Level 3 SOP: Seller-Central Daily Checks

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> **i** Who is this for: Primarily for Level 3 Associates looking to monitor brands.

> **✓** Objective: Performing Daily Checks in Seller-Central.

Daily Checks in Seller Central Account Procedures:

B2B

- B2B > Manage Quotes

  1. Check there aren't any pending, if there are – send screenshot to Matt and Josh

Performance

- Performance > Account Health

  1. Check Healthy Account Health Rating

  2. Order Defect Rate = 0%

  3. No Issues or Violations in Policy Compliance

  4. Shipping Performance, we are meeting all targets

  5. No Product Compliance Requests

  6. Essentially make sure all 0s and no Red Warnings

  - If there is a violation, click into it and see if its an easy appeal.
  - An Easy Appeal would be checking boxes that acknowledge violation and say we will do better or do a quick quiz to show Amazon we are up to date on their policies.
    - Anything not easily resolvable, **escalate to Level 2**
  - **If account Inactive or At Risk Elevate to Level 1**

- Performance > Feedback Manager

  1. Positive should be 100%

  2. If there is a neutral or negative, go to Actions, click drop down arrow, Request Removal, Select Yes

  3. This should Strike Through Negative review

- These negative reviews are due to fulfillment issues and since we use FBA, Amazon will remove them
- Also, will be removed if it's a product review because these should not be showing on our SELLER Feedback

- Performance > Manage A-to-Z Claims

  1. No Claims Found

- Performance > Chargeback Claims

  1. You have no chargebacks

- Performance > Performance Notifications

  1. Check that there are none unread messages, if there are they are probably related to a policy violation that you would have seen in account health

  - If something requires Immediate Action, **escalate to Level 2**

- Performance > Voice of the Customer

  1. Very Poor should be 0, if not investigate products and make sure it's not an issue we are not aware of.

  - Usually, poor ratings come from product defects, expiration, or breakage.
  - Make sure these are issues we are aware of and go to the Edit Detail Page to ensure all information is correct in the back end.

Reports

- Reports > Business Reports

  1. By Date > Sales and Traffic

  - Check for major anomalies
  - If there is a dip that seems significant, **Escalate to Level 2**

Inventory

- Inventory > Manage All Inventory

  1. Check Inactive, ensure that items out of stock are typical for the time of year or for that brand

  - If something looks off check Out of Stock Report (Brand Management > Reports > Out of Stock > most up to date excel file)
    - This is made for Marisa weekly and if it is included, she is aware
- Check Available
  - Ensure that top sellers have enough inventory for 60ish days
  - If they do not > **Escalate to Level 1**

Pricing

- Pricing > Pricing Health

  1. Pricing Opportunities

  - If anything is price suppressed, it will display here.

- You can tell something is price suppressed by the Competitive Price or the Reference Price being drastically lower than our List Price
- If something is price suppressed, **Escalate to Level 2**