PLEASE CHANGE THE TEXT , DON'T JUST COPY AND PASTE IT

Dear Seller Performance Team,

Greetings,

I understand that my account ‘Seller Account Name’ got suspended due to higher order defect rate (A to Z claims, Negative feedbacks).

I understood order Defect Rate is mainly driven by A to Z claims and negative feedback.

I ever strongly read carefully all A to Z claims and customer feedback which I received till date and filter them on priority.

Root Case Analyses:

• Improve to meet Amazon’s performance target (ODR.

• Improve to solve customer complaint before they file A to Z claims.

• Improve to keep item description very clearly and visible in easy understanding method to all customers in my listing.

• Improve packaging to avoid item get defect or damaged while shipping.

• Improve to Re-Check item before dispatch.

Plane of action: I am taking following steps to improve our performance.

• I do Re-write the description and bullets to improve the accuracy of the items presentation to Amazon .in standards.

• I have audited all of our inventory and ASIN pages to ensure that the product are perfect identical to the ASIN description tittle, photo, and bullet points.

• Listing which have copy write issue has been deleted.

Product packing: I am taking following steps to avoid damage in transit.

• External packaging: I do ensure the package is not oversized for the product (Product package ratio will be appropriate).

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

• Shipping label: The shipping label will be of good quality.

• Outbound labels: Orientation and category labels will be used wherever required.

• Most product come with manufacturing package that is not robust enough. Hence we do products to be packed again into a heavy corrugated outer box.

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

• We do fill the empty space with sufficient filter so that product does not move inside the box during the transit.

• Lesser empty space inside the box scratches and defect the product while shipping.

• Below generic packaging we ensure to amazon for safe transit and safe delivery of the package to the customer.

• We do bubble wrap item individually with cushioning to avoid defect in transit.

• Will pack in double box for heavier item (items>13.5 kg) to avoid damage in transit.

• Will add orientation and fragile labeling.

• Product completion: I am taking following steps to avoid in incomplete or defect part of last due to insufficient packaging.

• I do ensure each and every package to get open, check complete item, parts are included before making packing and dispatch for shipping.

• I have assigned one staff for full time to check all packages are with complete item, parts and to correct packaging for all amazon’s order with sufficient packaging material for safe and secure shipping. \*I have installed CCTV camera in my packaging area in my warehouse, So I can personally monitor, watch and keep attention on every package and order to make safe and secure packaging to avoid customer complaints.

• I do pay carefully attention to packing of products, checking of complete parts, customer feedback, complaints, notification, reviews, responses, and make solution on priority.

• I have already implemented above mentation steps and will make sure that such complaints will not come again.

• I do my level best to improve my order defect to meet amazon performance target.

• I do my level best to keep my amazon account to meet amazon’s performance target.

My request to reinstate my selling account.

Thank you in advance for kind cooperation.

Regards

Donald Trump