pay with amazon

Getting Started Guide

(CBA - IN)

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Introduction

Welcome to the 'Pay with Amazon' world! This guide talks about some of the best practices we recommend for a successful and seamless 'Pay with Amazon' integration and launch on the 'Pay with Amazon' platform. The guide summarizes some of the fundamental learnings we have had over the past w.r.t. the merchant integrations. The various best practices have been divided into 2 sections:
   a. Pre-launch best practices
   b. Post-launch best practices

We would recommend, you to review these points before you kick-start the integration. The guide will also be handy as you go through the pre-launch training requirements. These best practices will also help you understand some of the key features of 'Pay with Amazon'.

Pre-launch Best Practices

To start off, let us look at some of the key pre-launch Best Practices:

1. **Environments: Explore 'Pay with Amazon' Sandbox and Production modes**
   By now these options should have been enabled on your seller central. To find these please login into the seller central and access the marketplace switcher dropdown menu.

   - **Pay with Amazon - IN (Sandbox View):** The sandbox view is used for testing purposes once the integration is complete you will not use this marketplace anymore
   - **Pay with Amazon - IN (Production View):** The production view is the live marketplace where your website orders will be managed from. It is under this view that you do all live account settings. Please note sandbox settings don't apply on production, and production settings have to be done again.
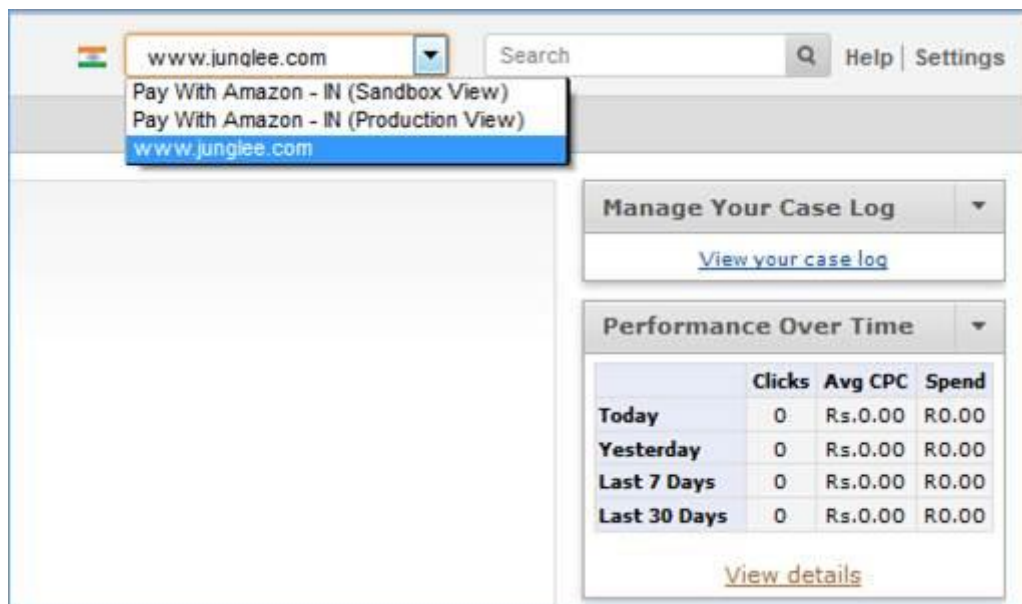
   If you are unable to find the dropdown when you log in to Seller Central account using the email address associated with your Pay with Amazon service, please contact Seller Support.

2. **Account Settings: Bank Account Info**
   We require a valid bank account to pay you for your orders received through *'Pay with Amazon'*.
   To add/update Bank account details, login to Seller Central and switch to the Production mode,

- Click *Settings > Account Info*
- Scroll down to the section that reads *Deposit Method*
- Click on the *View Details* link and verify that your bank account information is entered correctly
- If the information needs to be updated, click edit and modify the bank account information.

