

**Subject: Appeal for Reinstatement: Seller Account Suspension: "Used Sold as New" / Condition Complaints / High ODR**

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**Dear Amazon Seller Performance Team,**

My name is Mark Hanson, and I am the owner of Home Health (UK) Ltd. I am writing to formally appeal the suspension of our seller account due to customer complaints relating to the ASIN B097H8Z2HG, which has been flagged for "used sold as new." We take these complaints seriously and are committed to addressing and resolving the underlying issues to restore our selling privileges.

The notification we received indicated that some customers reported missing components from the product packages, including essential items such as origami papers and lancets. We understand that these complaints have impacted our account's standing, and we appreciate your consideration of our appeal as we work to enhance our operations and adhere to Amazon's policies.

**Root Cause Analysis**

The issues that led to the suspension of our seller account stem from customer complaints regarding the ASIN B097H8Z2HG, specifically pertaining to missing components in the product packages. Customers reported receiving products that lacked essential items such as origami papers and lancets, which are integral for the full functionality of the items sold. This situation has understandably caused frustration among our customers and resulted in damaging feedback, which in turn has negatively impacted our account's standing with Amazon.

To investigate the root causes of these complaints, we performed a comprehensive review of our sourcing and inventory management practices. We engaged in thorough communication with customers who had raised concerns, and we analyzed our inventory records and outgoing orders. Through this process, we identified that the lapses in quality control during our packaging and fulfillment processes contributed to the missing components. We discovered that there were instances where inventory checks were not effectively carried out prior to shipment, leading to incomplete orders being dispatched to customers.

Furthermore, our investigation revealed that our previous supplier had not provided consistent quality assurance regarding product completeness, which exacerbated the issue. Although we have established relationships with trusted suppliers, we acknowledge that we failed to enforce rigorous checks concerning the packaging and content accuracy of the products we received. Consequently, we take full responsibility for these oversights and understand the responsibility we have to our customers to provide complete and accurately described items.

As a result of these findings, we are committed to implementing a robust set of preventive measures to ensure such issues do not recur. We recognize that customer satisfaction is paramount, and we are dedicated to enhancing our operational practices to align with Amazon's high standards, ultimately ensuring a positive shopping experience for all customers.

## **Corrective Actions Taken**

In response to the complaints regarding the ASIN B097H8Z2HG, I have implemented a comprehensive review and overhaul of our sourcing, packaging, and inventory management processes to ensure compliance with Amazon's policies and to enhance our customer experience. Upon receiving the reports about the missing components, I conducted an immediate investigation into our supply chain and fulfillment operations. I have communicated directly with the customers who raised concerns, issuing full refunds and expressing my commitment to rectify the situation.

As part of my corrective actions, I engaged with our trusted supplier, DFI CO., LTD, and reviewed all relevant invoices to verify the completeness of the inventory supplied. I established a new quality control protocol that mandates a thorough inspection of all incoming products to confirm that they include all necessary components before they are added to our inventory. This process includes validating the product contents against the manufacturer's specifications and ensuring that all elements such as origami papers and lancets are present and in good condition. I have attached the invoices from DFI CO., LTD for reference, demonstrating our commitment to sourcing authentic products.

Moreover, I have instituted a strict quality assurance procedure during packaging and shipping. This new system requires that every order be independently verified by a designated quality control team member. I hired an experienced quality assurance specialist to oversee these operations and ensure that all products shipped are complete and accurately represented in our listings. The quality control team now performs regular audits of our inventory and outbound shipments, which include spot-checking items to confirm compliance with our packaging standards.

To further enhance our operational practices, I established a training program for all staff involved in inventory management and order fulfillment. This program emphasizes the importance of maintaining high standards for product completeness and accuracy in listings. The team has undergone training to better understand Amazon's policies, specifically focusing on the importance of providing customers with exactly what they expect based on the product listings. The attached documentation includes training materials and quality control checklists that will be used in ongoing evaluations to reinforce compliance and improve our overall service delivery.

## **Preventive Measures to Avoid Future Issues**

To ensure that similar issues do not occur in the future, we will implement a rigorous set of preventive measures across various aspects of our operations, focusing on sourcing, listings, training, and monitoring. In the area of sourcing, we will establish stronger relationships with our trusted supplier, DFI CO., LTD, and will conduct regular audits of their inventory to verify that all components are included in accordance with the manufacturer's specifications. We will also require that all incoming products undergo a thorough quality assurance check to confirm that they include all necessary elements, such as origami papers and lancets, before they are accepted into our inventory. Detailed invoices and a letter of authorization will be mandatory for every product sourced, ensuring the authenticity and completeness of our offerings.

Regarding our listings, we will implement a strict review process to ensure that all product descriptions accurately reflect the items being sold. Any discrepancies between the product content and the listing will be immediately addressed, and we will enhance our visual representation of products by including images that depict every component included in the package. This will minimize ambiguity for customers and enhance their shopping experience. Regular audits of our listings will be performed to ensure compliance with Amazon's policies, and any listings found to contain inaccuracies will be promptly corrected or removed.

Training will play a crucial role in our strategy moving forward. We will develop a comprehensive training program for all employees involved in inventory management and order fulfillment, emphasizing the importance of quality control and accurate representation of products. This program will cover Amazon's policies extensively, focusing on the need for clear communication regarding product completeness. We will ensure that all team members are well-versed in the critical aspects of customer service and the significance of adhering to the highest standards for product quality.

Monitoring will be a continuous effort at Home Health (UK) Ltd., where we will establish a dedicated quality control team responsible for overseeing our operations. This team will conduct regular spot checks of our inventory and outbound shipments to ensure that all items meet our quality assurance standards. We will implement a monitoring system that tracks customer feedback and complaints, enabling us to identify and address any potential issues proactively. Furthermore, we will commit to bi-weekly evaluations of our account health and sales metrics, allowing us to maintain a high level of compliance with Amazon's guidelines and to respond swiftly to any concerns raised by our customers. Through these comprehensive measures, we will ensure a consistent and positive shopping experience for our customers while adhering to Amazon's policies.

I want to assure you that Home Health (UK) Ltd. is fully committed to adhering to Amazon's policies and maintaining the highest standards in our operations. We have taken significant steps to resolve the issues that led to the complaints regarding ASIN B097H8Z2HG and have implemented a thorough quality control system to prevent any future occurrences. We value our relationship with Amazon and are eager to provide an exceptional shopping experience for our customers.

Therefore, I kindly request the reinstatement of our seller account so that we may continue to serve our customers effectively. Thank you for your consideration of our appeal. We appreciate the opportunity to rectify these matters and contribute positively to the Amazon marketplace.

Sincerely,

Mark Hanson  
Home Health (UK) Ltd.  
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