

**GETTING STARTED**  
**pay with amazon**

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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:

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'.

## Post Launch Best Practices

### 1. 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.

### 2. 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'.

### 3. 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   <a href="#">Clear all filters</a>	
Orders 1 - 15 of 119	
Print packing slips for selected orders 	
<input type="checkbox"/> Order Date ▾	Order Details
<input type="checkbox"/> 03-Nov-15 5:30:42 PM GMT+05:30	<b>402-9727122-1730704</b>  <b>Smuff Design Flag</b> QTY: 1 SKU: OS001  <b>Perfect Coffee Powder (Pack of 2)</b> QTY: 1 SKU: J934  Contact Buyer: <a href="#">Gaurishankar V</a> Sales channel: Pay with Amazon Fulfilment method: Seller

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

Cafe Coffee Day. (Switch)

## Contact Customer > K.ANAND

### Your e-mail to K.ANAND

To: K.ANAND (indrajit.hegde@coffeeday.com)

From: Cafe Coffee Day. (indrajit.hegde@coffeeday.com)

Subject: --- Select a subject ---

Order ID: [403-9025692-5713153](#)

• 1 of Stovetop Espresso Maker SS - 2 Cups

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

## 4. 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.

## 5. 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.

## 6. 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 10 days.
- Pay with Amazon is processing one or more chargebacks filed against your seller account within the past 10 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.

## 7. 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.

## 8. 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.

All orders placed in the last 7 day(s) in all marketplaces   <a href="#">Clear all filters</a>				
Orders 1 - 15 of 119				
Print packing slips for selected orders (60)				
Order Date	Order Details	Delivery	Status	Action
<input type="checkbox"/> 03-Nov-15 5:30:42 PM GMT+05:30	<b>402-9727122-1730704</b> <b>Smuff Design Flag</b> QTY: 1 SKU: OS001 <b>Perfect Coffee Powder (Pack of 2)</b> QTY: 1 SKU: 3934 Contact Buyer:     Sales channel: Pay with Amazon Fulfillment method: Seller	Standard  Expected dispatch date 04-Nov-15  Deliver by 09-Nov-15 to 27-Nov-15	Unshipped (2)	<a href="#">Print packing slip</a> <a href="#">Confirm shipment</a> <a href="#">Cancel order</a>

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

## 9. 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 negative 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.

All orders placed in the last 7 day(s) in all marketplaces   <a href="#">Clear all filters</a>				
Orders 1 - 15 of 119 <span>1 2 3 4 5 6 7 8 Next</span>				
Print packing slips for selected orders <span>GO</span>				
Order Date	Order Details	Delivery	Status	Action
<input type="checkbox"/> 03-Nov-15 5:30:42 PM GMT+05:30	<b>402-9727122-1730704</b> <b>Smuff Design Flag</b> QTY: 1 SKU: OS001 <b>Perfect Coffee Powder (Pack of 2)</b> QTY: 1 SKU: 3934 Contact Buyer: Sales channel: Pay with Amazon Fulfillment method: Seller	Standard Expected dispatch date 04-Nov-15 Deliver by 09-Nov-15 to 27-Nov-15	Unshipped (2)	<a href="#">Print packing slip</a> <a href="#">Confirm shipment</a> <a href="#">Cancel order</a>

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

### Cancel Order [Learn more](#)

Order ID: # <a href="#">402-9727122-1730704</a>	
<b>Product Details</b>	<b>Quantity Ordered</b>
<b>Smuff Design Flag</b> Quantity: 1 SKU: OS001 ASIN: _ASINLESS_ Listing ID: NO_OFFERLISTING_ID Order Item ID: 10475407287131	1
<b>Perfect Coffee Powder (Pack of 2)</b> Quantity: 1 SKU: 3934 ASIN: _ASINLESS_ Listing ID: NO_OFFERLISTING_ID Order Item ID: 41969399527331	1
<b>Reason for Cancellation:</b> <span>Select reason for cancel</span> <span>Submit</span>	
<b>Your notes</b> <span>Undo</span> <span>Save</span>	
<b>Seller memo:</b>	<div></div> <p>The information you enter here is for your use only and will not be displayed to the buyer.</p>

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.**

## 10. 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.

## 11. Buyer Message Response Times (within 4 hours)

Note that for maintaining a healthy seller performance metric, at least 90 % of customer messages need to be responded to within 4 hours

## 12. A pre-launch checklist

Please find below a checklist that will help you to check if you have filled in important detail for pay with Amazon. If not please make sure you do fill in these prior to the launch of Pay with Amazon on your website