Deposit Method Details ☒

Pay with Amazon (Edit)

Bank Account Number:	****1088
Bank Account Holder Name:	Its Our Studio
Bank Account Country:	India

3. Account Settings: Contact Information

An updated contact information with help your customers contact you with ease should they have any questions/concerns while placing an order on your site.
In Seller Central, switch to the Production mode,

- Click 'Settings' > 'Account Info'
- Look for the section 'Seller Information'
- Click 'Edit' and update the fields for Email and Telephone numbers.

Seller Information

Your Business Name:	Its Our Studio
Customer Service Email:	mail@itsourstudio.com
Customer Service Reply To Email:	mail@itsourstudio.com
Customer Service Phone:	None (click Edit button to set)
Contact Telephone Number:	None (click Edit button to set)
Contact E-mail Address:	None (click Edit button to set)
Exceptions:	One or more of your marketplaces does not match the default settings displayed here.

4. Account Settings: Company Logo

Having your company logo displayed on the checkout pages will help in your brand recall. To upload the company logo, login to Seller Central, switch to the Production mode,

- Click 'Settings' > 'Account Info'
- Look for the section 'Company logo'
- Resize your logo to 120 px (width) x 30 px (height)
- Click 'Edit' and upload the logo. The logo may take 10-15 minutes to reflect on the Checkout pages.

5. Notification Settings: Order notifications

Notifications are by default sent to the Default Email Address which is the primary account holder's Sign-In email address. To add/modify the email addresses where the notifications are sent:

- Click '**Settings' > 'Notification preferences'** (Both on Sandbox and Production Modes)
- Click on '**Edit'** for the notification that you want to update
- Enter the email address and click **'Update'**. Note that you can add up to 3 email addresses where the notifications will be sent.

6. **Integration Settings: Update checkout pipeline Settings**

Your customers will automatically return to the page you specify after completing a transaction. Setting this up before you begin testing (in the Sandbox mode and in the Production mode) allows you to validate your customer's experience when checking out purchases on your website.

On Seller Central, switch to the Sandbox and Production modes,
- Click '**Settings' > 'Integration Settings'** (Both on Sandbox and Production Modes)
- Verify that the respective **'Success URLs'** have working URLs mentioned in them
- **Note:** The 'Success URLs' are normally set to the 'Thank-You-Page URL' of your website, wherein you want your customers to land post-purchase. In-case this is not set, then a default Amazon Thank-You-Page is shown. Also, note that the Cancel Payment Return URL and the Your Account Return URL functionalities are currently not enabled.

Checkout Pipeline Settings:		
Successful Payment Return URL:		What's this?
Cancel Payment Return URL:		What's this?
Your Account Return URL:		What's this?
Language Encoding:	UTF-8 ▾ What's this?	
Inventory Settings:		
Out-of-stock Preference:	● Send to me What's this? ○ Reject item	
Instant Order Processing Notification Settings:		
Merchant URL:	https://itsourstudio.com/paywithamazon/process/processiopn	What's this?
Integrator URL:	https://itsourstudio.com/paywithamazon/process/processiopn	What's this?

[Cancel] [Update]

If you are using Instant Order Processing Notifications, ensure that you update the Merchant URL and/or Integrator URL. Note that IOPN will not work without SSL. All these settings have to be done on both the Sandbox and Production environments.

7. **Your Info & Policies Settings: Update refund and shipping policies**

Your customers can review your policy in the checkout pipeline, reducing their confusion if there are problems later. In Seller Central,
- Click **Settings > Your Info & Policies** (Both on Sandbox and Production Modes)
- Update all the policies here, especially the refund and shipping policies. Claim settlement teams refer to these policies while addressing '100% Buyer Protection Guarantee Claims' and it is therefore important to explain the policies in detail under this section.

8. **Shipping Settings: Set up the Shipping Charges**

The orders placed using 'Pay with Amazon' will have the shipping charges applied to it if they are set on the Seller Central. Note that the shipping charges are not automatically passed to Amazon from your website. To configure shipping charges, log in to Seller Central,
- Click **Settings > Shipping Settings** (Both on Sandbox and Production Modes)
- Click on edit and update the cost for the shipping based on region, weight or price.

