return, you will get an OTP on your phone number and email address (registered with Amazon). You must provide the OTP to the delivery agent to accept returns

In order to know the status of returns, we have created below reports:

For store POCs: Every week (on Monday), you will receive a return report in the below format (for past 90 days) via mail from stores-mlf@amazon.com. The subject line will be "Return Report for past 90 days". A file will be attached which will have return status mentioned (column Q) along with product details, price, tracking ID etc


For seller POCs: Every week (on Monday), you will receive return report (for past 90 days) on seller central at a store level. You can access the report on Seller Central by using these steps: click on Reports > Custom Reports > Search for Return Report for past 90 days > Download it

? **Concern: I am not able to find return OTP. What should I do?**

 **Solution:** On the day of return, OTP is sent to stores' registered email ID (check SPAM folder as well) and phone number. Please check email and phone to get OTPs and provide the same to Amazon delivery associate. In case you are not getting OTP, please immediately reach out to stores-mlf@amazon.com


3.2 What is the process for filing reimbursement?

Currently, store POCs can't file reimbursement claims on their own. Hence, store POCs **will have to reach out to seller POC** who has access to seller central portal and can file reimbursement claims via SAFE-T portal on behalf of store POCs. Process to file SAFE-T claims: Click on Orders -> Manage SAFE-T claims -> Click on File a new SAFE-T claim -> Submit required documents/images -> Click submit


 **Note:** Once you receive a return – file a claim **within 1 day or at max within 7 days** in case of any issues. Any delay in filing reimbursement claim will lead to rejection of the claim. You can use weekly return reports to see status of returns and immediately request seller POC to raise claim once the return is delivered

Seller POC can check the status of reimbursement claim on seller central (SAFE-T portal): Click on Orders -> Manage SAFE-T claims -> Paste order ID or claim ID in "Search" button

? **Concern: What happens if I don't file reimbursement within 7 days?**

 **Solution:** If you file claim after 7 days, the claim will be rejected. Hence it is recommended for store POCs to immediately reach out to seller POCs to raise claim whenever they receive return

? **Concern: What happens if my claim is rejected. How should I appeal to it?**

 **Solution:** You can appeal via SAFE-T portal on seller central: Click on Orders -> Manage SAFE-T claims -> Paste order ID or claim ID which is rejected in "Search" button -> Click on View message -> Mention that you want to appeal and provide the reason


Note: Currently, only seller POC can raise appeal or file claims

4. Raising issues

There are 3 types of issues which store POC or seller POC can face:


- **Listing/Pricing/Refund/Reimbursement/Reconciliation:** Reach out to their respective POC (Account Manager) in Amazon or raise a case to 'Seller Support' through Seller Central
- **Operational related issues (such as pickup not happening or returns not getting delivered etc):** Mail your concerns at stores-mlf@amazon.com. We will respond within 3 business days
- **Tech related issues:** Any technical issue w.r.t order processing or selection or inventory has to be routed to Integrator (*the technology service provider supporting the order processing for the seller*). You should reach out or escalate to the integrator only. Integrator should be able to resolve the issue.
 - If integrator is not able to resolve the issues, and require Amazon intervention, then they can reach out to Smart connect support with relevant details. They will connect with integrator to resolve the issue (TAT – 3 business days)

? Concern: I am facing tech issues. I don't know the status of the issue resolution. How do I escalate the issue?

 **Solution:** Reach out to integrator to get the status of tech issues. If required, the integrator will check the tech issue with Amazon tech team. Please note that Amazon tech team has a TAT of 3 business days to reply to integrators. If you still don't get the response from integrator within 3 days, reach out to stores-mlf@amazon.com or reach out to your seller POC to escalate


For operational issues (such as pickup not happening or return OTPs are not seen) – please mail your concerns on stores-mlf@amazon.com. We will respond within 3 business days

? Concern: I am not able to find orders or facing error in printing invoice or ship label. What should I do?

 **Solution:** Immediately reach out to integrator to highlight such tech issues. If required, the integrator will check the tech issue with Amazon tech team. Please note that Amazon tech team has a TAT of 3 business days to reply to integrators. If you still don't get the response from integrator within 3 days, reach out to stores-mlf@amazon.com or reach out to your seller POC to escalate

For operational issues (such as pickup not happening or return OTPs are not seen) – please mail your concerns on stores-mlf@amazon.com. We will respond within 3 business days

? Concern: I am updating inventory but it is not reflecting on seller central. What should I do?

 **Solution:** Reach out to integrator to highlight such tech issues. If required, the integrator will check the tech issue with Amazon tech team. Please note that Amazon tech team has a TAT of 3 business days to reply to integrators. If you still don't get the response from integrator within 3 days, reach out to stores-mlf@amazon.com or reach out to your seller POC to escalate

For operational issues (such as pickup not happening or return OTPs are not seen) – please mail your concerns on stores-mlf@amazon.com. We will respond within 3 business days