

Call Audit Report

Audit purpose: Verify whether mandatory onboarding topics were discussed with the seller.

Call Summary

The call covered onboarding-related clarifications on pricing finalization, seller email collection, Amazon commission (8%), and additional customer charges for COD orders above INR 1000. The agent also provided operational guidance on listing products only when in stock, handling time (up to 4 days), pickup expectations, payment cycle (7 days), and the option to enable Prime mode later via an account manager. Business/residential address, Amazon Commercial (B2B), cancellation penalties, FBA, and explicit go-live permission/readiness were not clearly addressed.

Language Notes: Primary language is Hindi with business terms in English (e.g., email ID, WhatsApp, commission, COD/cash on delivery, catalog, active/inactive, handling time, Prime). Evidence quotes are provided in romanized Hindi/Hinglish per audit requirements.

Checklist Overview

#	Topic	Discussed	Confidence
1	Email ID discussion	Yes	0.92
2	Address discussion	No	0.84
3	Product discussion	No	0.78
4	Pricing discussion	Yes	0.90
5	Amazon Commercial discussion	No	0.88
6	Cancellation penalties discussion	No	0.76
7	Introduction of FBA	No	0.90
8	Permission to go live and launch readiness	No	0.74

Detailed Findings

1. Email ID discussion

Discussed: Yes | Confidence: 0.92

Formal Response: The agent explicitly requested and captured the seller's email ID during the call for onboarding purposes.

Evidence:

- 1) ""Yeh aapka email ID kya hai?... Shiri Ranaji 8747... @gmail.com""

Notes: Email was spoken with some phonetic/unclear spelling in the transcript, but it was clearly discussed and provided.

2. Address discussion

Discussed: No | Confidence: 0.84

Formal Response: The seller's business or residential address was not discussed or confirmed during the call.

Notes: There is mention of courier pickup coming to the 'shop', but no actual address details were requested or validated.

3. Product discussion

Discussed: No | Confidence: 0.78

Formal Response: The specific products the seller plans to sell were not explicitly discussed.

Evidence:

- 1) ""Kabhi bhi koi order aata hai to aap wahi product add karwaiyega jo aapke stock mein rehta hai""

Notes: The conversation discussed product listing/stock availability in general, but did not identify product categories or items.

4. Pricing discussion

Discussed: Yes | Confidence: 0.90

Formal Response: Pricing and cost components were discussed, including confirmation that the price is final, Amazon commission at 8%, and an additional customer charge of INR 64 for COD orders above INR 1000.

Evidence:

- 1) ""Yeh jo price bheja final hai na? ... Haan haan yeh final hai""
- 2) ""Amazon ka commission fix hai 8%... uske upar wo 8% jodenge""
- 3) ""Agar product hazaar se zyada ke hain... cash on delivery pe... 64 rupaye customer extra pay karega""

Notes: Pricing discussion focused on commission/charges and COD fee conditions; product-level MRP/price list details were not elaborated.

5. Amazon Commercial discussion

Discussed: No | Confidence: 0.88

Formal Response: Amazon Commercial / B2B selling was not discussed in the call.

Notes: No mention of 'Amazon Commercial', 'B2B', GST invoicing for business buyers, or related settings.

6. Cancellation penalties discussion

Discussed: No | Confidence: 0.76

Formal Response: Cancellation charges, penalties, or consequences for cancellations were not explicitly discussed.

Evidence:

- 1) ""Agar aapne aisa koi product add karwa diya jo stock mein nahi hai...""

Notes: The agent warned about listing out-of-stock items and explained handling time/pickup, but did not clearly state any cancellation penalty, chargeback, or performance consequences.

7. Introduction of FBA

Discussed: No | Confidence: 0.90

Formal Response: Fulfilled by Amazon (FBA) was not introduced or explained during the call.

Notes: Discussion was about courier pickup from seller location and Prime mode; no mention of Amazon warehouse fulfillment (FBA).

8. Permission to go live and launch readiness

Discussed: No | Confidence: 0.74

Formal Response: Explicit permission to make the account live and confirmation of seller launch readiness were not discussed.

Evidence:

1) ""Ab abhi kya karna hai? ... jo question maine bheja hai bata dijiye unko""

Notes: Next steps were mentioned (answering questions to the team/account manager), but there was no explicit go-live consent or readiness confirmation.

Missing / Not Discussed Topics

- Address discussion
 - Product discussion
 - Amazon Commercial discussion
 - Cancellation penalties discussion
 - Introduction of FBA
 - Permission to go live and launch readiness
-

Final Audit Summary

The call partially met onboarding requirements by confirming the seller's email ID and discussing pricing-related elements (final price confirmation, 8% commission, and COD-related extra charge) along with operational guidance (handling time, pickup, payment cycle, Prime upgrade). However, mandatory onboarding topics including address confirmation, specific product/category details, Amazon Commercial (B2B), cancellation penalties, FBA introduction, and explicit go-live permission/readiness were not explicitly covered. Additional follow-up is required to complete onboarding compliance before launch.