

Amazon Seller Performance Scorecard FAQ

Frequently asked questions

1. Do I have to register for Amazon STEP?

No, you are automatically enrolled on Amazon STEP.

2. I am a new seller. Will I be part of Amazon STEP?

Yes, as a new seller you will start at the "Standard" level and enjoy "Standard" benefits from day one.

3. Where can I track my performance?

You can view your performance on the STEP dashboard under the Performance tab in Seller Central.

4. What is the frequency of performance scorecards?

Scorecards are published every fortnight.

5. The transportation team came earlier than the designated CPT time for the pick-up hence my packages were not ready. Will it impact my late ship rate?

No. However, they will be shipped late if you have not completed the packages by the designated CPT time.

6. I could not complete the processing of some orders by the CPT time but I had them ready by the time the transportation team came for pick-up. Are these orders considered as shipped late?

Yes. Any order which is processed after the designated CPT time will be considered shipped late. It is independent of the time when the transportation team comes for pickup.

7. I processed all the orders before the CPT time. However, some packages still had to be packed before the transportation team arrived for pickup. Will this lead to a late shipment?

Yes. The packages have to be ready to be picked up by the transportation team. If the transportation team refuses to accept packages, this might lead to late shipment.

8. I could not process some orders because there was a power outage/internet outage/hardware breakdown in the last hour. Will those orders be considered shipped late?

Yes. You should have power and Internet backup ready for such unforeseen situations.

9. There were some orders cancelled due to processing errors in the system. Will that impact my order cancellation metric?

No. Order cancellation due to system errors is not considered when calculating the order cancellation metric.

10. I could not find the product ordered in my inventory. Will that impact the order-cancellation metric?

Yes, absolutely. Any cancellation due to inventory not being found will affect the order cancellation metric.

11. What is the return rate (seller controllable)?

Total units returned by customers for reasons attributed to operations at the Seller Flex site or the nature of the products sold, as a percentage of total units shipped. The following reasons for customer returns are attributed to the seller:

1. The customer received a defective item
2. Item quality is not acceptable to the customer
3. Size/fit issues with the product (mainly for clothing, shoes, jewellery, helmets etc.)
4. A customer complained about the product being incompatible with the intended use

12. I sell products of different categories. How will I set the return rate target?

The target for return rate (seller controllable) is set considering the product-category mix of outbound volume for that seller. So this target will vary depending on the product-category mix.

13. The majority of my returns are undelivered packages. Will it impact the return rate (seller controllable) metric?

No, an undelivered return is not seller controllable and hence would not impact the return rate (seller-controllable) metric.

14. What is a sellable yield? How is it calculated?

Sellable yield is defined as the percentage of returned units graded as sellable. To calculate the sellable yield, divide the total returns graded as sellable by the total returns in a given period.

15. I did not meet the scorecard's target for one of the metrics. How concerned should I be?

If you did not meet the target set for a metric, you will receive a strike against that metric in the scorecard. We give sellers three chances to improve and correct the problem.

If you have got a strike, don't panic. Many problems are short-term and can easily be corrected. Failing to meet the targets does not necessarily put your account in a negative standing or hamper your participation under the Seller Flex programme by the provisions of the Amazon Services Business Solutions Agreement and the Seller Flex terms. However, depending upon the frequency and severity of the miss, Amazon may at its discretion decide to initiate actions which include but are not limited to suppressing offers of high-defect units or temporary suspension of your participation under the Seller Flex programme.

16. I feel a metric reported in the scorecard is incorrect. What should I do?

We ensure the correctness of data while publishing the scorecard. However, in rare scenarios, the data might be incorrect. You can raise a ticket on the Seller Flex help section on Seller Central to report any instances of incorrect data. We will cross-check and modify as required. If you have received a strike on a metric due to incorrect data, we will remove the strike.

17. What is the "Late Handover Rate"?

Late Handover Rate (LHR) is the rate defined based on the number of shipments you failed to hand over to the transport/logistics service provider. These packages are part of your day's Expected Ship Daye (EXSD).

Amazon measures the LHR in the following two categories:

- Trans CPT Misses – The delay in handing over any ATS package to the carrier partners.
- NFS – The delay in handing over any 3P carrier (other than ATS) package handed to the concerned carrier partners.

For example, assume that you have 1500 packages in today's EXSD of which 1000 have to be handed over to ATS and 500 to another 3P courier partner. If you fail to hand over 300 packages to ATS on the EXSD day and 300 packages to 3P partners, then the Trans CPT Miss would be 300/1000 i.e. 30% and NFS would be 300/500 i.e. 60%. You will be given one strike because of this miss.

18. How is a strike given on "LHR"?

If you fail to meet the target set for an LHR, it is considered as a strike about that metric. The number of strikes in the last six months is tracked at the metric level. Your performance on the metric is observed for every evaluation cycle of 14 days. If the LHR (which is in your control) is higher than 1%, then you receive a strike on it.

19. What is the target that the seller has to maintain for “LHR”?

You have to make sure that you hand over all the packages to transport on time and that your LHR is always below 1% of the total shipments that have been handed over.

20. Will the seller receive a strike if the courier person doesn't come for pickup?

If any courier partner does not come for pickup, then the missed packages would not be accounted for your performance and you will not receive a strike if you miss the target on account of such missed packages.

21. I got a strike on a metric due to reasons which I could not control. What should I do in this case?

To ensure fairness, an appeal mechanism is in place to allow you to challenge a strike. You may appeal a strike that will be dealt with by an appropriate authority within Amazon. You should appeal against a strike in the scorecard only if you think that there are external factors outside your control that led to a miss.

22. How to appeal against a strike?

You can appeal against a strike by raising a ticket on **Contact Us** by using the Seller Flex option

23. How can Amazon help me improve my performance?

We regularly send reports containing early indications of problems which need to be acted upon.

1. Order backlog report - This helps you avoid late shipping rates and minimise order-processing time.
2. Products with high return rates - This report helps you identify products with high C-return rates with reasons. You should try to identify the root cause of the problems and solve them to improve customer experience.