Rate Model :
Learn more

○ **Per Item / Weight-Based**
shipment_based_description_CBA_IN

○ **Price Banded**
Shipping rates are determined by the total amount of the order.

Regions and Fee :
Learn more

☑ **IN Exp Domestic**

Add New Region

Regions		Shipping Time excluding handling time	Unit Price		Price Per Order	Actions▾
Haryana, Delhi, Punjab, Uttar Pradesh, Himachal Pradesh, Chandigarh, Uttarakhand, Jammu & Kashmir, Rajasthan	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete
Andhra Pradesh, Tamil Nadu, Karnataka, Kerala, Pondicherry	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete
Assam, Arunachal Pradesh, Nagaland	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete
Goa, Dadra & Nagar Haveli, Gujarat, Maharashtra, Daman & Diu	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete
Madhya Pradesh, Chattisgarh, Jharkhand	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete
West Bengal, Orissa, Bihar	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete
Andaman & Nicobar Islands	Edit	2 - 4 Days ⇕	₹ 50.00 /	Item ⇕	₹ 0.00	Delete

☐ **IN Std Domestic**

☐ **IN Std Domestic Econ**

9. Whitelist "@amazon.in" email

This will ensure that you won't miss important e-mails, such as order notifications or cancellations from 'Pay with Amazon'. Check your e-mail client for the steps to add addresses to a whitelist (list of permitted senders).

10. Cart XML: Product description

Only the first 200 characters of the *Product Description* are sent through the order system. Adding the most relevant description of your product in the first 200 characters will help you can track the order easily.

11. Cart XML: Title & description syntax:

Do not use HTML/XML code markers such as "&" or ">" in the *Title* or *Description* as the order process blocks the purchase. Instead use equivalent such as "and" or "&" respectively for HTML/XML code.

12. Cart XML: SKU syntax

Do not use special characters such as "™" or "®" in the *SKU* as the order process blocks the purchase. Only use alphanumeric characters for your *SKU*.

13. PWA Promotion: Importance of prominent placement of Pay with Amazon button

Customers tend to trust a site more and make larger purchases if they see the trusted 'Pay with Amazon' brand. Check your page layout to be sure that 'Pay with Amazon' button placement is prominent and easily visible.

Shopping Cart

Product Name		Unit Price	Qty	Subtotal
	Blue Beads and Zari Clutch	Edit Rs. 1,299	1	Rs. 1,299 ☐

Continue Shopping **Update Shopping Cart**

Estimate Shipping and Tax

Enter your destination to get a shipping estimate.

Country

India ▼

State/Province

Please select region, state or province ▼

Zip/Postal Code

Get a Quote

Discount Codes

Enter your coupon code if you have one.

Apply Coupon

Customer Credit

Please login to use customer credit.

Subtotal	Rs. 1,286
Tax	Rs. 13
Grand Total	**Rs. 1,299**

Proceed to Checkout

Checkout with Multiple Addresses

a Pay with Amazon

Your customers will have an easy way to pay without scrolling up or down the page. Check your order detail page layout, and be sure that you place the ''Pay with Amazon' buttons above and below the order information.

14. Create a test account

Test your payment button(s) by buying an item from your own website using a separate Amazon customer account just for test purchases. Go to Amazon.in and create a new account different from the one you use to log in to your 'Pay with Amazon' seller account. Be sure to enter a valid credit card and shipping address. Remember that while you're not charged for test purchases made on the Sandbox environment, you are charged for purchases made on the Production environment. Also remember to keep this testing account secure, as it has your credit card information attached to it.

15. Sandbox Testing: Create a test order (Pending)

Add a product to the shopping cart and complete the order using your buyer account to place the order. Make sure you can go through the entire checkout pipeline to place the order. On the Sandbox environment, don't worry about getting charged since a Sandbox order never gets charged or completed (the order stays in a 'Pending' status and never goes through to 'Unshipped'). Once the order is placed on Sandbox, you may go back to Seller Central, click **Orders > Manage Orders > Advanced Search**, set the 'Search All' option, and locate the order you just placed with your buyer account.

