Amazon Writing Assessment

Amazon speaks to customers with a voice that is at once authoritative, literate, and conversational. We offer customers the chance to expand their knowledge and make informed decisions. Our copy should feel like it’s coming from a trusted friend, someone we respect and believe in. Our voice is helpful, simple, personable, and respectful. Note: Not every sentence needs to reflect each brand characteristic, but text should never contradict any aspect of our brand characteristics. Also, each of these exercises has a specific focus, but feel free to include any other editorial work that you want.

# Mission

The TRMS Knowledge Management team drives improvements in customer and investigator experience, decision quality, and content usability by ensuring that all our customer communications incorporate TRMS and industry best practices for readability, comply with Amazon Services and TRMS style guides, and follow TRMS communication tenets.

# TRMS Communication Tenets

* We develop strategic communications that support TRMS' business goals. We are not copy editors - we are owners of the customer experience.
* We write clear, concise, and straightforward internal and external communications. We follow the TRMS tone and style guidelines faithfully.
* We respect our customers' time and investigators' productivity goals by providing targeted and actionable information.
* We make data-driven decisions when possible and reply on precedent and tenets when it's not.
* We balance advocacy with the need for action. We advocate for the customer and investigator experience. We focus on practical solutions and understand when to “disagree and commit.”
* We understand collaboration with the TRMS Operations and Training teams is essential to the best customer experience.
* We scale gracefully by creating sustainable processes that anticipate future growth and longer term needs.
* We encourage our TRMS business partners to improve the customer experience by suggesting creative technical solutions and providing informed guidance.

With this in mind, please complete the following tasks:

1. **Please use track changes in Word to edit any grammatical, punctuation or other mistakes in the following text.** Feel free to ask questions within the text or suggest opportunities for improvement/shortening to the below text if you feel it is confusing or hard to follow. Note: Our brand traits include: Conversational, Efficient, Helpful, Personal, Direct, Friendly, Positive, Simple.

Hi,

We have created the attached items in our catalogue: [ITEMS LISTED]

Please download the images relating to these products on Seller Central at your earliest convenience and observe the guidelines for the Amazon standard of product images.

For additional content, such as videos, PDFs, or product descriptions, you can find detailed information within the resource centre of Seller Central.

To submit these files, and any other questions please use the 'Contact Us' section at Seller Central and select a category which relates to your request. If you purchased a premium catalogue service or strategic vendor service, please contact your assigned service contact.

Also, please take into account that products without images do not sell.

If your items have no images at the point of delivery, we will arrange for photographs to be taken in our photo studio and charge you for the costs. Bulky/hard to build items without images are unfortunately not photographed by us, but instead are immediately returned to you.

Please let me know if you have any further questions about this.

Have a good day,

David

Seller Central

**2. For this task, please list any questions you would ask a Subject Matter Expert on a new feature in order to scope the creation of customer (seller) communications.** This new features plans to allow sellers the capability to upload new products in bulk instead of just one at a time.

Is there a charge for this service?

How will this new feature help customers?

Does the customer need to download a template or is it available through their web browser?

Are there any prerequisites? i.e Fulfilment by Amazon registration

How does the seller go about uploading the products? Is it through a new feature on the Listing Loader template?

Are there any system requirements the seller needs to be aware of? i.e Microsoft Excel, etc..

What is the technical aspect of this service? Is it through use of an API and is this difficult?

How in a short step-by-step format do you see the customer using this service?

What feed formats are available for upload? i.e Java or HTML

Is there anything I haven’t covered that you feel should be included in an email to customers?

**3. Now write a short (no more than 200 words) email to sellers alerting them that this new feature has just launched.**

**Hi,**

**We are always looking at ways to increase your selling success on Amazon and that is why we have created a new feature which allows you to upload new products in bulk instead of one at a time.**

**This new free service offers an increase in sales efficiency whilst reducing the time spent listing items for sale.**

**You can begin using the new service in the Listings Loader section of Seller Central. First download a product loader template from Templates. This will open in Microsoft Excel and contains a worksheet where you can provide your product data. Once completed, check again for errors before pressing Validate and then Submit.**

**This new feature is available to all Amazon sellers, however for those registered with Fulfilment By Amazon (FBA), listing can be integrated with existing workflows so that selling with Amazon fits seamlessly with sellers’ current business practices.**

**Please let me know if you have any further questions about using this new feature.**

**Have a good day,**

**David**

**4. Bonus question: Please make adjustments to the following announcement to make it appropriate for a US audience. Use Track Changes to show your edits and comments/questions.**

**Hi**,

We are always looking at ways to improve our seller experience with Amazon and that is why we are pleased to announce our new electronic billing feature. It has many advantages, including reliability and processing speed, as well as the elimination of costs associated with printing and mailing paper invoices.

To ensure that you benefit from all the advantages of electronic billing, Amazon offers two solutions:

• Seller Central billing, which is a simple system to use and requires no investment on your part. Amazon provides all the necessary infrastructure to allow you to create fully compliant invoices swiftly and free of charge. This solution is best adapted to those issuing a relatively small volume of invoices.

• Electronic Data Interchange (EDI), which is a comprehensive electronic billing management system. This no paper or people feature offers you the advantage of being compatible with your clients, but does require a larger initial investment on your part.

Documentation on electronic billing is available in the Seller Central Resource Center.

Sign up at the following address: http://www.amazon.it/gp/html-forms-controller/IT\_Web-Edi-Inscription

Upon registration you will receive an invitation email which will allow you to connect to the presentation which will be held via conference call and should last between 30 minutes and one hour. This email will arrive the day before training is due to begin.

English-language training sessions for Seller Central billing are available every first and third Monday of the month at 11 am (CET). To sign up simply click here: <https://www.fuzemeeting.com/fuze/0490f2bb/17054102>

Have a good day.

Yours truly,

David

Amazon