

Level 3 SOP: Daily Checks in AMC

09/09/2024 3:36 pm CDT



Who is this for: Primarily for Level 3 associates monitoring brands on Amazon.



Objective: Performing Daily Checks in AMC

Daily Checks in AMC

Login using your email and password at amc.amazon.com

- Check All Accounts Have Status Normal
 - Buy Box Wins, for most brands should be 90-100
 1. E-Home it is normal for it to be around 50%
 2. For new brands without transparency, normal to be lower
 3. Take note of what is normal for a brand and hopefully it keeps those levels
 - Click into your brand's seller name
 1. Account Health > same check as Account Health Performance check, all 0s
 2. Sale Performance > Ups are good, Downs if seem high, investigate why
 - Large downs could be because of high traffic time just occurred like a Prime Day. If that is not the case, something might be wrong like major item out of stock or major third party seller taking buy box
 - Inventory Performance > check for no stranded inventory and FBA IN Stock Rate are Good or Excellent
 - Listing Status > check Inactive number isn't concerning, if seems like more than normal, go to account's seller central Manage All Inventory Tab
 - Check for no suppressed or At Risk SKUs
 - Pricing > Buy Box Win and Sale Conversion
 - Buy box, know what's normal, we like 90-100
 - Conversion, we like around 20
 - Open Actions For Seller > Should be 0 except Cases and Buyer Messages
 - Cases should be in Case management
 - Buyer messages, handle as needed
 - Seller Feedback > Positive should always be 100%, if not, refer to Performance > Feedback step from above
- Daily Check Steps
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