Note that Sandbox orders are listed as 'Pending' under 'Status'. Also note that Sandbox orders appear with grey text instead of black text, and that Sandbox orders do not include buyer or shipping information.

16. **Production Mode Setup**

Ensure that your buttons and reports are set up correctly for Production transactions. Switch to the Production Mode on the Seller Central. Review if all the Seller Central settings have been added to the Production Mode as well, details set for the Sandbox Mode do not apply here. Especially re-check the 'Bank Account Details', 'Your Info & Policies' pages, Notification Settings, Shipping Settings, Integration Settings etc.

17. **Production Testing: Create a test order (Pending & Unshipped)**

When you create a live order, you'll be sure that your button code works in Production, because you see that the order is visible in the Order Report. Switch the Pay with Amazon **Button** to production mode. Switching this to production depends on the platform. Please contact your developer to get this switched.

Add a product to the shopping cart and complete the order using your buyer account to place the order. Make sure you can go through the entire checkout pipeline to place the order. A production order shall be charged for.

Now go back to Seller Central, click **Orders > Manage Orders > Advanced Search**, set the Search All option, and locate the order you just placed with your buyer account. You will find that this order will be under the 'Pending' status. Post 30 minutes (this is the window for buyer cancellations) and post payment authentication the order shall move to 'Unshipped' status. Unshipped orders can be ship-confirmed and dispatched. Note: Please cancel test orders as soon as you have verified that the test order worked.

18. **Production Testing: Cancel test orders as a buyer**

By cancelling the order as a buyer, you'll keep your performance ratings up by not having artificial cancelation rates. Follow these steps to cancel the test orders.
- Go to the 'Pay with Amazon' site (https://paywithamazon.amazon.in), click **Sign In**, and login as a customer.
- Find this test order, and click Cancel (Note that this option is available for 30mins from the order placement)

Note that you *will* be charged for test orders you place in production using your buyer account. If you do not intend to fulfill this valid test order (that is, mark it as shipped on the Seller Central account), then you must cancel this test order using your buyer account on 'Pay with Amazon' site (https://paywithamazon.amazon.in).

19. **Marketing: Use Marketing Toolkit**

When building trust, consistency is the key. Using the familiar 'Pay with Amazon' brand helps increase customers' trust in your website. Your customers will see the same buttons and images as they see on other sites using 'Pay with Amazon'.

- Check the Marketing Toolkit, and be sure you are using the payment marks and payment buttons appropriately.
- Be sure to specify that you are using 'Pay with Amazon' as a product name and not 'Checkout by Amazon' or 'Amazon Payments' etc.
- Don't resize or recolor the images provided in the Marketing Toolkit - use them as-is.

20. **100% Buyer Protection Guarantee**

The guarantee provides customers protection on a purchase if any of the following three conditions apply:

- Buyer made a payment using "Pay with Amazon" on your web site to purchase physical goods but the you failed to deliver the item within 30 days from the order date ; or
- Buyer received the item, but the item was defective, damaged, or materially different than as depicted in your description; or
- Buyer has returned the item to you as per an agreement between you and the buyer, and you have not provided the agreed refund to the Buyer after receiving the item.

For more details on Buyer Protection Guarantee, please visit:
https://paywithamazon.amazon.in/help/201610800

Post Launch Best Practices

21. **Trained Customer Service Team**

Increase your customers' trust in your website by training your representatives to expertly answer their questions about using 'Pay with Amazon' on your website. Plan what steps you will take when you receive a customer contact, write out the steps to follow, and then train your customer service representatives how to handle these contacts.

22. **Announce acceptance of 'Pay with Amazon'**

Using 'Pay with Amazon' on your website lets your customers use the credit cards in their Amazon accounts to purchase from your website, making purchases easy, fast, and safe. You can send emails to your customers or display a banner on your site announcing that you now accept 'Pay with Amazon'.

