

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 "%o, 'C0 'ÉG", &"ù/"â 'C"2 "ò 'C "â 'éG"" •%o!" "Ù/"â 9", \$"2 'éG"" •%o!" 'ç , 'I> 'i@'ÉG'y>"
- 2) "'i?i@ " >%o> 'É@ 8747 'Y '0"y 'É@'é?"!™ 'YIâ

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

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.

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 'C@'É<'I0 'É>, 0'iG'y> 'Y- -" "1 '9!" 'I> "TMH 'IK •i* "Y9" *"Ù0"1!"É "Ù •i!"Â "5"é •ù "â "2 'C "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.

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 'CM" >y 'UG'É> '1>y("9", ("â /"â 9"é "TM>• /" + "é "%o2 "TMH."
- 2) "•i*YG 'CM" K' <'YM'ò ** 'é>'É<"1('Y> 'ÉK 'Y." 6, 9, 5"2 + "ù "Ù8 "TMH 8%"
- 3) "'TM "é0 "%oG 'É>i> 'Y> •Y " "1 'CM" K' <'YM'ò 9", 'C "â \$"2 cB 0" *'ò "%oM'ùM" > 'CG 'Y0"y "â

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

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.

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 " 'C("r "%o> 'YK•, *"Ù0"1!"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 Pxplcily stated; therefore it is marked not discussed.

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.

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 'I0 •ù "Ù "ù5 'ÉH"%oG •i* •y(•ù "Ù "ù5 'Y0'IK 'Y? 'IK '9!" "%o> " A'b "é •) "r 'YM'ù?"R " K'yG 'I
- 2) "•Y, 'IK •Y- " "Ù/"â " ("â 9", , " '© "2 " "%o9" "Y0'%o> •i* 'YG '©>, 'É>•ù "â "TM2"

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.

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.