Account Settings Checklist		
Sl no	Various Settings	What needs to be checked
1	<a href="#">Basic Account Settings</a>	<ul style="list-style-type: none"> <li>Select “Pay with Amazon (IN Production)” and check <b>Settings-&gt;Account info</b>. Make sure all the Details are filled</li> <li>In the Same page make sure <b>Bank Account information &amp; Company Logo</b> are filled.</li> </ul>
2	<a href="#">Shipping Settings</a>	<ul style="list-style-type: none"> <li>Make sure appropriate shipping and corresponding charges are filled up.</li> </ul>
3	<a href="#">Notification Settings</a>	<ul style="list-style-type: none"> <li>Make sure appropriate email ids are selected to receive notification.</li> </ul>
4	<a href="#">Checkout Pipeline Settings</a>	<ul style="list-style-type: none"> <li>Make sure you have entered your “Successful Payment Return URL”.</li> </ul>
5	<a href="#">Enter Your Policies</a>	<ul style="list-style-type: none"> <li>Make sure you have entered your policies and company information.</li> </ul>

Checklist of Account Management Processes & Trainings		
Sl no	Processes	What needs to be checked
1	Order Management	<ul style="list-style-type: none"> <li>Process set up to monitor, dispatch and confirm orders with tracking details on <a href="#">Seller Central - Manage Your Orders (MYO)</a> panel within the estimated dispatch time</li> <li>Operations team trained on the ‘Pay with Amazon’ order management process detailed <a href="#">here</a></li> <li>Seller central help pages:               <ol style="list-style-type: none"> <li><a href="#">Order Management Cycle</a></li> <li><a href="#">Order Fulfillment through</a></li> <li><a href="#">Order Processing Reports</a></li> </ol> </li> </ul>
2	Customer Service	<ul style="list-style-type: none"> <li>Process in place to monitor ‘Buyer Messages’ from <a href="#">Seller Central Inbox</a>, and reply back within 24 hours</li> <li>Process in place to monitor ‘Buyer Feedback’ from <a href="#">Feedback Manager</a>, and respond appropriately</li> <li>Process in place to monitor ‘100% Buyer Protection Guarantee Claims’ from the <a href="#">Guarantee Claims Panel</a> and take necessary action</li> <li>Process in place to ensure that products dispatched are genuine, non-defective, and same as described on the product detail page</li> <li>Viewing and responding to customer feedback <a href="#">Help Page</a></li> </ul>
3	Payment Management	<ul style="list-style-type: none"> <li>Team trained on how to view payment statements and generate reports from the <a href="#">Settlement Summary</a> page on the seller central</li> </ul>
4	Seller Support at Amazon	<ul style="list-style-type: none"> <li>Team trained on how to contact Amazon Seller Support through the contact-us <a href="#">Contact-Amazon-Form</a> for any query/issue</li> <li>Team trained on how to review the responses on the <a href="#">Case Dashboard</a>.</li> </ul>
5	Pay with Amazon Reports	<ul style="list-style-type: none"> <li>Team is trained on the Payments and Performance reports (Customer metrics, payment reports, settlement reports, feedback reports, &amp; transaction reports).</li> </ul>

		<ul style="list-style-type: none"> <li>• <a href="#">Seller Central help page</a> on reports.</li> </ul>
6	Customer Experience and Performance Metric	<ul style="list-style-type: none"> <li>• Process in place to monitor the <a href="#">Customer Experience Metrics</a> given below and to adhere to the targets</li> </ul>

Key Metrics			Target
Sl no	Metric Name	What does that mean?	
1	Order Defect Rate	<ul style="list-style-type: none"> <li>• An order is 'defective' if it gets a 'Negative Feedback' / '100% Buyer Protection Guarantee Claim'</li> </ul>	< 1%
2	Cancellation Rate	<ul style="list-style-type: none"> <li>• A Cancelled order is one which is cancelled by the seller before ship-confirmation</li> </ul>	< 2.5%
3	Late Shipment Rate	<ul style="list-style-type: none"> <li>• A late shipment order is one whose shipment confirmation is past the due date</li> </ul>	< 4%
4	Contact Response Time	<ul style="list-style-type: none"> <li>• The percentage of customer messages that Seller has responded to within 24 hours</li> </ul>	> 90%

Have an Acceptance Banner put up, download them from [here](#).

@1x: 148 x 100 px	@2x: 296 x 200 px
	

Have Acceptance logos put up in the footer

		
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Click on the link to download the footers ([Link](#))

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