23. **Contact Buyer Options**

If there is any doubt about the order, may be the kind of item or if the item is Out-of-Stock and you want to send an alternate item, make sure you contact the buyer before taking an action. This will help with your metric as well as the customer experience.

Follow the below steps to contact the buyer
- Login to Amazon Seller Central
- Click **Orders > Manage Orders**
- Click in the name of the buyer next to the "**Contact Buyer**"

All orders placed in the last 7 day(s) in all marketplaces | Clear all filters

Orders **1** to **1**

Print packing slips for selected orders ▾ (GO)

☐	**Order Date**	**Order Details**
☐	27-Aug-15 6:25:05 PM GMT+05:30	**404-9814551-9285922** **Mason Jar Set Of 4 - 66909** QTY: 1 SKU: IOS501118 Contact Buyer: Ishira Kumar Sales channel: **Pay with Amazon** Fulfilment method: **Seller**

- Select a subject from the dropdown, enter the details and click "Send e-mail"

Contact Customer > Ishira Kumar

Your e-mail to Ishira Kumar

To: Ishira Kumar (ishirakumar@gmail.com)   **Order ID:** 404-9814551-9285922
From: Its Our Studio (mail@itsourstudio.com)   • 1 *of* Mason Jar Set Of 4 - 66909
Subject: --- Select a subject --- ▾

Type your message in the box below. We will forward it to the buyer. Please do not include HTML or links (URLs) in your message.

IMPORTANT NOTICE: When you submit this form, Pay with Amazon will replace your email address with one provided by Pay with Amazon in order to protect your identity, and forward the message on your behalf. Pay with Amazon will retain copies of all e-mails sent and received using this service, including the message you submit below, and may review these messages as necessary to resolve disputes. By using this service, you consent to this action.

Message:

Please limit your text to less than 4,000 characters.

4000 characters remaining.

In an effort to prevent the transmission of spurious e-mails, Pay with Amazon uses filtering technology. Messages that fail this filtering will not be transmitted to the seller.

Notice: This form is for use by Pay with Amazon sellers to send product- and order-related messages to buyers. The use of this form to send unrelated messages to buyers is strictly prohibited.

[Cancel] [Send e-mail]

24. Daily Order Monitoring

You'll need to stay on top of your orders so you won't have late or missed shipments. (If you do not confirm shipment by 30 days from the order date, then the order is automatically canceled and you will not be paid for the order, even if you shipped the item.)

You can get order information using one of these methods:
- Log in to Seller Central daily to check your Order Report online.
- Schedule and retrieve downloadable Order Report from Seller Central.
- Use MWS Order APIs to get and process Order Reports.

Note that you must be in the Production mode when you check and fulfill your orders in Seller Central.

25. Fulfill Orders Promptly

You will be paid promptly (according to your payment dates and our Reserve Policy), and you will not miss payments because you did not confirm shipment within 30 days of the order placement. (If you do not confirm shipment by 30 days from the order date, then the order is automatically canceled and you will not be paid for the order, even if you shipped the item) Check your orders daily, and then confirm shipment as soon as possible.

26. Reserve Policy

Pay with Amazon may require that you maintain a minimum balance in your account to secure the performance of your payment obligations. We call this minimum balance a ***Reserve***. The reserve amount is the amount of funds Amazon keeps reserved in your seller account to cover potential or existing buyer disputes, including those received through the 100% Buyer Protection Guarantee program or chargebacks. This section will only be displayed if your account currently has a reserve amount.

A reserve amount may exist in your seller account for one or more of the following reasons:

- You are on the Individual selling plan. The reserve reflects your orders confirmed as dispatched during the 7 days immediately preceding the settlement date.
- Pay with Amazon is processing one or more 100% Buyer Protection Guarantee claims filed against your seller account within the past 30 days.
- Pay with Amazon is processing one or more chargebacks filed against your seller account within the past 30 days.
- Pay with Amazon reasonably concludes that your seller account actions or performance may result in buyer disputes, chargebacks, or other claims against your seller account.
- Pay with Amazon is conducting a review of your seller account because we observed an unexpected change in your sales or account activity.

