warrUK → Hardlines → Home Entertainment

Search & Match Techniques:

Straight Hit Search	Customize search	Combination Search	Filter Search
Part Number	Title Search	Title + Model	Brand
Model Number	Customizing Title	Type + Attributes (Color, Size, Flavor, Format, Edition, etc)	Product Type
EAN /JAN	Removing Special Characters	Brand + Product Type	Product Specification
UPC		Brand + Model	
SKU			
Keyword			

Checklist:

The below table has the critical attributes provided in a checklist that must be followed to conclude a listing as an ITEM FOUND.

Attribute	Condition
Part number	Must be an Exact Match
Model number	Must be an Exact Match
Brand name/Manufacturer Name	Must be an Exact Match
EAN	Must be an Exact Match
Product type	Must be an Exact Match
Product features	Must be an Exact Match
Color/design/theme	Must be an Exact Match
Size	Must be an Exact Match
Power output	Must be an Exact Match
Material	Must be an Exact Match
Number of items	Must be an Exact Match
Number of packs	Must be an Exact Match
Accessories	Must be an Exact Match
OEM products	Must be an Exact Match
OEI products	Must be an Exact Match
Refurbished/ Remanufactured/ Recertified	Must be an Exact Match
Open box products	Must be an Exact Match
Like new products	Must be an Exact Match
Batteries	Must be an Exact Match
Wireless details	Must be an Exact Match
Version	Must be an Exact Match

Do's:

- Title should match. (If there are missing keywords in the title in either Competitor or Amazon, search for the missing keywords in either in the specifications or dumper and accordingly map it.)
- Part number must match
- Model number must match
- Brand name / manufacturer name should match.
- Product type must match
- Specifications must match
- Product features must match
- Design/theme must match
- Size must match
- Dimensions must match
- Power output must match
- Material must match
- Number of items available in a pack must match
- Number of packs must match
- Accessories if provided must match
- Occasion products should be mapped to the same
- Like new products should be mapped to Like new products
- Product compatibility must match
- Amazon Frustration Free Packaging (FFP) products can be mapped to Normal Products.

For Televisions:

- Pro series has to be mapped only to pro series
- Generation with same specification should be mapped
- HD version should match in TV
- Inclusions must match
- Freeview should match
- Pixels should match

Don'ts:

- If there is a conflict in part number fetch the same from the competitor and search for that in Amazon. If the search returns the same product check for the attributes and then map the product. If the search returns a different product do not map the product
- Do not map search pages.
- Do not map pages with more than two products. If you are not able to click on one product do not map that page.
- Do not map products if the price is mentioned in range ex: 20-25, as the crawler will not be able to scrape the price from the competitor if the price is in range
- New products from Amazon cannot be mapped to Open Box/Like New/Refurbished/Remanufactured/Recertified/OEM/OEI/Pre-owned products in the competitor, even if all the parameters match exactly.

Amazon	Competitor	Can we map
Renewed	Refurbished/Remanufactured/Reconditioned/Recertified	Yes

OEM	OEM	Yes
OEM	Refurbished products	No
OEM	Open box item	No
OEM	Like new	No
OEI	OEI	Yes
OEI	Refurbished products	No
OEI	Open box item	No
OEI	Like new	No
Refurbished products	Refurbished products	Yes
Refurbished products	Recertified products	Yes
Refurbished products	Remanufactured products	Yes
Recertified products	Recertified products	Yes
Recertified products	Remanufactured products	Yes
Remanufactured products	Remanufactured products	Yes
Open box item	Open box item	Yes
Open box item	Refurbished products	No
Open box item	Recertified products	No
Open box item	Remanufactured products	No
Like new	Like new	Yes
Like new	Open box item	No
Like new	Refurbished products	No
Like new	Recertified products	No
Like new	Remanufactured products	No

PROCESS UPDATE:

We can map the product as IF for the below mentioned conditions	
Mismatch in Model number/Part number but UPC/EAN, pack, quantity and size matches.	ITEM FOUND
Brand not mentioned in the competitor and when specifications like UPC/EAN, Model, Pack, and Size are matching.	ITEM FOUND
Brand in competitor and Amazon differs but if other specifications like UPC, Model, Color, Pack ,Size match	ITEM FOUND
Mismatch in EAN/UPC but part number and other specifications like Model, Pack, and Size are matching.	ITEM FOUND

Conditional Exceptions for missing information:

If either the Part number/Model number/UPC/EAN matches and if the below attributes are missing (except pack size, refurbished and quantity), we can map it as Item found
Brand
Color
Pattern
Theme

Image
Display
Material
Size
Length
Capacity
Power output
Batteries inclusive

User Action Guidelines:

While mapping a product from Amazon in competitor, using User Action Tool (UAT), an exact match is found. The product title carries the exact colour/size but the drop down box doesn't carry the same. Map the product as ITEM NOT FOUND.

Note: In UA lay outs, the attributes (colour, size etc.) in the drop-down must match exactly to map a product as ITEM FOUND.

User Action Mapping guidelines can be found in the below given link
https://portal.ant.amazon.com/sites/ChennaiCMT/CMTTraining/CMTUAMapping%20Tool/Forms/AllItems.aspx

Guideline Signoff:

Process Owner (L4+ alias)	sentmani@
SWAT POC (L4 + alias)	godfrey@
Last Updated Date:	05/11/2019
Signed Off By / Date	05/11/2019

Queries:

For any queries please reach out to process owner / CMT_LnD@amazon.com

For rolling out updates to the existing SOP, please use this quick link -
https://tt.amazon.com/quicklink/Q000784489