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**Date:** $date

**Amazon Seller Support**

Amazon.com

http://www.amazon.com

**Subject:** RE: Plan of Action for complaint $nature\_complaint - Corrective Steps Taken (Plan of Action) and Requesting Selling Privileges of ASINs to be Reinstated.

Dear Sirs,

On behalf of our client $seller\_account\_name we provide you ("Amazon") with detailed information on our Plan of Action for the violations contemplated in the latest notification. Our Client hereby takes responsibility of the violation with explanation on the reasons why it occurred including measures undertaken and implemented to ensure such violations never occur in future. Hence, we hereby summarize key points including plan of action for your perusal.

The root cause(s) that led to the complaints about the condition of your items.

**A. Fake Bad Reviews Posted Against Us.**

1. We must bring this in your notice that for the past some months my Client has been receiving highly suspicious emails purporting to be from representatives of major brands which is doubtful and not the fact. These emails keep on putting pressure on my Client to increase his prices and threaten my Client of various consequences if he does not obey their demands. And the consequence being that they (emailers) will purchase my Client's products and would leave bad/negative feedback with an intent to make my Client loose it's seller rights. $blackmail\_email\_condition

2. As explained in our earlier communication, we are very much certain that the bad feedback is manipulative and purposefully left as a conspiracy against my Client with an intent to achieve a favourable action from my Client. It is blatantly an act of threat and extortion against my client and for the same reasons the same has already been reported to Amazon. Recently before the bad review/feedback was received on my Client's seller account, he received an email asking my Client to lower his prices of few products and the email also stated that if we do not agree to this demand then they will leave bad feedback on Amazon. We certainly ignored such email try to threaten and extort us. However, soon after this email there was this bad feedback on purchase of a product. Even though, we have replaced the item but we have strong apprehension that this is manipulative review by some people who want to force my Client to lower his prices on few items.

3. It is pertinent to note that Amazon itself understands that the result of these intentional efforts (fake reviews) is the deception of Amazon’s customers and unfair competition policy with sellers on Amazon’s marketplace. Furthermore, it is understood that as long as this type of abuse exists, Amazon will continue to take enforcement and legal action against organizations participating in fraudulent reviews. More recently, Amazon has been removing reviews in an attempt to compromise with organizations or sellers in lieu of shutting down a seller’s business entirely. Similar, is the case happening with my Client whereby some scrupulous organization is trying to purposefully leave bad reviews so that to damage the hard-earned business and reputation of my Client. Attached is the email from such organization herewith.

3. My Client has taken stringent action to fight against such illegal practices and to protect the integrity of its Amazon Online Reseller Express account by filing a complaint with Amazon Corporate Security at acs@amazon.com Attached is a copy of the complaint sent as **Annexure B**. Prior to this my Client opened a case in the Amazon seller central on this matter vis-a-vis receiving fake reviews from competitors. I request your attention to the fact that since early 2015, [Amazon has filed lawsuits against over 1,000 people](http://fortune.com/2016/10/27/amazon-lawsuit-fake-reviews/), both in the U.S. and abroad. Many of the defendants are accused of engaging in fake reviews for long periods of time for many products. I request you to take serious action against the fake bad reviews received by my Client and the offender who has purposefully posted such reviews to damage business of my Client.

4. Nonetheless, my Client has revised the "item description" making it very clear and visible.

**B. Steps to Resolve the Complaints:**

1. My Client has already sent new and fresh products to the aggrieved customers as free replacement for the products they have purchased and complained. $shipped\_replaced

2. My Client is leaving comments on feedbacks received from customer taking the cognizance of defected products and intimating them regarding dispatching of fresh new products. Customers have been provided prompt and thorough support for any issues they are facing. Please find attached screenshots as proof of same.

3. Even though the genuineness of the feedbacks/reviews is highly questionable still we have started to leave Feedback replies on our neutral and negative feedback page alerting customers and informing them we are emailing them directly to resolve their concerns with immediate effect.

**C. Plan of Action: Following Steps are taken to Prevent Future Complaints and Improve Performance.**

Following are the steps my Client has taken to prevent future complaints and improve performance:

1. My Client has opened a case on the Seller Central regarding the matter of fake reviews left by organizations possibly sponsored by competitors and to find a solution for such unfair trade practices against my Client with an intention to damage the business of my Client. Pursuant to the reply received from Amazon representatives, my Client has further contacted Amazon Corporate Security at acs@amazon.com The copy of the complaint is attached herewith.

2. My Client has audited all the inventory and ASIN pages to ensure that the products are identical to the ASIN description, title, photo and bullet points. We are checking every single case, including master carton packaging to insure that every case is brand new when being sold as 'New' to insure no discrepancies will take place.

3. Following steps are taken to avoid damage in transit:

a) External Packaging: Ensuring package is not oversized for the product. (product package ratio will be appropriate)

b) Sealing: The packages will be sealed using H taping technique to ensure they do not open during transit. Good quality branded packaging tape (at least 2mm wide) is being used.

c) Shipping Label: The shipping label will be of good quality.

d) Outbound Labels: Orientation (eg This Side Up) and category labels will be used wherever required.

e) Most products come with manufacturer packaging that is not robust enough. Hence, we have started the products to be packaged again into a heavy corrugated outer box.

f) We do place the prepped item in the center of the corrugated box.

g) We have started filling the empty spaces with sufficient fillers so that product does not move inside the box during the transit. Lesser empty space inside the box avoid scratches and defect the product while shipping.

h) We have started doing bubble wrap products individually with cushioning to avoid defect in transit.

i) Also, adding orientation and fragile labeling.

4. Following steps are taken to avoid incomplete or defect part or lost due to insufficient packaging:

a) Ensuring each and every package to get open, check complete items, parts are included before making packing and dispatch for shipping.

b) My Client has assigned one staff for full time to check that all packages are with complete items, parts and to correct packaging for all amazon's order with sufficient packaging material for safe and secure shipping. $cctv\_packaging\_area

c) We are paying careful attention to packing of products, checking of complete parts, customers feedbacks, complaints, notifications, reviews, responses, requests, etc and make solution on priority.

5. Strict guidelines in accordance with the Amazon rules have be drawn to be adhered by any future employee, professional or freelancer hired by the account owner to assist with sales management.

6. We hereby provide you with the copies of invoices or receipts from our supplier issued in the last 35 days for the ASINs as requested by you. The invoices are attached under **Annexure D**.

7. My Client has excellent Amazon Account Health and Customer Service Performance supported by statistics. The Seller Fulfilled order defect rate of my client is $defect\_rate % and Fulfilled by Amazon order defect rate is just $amazon\_order\_defect\_rate %. Further, my Client enjoys a Feedback rating of 4.7 stars and having a brilliant lifetime percentage of 94%. Attached is **Annexure E** with ratings and feedbacks statistics.

The actions we took above will keep the problems from recurring.

We hope the additional information supplied above with Annexure as evidence satisfies the requirements of Amazon as requested in your email dated September 25, 2019. And we are confident that the strict steps implemented by us to prevent product complaints going forward are successful.

We have already implemented above mentioned steps and will make sure that such complaints will not come again. We have done our level best to improve our Order Defect Rate to meet amazon s performance target. We have done our level best to keep our amazon account to meet amazon's performance standards policy.

Please consider my request to reinstate my selling account.

Thank you in advance for kind cooperation.

We request you to kindly reinstate the account expeditiously.

Thank you,

Kind Regards,

Avish Sharma

Corporate Lawyer

**ProdigyLegal**