For the specific reason the funds were reserved, in the payments section of your seller account, click "View Reason" next to the amount reserved.

27. Ship only to the address specified in the original order
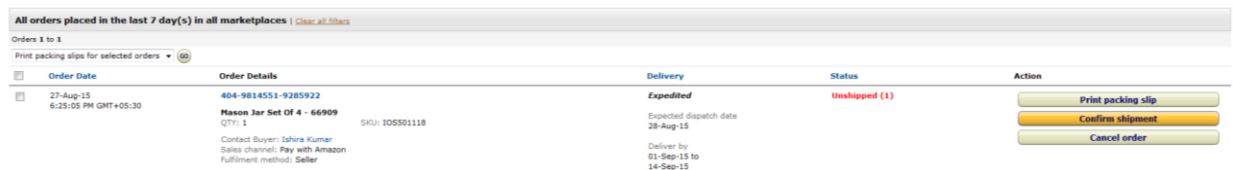
'Pay with Amazon' protects your payments only if you ship to the address listed in the Order Report. If you receive any communication from buyers asking you to change the shipping address, reply that you cannot do so. You can encourage buyers to cancel the order themselves and then re-place the order with the new shipping address. Remind them that the 'Pay with Amazon' policy prohibits you from shipping to any address other than the address listed in the Order Report

28. Order Confirmation and Late Shipment Rate

Amazon will be able to track the orders that you have fulfilled without a Ship-Confirm action on the Seller Central. Please note that Amazon shall initiate the payment process for an order ONLY after the order is shipped confirmed on the Seller Central. Please keep a check on the 'Late Shipment Rate'. A late shipment order is one whose shipment confirmation is past the due date. Note that the **Late Shipment Rate needs to be below 4% else your account's metric will be negatively impacted.**

Follow the below steps to mark an order as 'Shipped'
- Login to Amazon Seller Central
- Click **Orders > Manage Orders**
- Click for the **'Confirm Shipment'** button for the order.

- Enter the details of the shipment and click **'Confirm Shipment'**

29. Order Cancellation, Order Defect Rate and Cancellation Rate

If you do not ship an item and do not cancel an item on time, it can lead to negetive customer experience. If a customer claims under "100% Buyer Protection Guarantee" or "Chargeback", it will lead to increase in Order Defect Rate.

An order is 'defective' if it gets a 'Negative Feedback' / '100% Buyer Protection Guarantee Claim' / 'Chargeback Claim'. **Note that the Order Defect Rate needs to be below 1% else your account's metric will be negatively impacted.**

Follow the below steps to mark an order as "Shipped"

- Login to Amazon Seller Central
- Click **Orders > Manage Orders**
- Click for the **"Cancel Order"** button for the order.

- Select the reason for Cancellation and click "Submit". The amount for this order will be automatically refunded.

A cancelled order is one which is cancelled by the seller before ship-confirmation. **Note that the Cancellation Rate needs to be below 2.5% else your account's metric will be negatively impacted.**

30. Order Refunds

When you refund a buyer, post the refund through Seller Central so we can refund the amount to the buyer. Go to Seller Central, click **Orders > Manage Orders**, find and view the order, and then click the Refund Order button.

31. Buyer Message Response Times (within 24 hours)

Note that for maintaining a healthy seller performance metric, at least 90 % of customer messages need to be responded to within 24 hours

32. A pre-launch checklist

Please find below a pre-launch checklist, please go through the same as well, this would help you revisit the important settings and set-up processes prior to the launch on 'Pay with Amazon'.

