

# Call Audit Report

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

## Call Summary

The caller confirmed that the quoted price was final and proceeded to request and state the seller's email ID. The caller explained key Amazon selling charges, including an 8% commission, and described additional COD-related customer charges for items above a threshold. The caller also outlined operational points such as handling time, payment cycle, catalog/product listing steps, account activation settings, and a penalty implication for seller-initiated cancellations when stock is unavailable.

Language Notes: The conversation is primarily in Hindi with some English terms (e.g., WhatsApp, email ID, Gmail, commission, COD, catalog, active/inactive, Prime), i.e., Hinglish.

## Checklist Overview

#	Topic	Discussed	Confidence
1	Email ID discussion	Yes	0.85
2	Address discussion	No	0.95
3	Product discussion	No	0.70
4	Pricing discussion	Yes	0.90
5	Amazon Commercial discussion	No	0.95
6	Cancellation penalties discussion	No	0.55
7	Introduction of FBA	No	0.95
8	Permission to go live and launch readiness	No	0.75

## Detailed Findings

### 1. Email ID discussion

Discussed: Yes | Confidence: 0.85

Formal Response: The caller explicitly requested the seller's email ID and stated it during the call for confirmation purposes.

Evidence:

- 1) "éH)("r 5"é "%, '©0 'ÉG", &"ù/"â '© "2 "ò '© "â 'éG"" •%!" "Ù/"â 9", \$"2 'éG"" •%!" 'ç , 'l> 'i@'ÉG'y>"
- 2) "i?"i@ " >'>@> 'É@ 8747 •Y ' 0"y 'É@'é?" " !"TM 'YI'â

Notes: Email was spoken in a non-standard verbal format; spelling/accuracy cannot be fully verified from the transcript.

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### 2. Address discussion

Discussed: No | Confidence: 0.95

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

Notes: The call mentions delivery to the seller's shop generally, but no specific address details were collected or verified.

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### 3. Product discussion

Discussed: No | Confidence: 0.70

Formal Response: Specific product categories or items the seller intends to sell were not explicitly discussed during the call.

Evidence:

- 1) "•i\* •ù '©@'É< 'l0 'É>', 0'iG'y> 'Y-" -" "1 '9!" 'l> "TMH 'lK •i\* "Y9" \*""Ù0""l"É "Ù •i!"Â " 5"é •ù "â "2 '© "r 8"Ù "TM 'éG•" C

Notes: Products were referenced only in general terms (stock, adding products, items above a price threshold); no actual product type/name was captured.

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### 4. Pricing discussion

Discussed: Yes | Confidence: 0.90

Formal Response: The caller confirmed the price as final and described cost components, including an 8% Amazon commission and additional COD-related customer charges for higher-priced items.

Evidence:

- 1) "ù9 'ÉK '©M" >•y 'ÙG'É> 'l>•y(" 9", ("â /""ò 9"é "TM>• /"" + "é '2 "TMH."
- 2) "•i\*YG '©M" K' <'YM'ò \* " 'é>'É<"l( 'Y> 'ÉK 'Y." 6', 9", 5"2 + "ù "Ù8 "TMH 8%"
- 3) "TM "é0 "%oG 'É>'i> 'Y> •Y " "1 '©M" K' <'YM'ò 9", '© "â \$"2 cB 0" \*'ò "%oM'ù." 'YM"%oM'ùM" > '©G 'Y0"y "â

Notes: The discussion focused on platform commission and COD-related charges; product base price/landing price per SKU was not detailed.

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### 5. Amazon Commercial discussion

Discussed: No | Confidence: 0.95

Formal Response: Amazon Commercial or B2B selling was not discussed during the call.

Notes: No reference to B2B, GST invoice requirements for business customers, or Amazon Business/Commercial features.

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### 6. Cancellation penalties discussion

Discussed: No | Confidence: 0.55

Formal Response: Cancellation penalties or charges were not clearly and fully explained; the caller only partially indicated that consequences may apply if the seller cancels due to stock unavailability.

Evidence:

- 1) "•Y " '©("r "%> 'YK•, \*""Ù0""l"É "Ù •i!"Â " 5"â &"ù/"â "2 8"Ù "TM 'éG•" ("TM @•" 9", " + "ù0 •i\* •TM8'YK •Y\*%o@ "%o>•y "%

Notes: The statement is truncated after '•i\*YK 'çrÂ 6ò F†R 7GV Â Væ ÇG'ö6† &vR —2 æ÷B Pexplicitly stated; therefore it is marked not discussed.

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7. Introduction of FBA

Discussed: No | Confidence: 0.95

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

Notes: The caller discussed courier pickup, handling time, and Prime mode, but did not mention FBA/fulfillment centers or FBA enrollment.

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8. Permission to go live and launch readiness

Discussed: No | Confidence: 0.75

Formal Response: Explicit permission to make the account live and a direct confirmation of launch readiness were not discussed during the call.

Evidence:

- 1) "•Y "é •) 'YK •y( •ù "Ù "ù5 'l0 •ù "Ù "ù5 'ÉH"%G •i\* •y( •ù "Ù "ù5 'Y0'IK 'Y? 'IK '9l" '‰> " A'b "é •) "r 'YM'ù?"R " K'yG 'l
- 2) "•Y, 'IK •Y-" "Ü/"â " ("â 9", , , '© "2 " '‰9" 'Y0'‰> •i\*'YG '©>", 'É>•ù "â "™2"

Notes: Account activation/inactivation was explained as a feature, but there was no explicit consent request/ approval to go live or readiness confirmation (e.g., inventory, listings, compliance) before launch.

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Missing / Not Discussed Topics

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

The call covered email ID confirmation and several pricing/cost elements (commission and COD-related charges), along with basic operational guidance. Mandatory onboarding items including address capture, specific product confirmation, Amazon Commercial/B2B, explicit cancellation penalties (clearly stated), FBA introduction, and explicit go-live permission/readiness were not adequately or explicitly addressed in the transcript.