Checklist of Account Settings	
Various Settings (with seller central links)	**What should you check?**

1	Basic Account Settings	☐ 'Seller information' section for 'Pay with Amazon' marketplace has appropriate customer support and contact information ☐ 'Deposit Method' section has Bank Account details ☐ 'Company Logo' section has the current logo
2	Shipping Settings	☐ Appropriate shipping method and corresponding charges have been set
3	Notification Settings	☐ Appropriate email-ids have been set to receive notifications
4	Checkout Pipeline Settings	☐ Successful Payment Return URL has your website's thank-you-page (what's this?)
5	Your Info & Polices	☐ Company info and policies have been updated
6	IOPN Settings	☐ Merchant URLs and Integrator URLs have been set-up here

Checklist of Account Management Processes & Trainings

	Processes	What should you check?

1	**Order Management**	☐ Process set up to monitor, dispatch and confirm orders with tracking details on Seller Central - Manage Your Orders (MYO) panel within the estimated dispatch time
		☐ Operations team trained on the 'Pay with Amazon' order management process detailed here
		☐ Seller central help pages:
		   a. Order Management Cycle
		   b. Order Fulfillment through file upload
		   c. Order Processing reports

2	**Customer Service**	☐ Process in place to monitor 'Buyer Messages' from Seller Central Inbox, and reply back within 24 hours ☐ Process in place to monitor 'Buyer Feedback' from Feedback Manager, and respond appropriately ☐ Process in place to monitor '100% Buyer Protection Guarantee Claims' from the Guarantee Claims Panel and take necessary action ☐ Process in place to ensure that products dispatched are genuine, non-defective, and same as described on the product detail page ☐ Viewing and responding to customer feedback Help Page
3	**Payment Management**	☐ Team trained on how to view payment statements and generate reports from the Settlement Summary page on the seller central
4	**Seller Support @ Amazon**	☐ Team trained on how to contact Amazon Seller Support through the contact-us Contact-Amazon-Form for any query/issue ☐ Team trained on how to review the responses on the Case Dashboard
5	**Pay with Amazon Reports**	☐ Team is trained on the Payments and Performance reports (Customer metrics, payment reports, settlement reports, feedback reports, & transaction reports). ☐ Seller Central help page on reports
6	**Customer Experience & Performance Metrics**	☐ Process in place to monitor the Customer Experience Metrics given below and to adhere to the targets

	Metric	What does it mean?	Targets
1	**Order Defect Rate**	An order is 'defective' if it gets a 'Negative Feedback' / '100% Buyer Protection Guarantee Claim'	**< 1%**
2	**Cancellation Rate**	A cancelled order is one which is cancelled by the seller before ship-confirmation	**< 2.5%**
3	**Late shipment Rate**	A late shipment order is one whose shipment confirmation is past the due date	**< 4%**
4	**Contact Response Time**	The percentage of customer messages that Seller has responded to within 24 hours	**> 90%**
	Seller central help page on performance metrics		

Checklist of Test Cases		
	Order Placement on Sandbox (Note: Sandbox orders flow through the checkout pipeline but do not trigger payment processing, they go into a pending state, hence cannot be fulfilled)	
1	**Simple test order**	☐ Placed a pending order with a Single SKU
2	**Test order with multiple SKUs**	☐ Placed a pending order with multiple SKUs added to the cart
3	**Test order with multiple quantities**	☐ Placed a pending order with multiple SKUs and multiple quantities added to the cart
	Order Placement on Production & end-to-end testing (Note: Production orders reflect on the 'Seller Central - Manage Your Orders' section as confirmed orders)	
1	**Simple test order**	☐ Placed a confirmed order with a Single SKU
2	**Test order with multiple SKUs**	☐ Placed a confirmed order with multiple SKUs added to the cart
3	**Test order with multiple quantities**	☐ Placed a confirmed order with multiple SKUs and multiple quantities added to the cart
4	**Fulfil test production orders**	☐ Entered the tracking information and confirmed a production order
5	**Cancel test production order**	☐ Canceled a production order using buyer (customer) account
6	**Adjust/refund test production order**	☐ Adjusted/refunded a production order

'Pay with Amazon' acceptance mark

To showcase that you accept payments via 'Pay with Amazon', you may add one of the following acceptance marks on the footer of your website.

To know more about any topic, you may search on the seller central home page or go through the 'Help Section' here.