

Troubleshooting SOP: How to File a Negative Product Review Removal

10/09/2024 3:19 pm CDT



Who is this for? Intended for individuals or teams responsible for managing product reviews on e-commerce platforms.



Objective: To provide step-by-step instructions on how to file a negative product review removal request.

Customer Reviews Vs Seller Feedback

- Customer review refers to the stars and the comments you received from your customer.
- Seller feedback refers to the customer's feedback on you as the seller and their purchase experience. It also refers to the stars the customer gave you as the seller.

This description is from a post in Seller Forums:

"Customer reviews are about the product, and seller feedback is about the seller and the purchase experience. Customer reviews do not affect your seller performance metrics, but seller feedback can have an impact on your seller performance metrics."

Amazon will only remove customer reviews that it deems violated its Community Guidelines. Sellers cannot remove any product reviews on their Product Detail Pages.

You can only submit a request to Amazon to remove a particular product review. There are two ways to do this.

I. Use the "Report" button under the product review in your Product Detail Page (PDP).

- Go to the review section of your PDP.
- Notice that under every customer review, you will see a "Report" button.

Top

About this item Similar Questions **Reviews**

Scent ★★★★☆ 4.1 Top reviews

Review this product
Share your thoughts with other customers

Top reviews from the United States

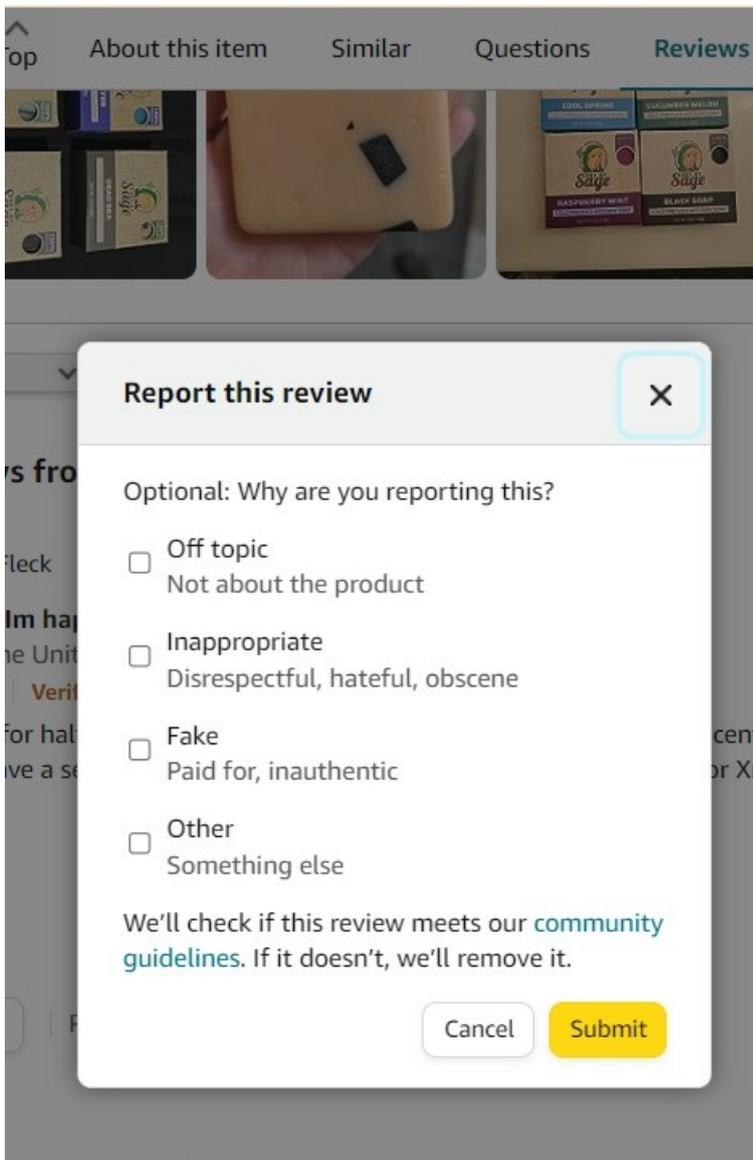
Sam V
★★★★★ **Wonderful soap!**
Reviewed in the United States on November 28, 2023
Scent: Macho | **Verified Purchase**
My family started using cold process soap a few years ago to get away from some of the unnecessary garbage in mainstream soaps. We used to buy soap from sellers on Etsy. I tried Age of Sage on day when my favorite shop was in vacation and haven't gone back! This soap is wonderful! It's cured well so it's a nice hard bar that doesn't melt away on you and it creates a beautiful lather. It has done wonders for our skin and we're very happy with it.

Christopher Nau
★★★★☆ **Love the soaps minus a few issues.**
Reviewed in the United States on November 19, 2023
Scent: Good and Evil | **Verified Purchase**
I really love the sets. They all smell great but I will say the Raspberry mint one needs a bit of work. It smells more like beets than raspberries. Other than that I have no real complaints.

Elizabeth G.

YARD HOUSE Bath and Body Spa Gift Basket...
Shop now >
\$27.99 **prime**
Sponsored

- Click this button if you think that this review is inappropriate. Doing so will open a pop-up window where you can choose a reason for your submission.



II. Use Seller Central's Help Feature.

1. Log in to the seller central account (Make sure you are in the correct **Account**.)
2. Hover your mouse on the upper right corner and click 'Help'.



3. Select 'Selling on Amazon'.

Support tools

- Forums
- Articles
- Seller University

Get Help

You may be asked follow-up questions about your issue before connecting to an associate.
[Go to Case Log](#) | [Get help with a new issue](#)

Where is your issue happening? Important

Select the store

United States

Select a service

Selling on Amazon

Selling on Amazon

Advertising on Amazon

Inventory lost in FBA warehouse

Request to reconcile or reimburse missing inventory in fulfillment centers

Brand - update

Reconcile or update brand name information on the detail page

Listing not buyable

Investigate inactive or blocked listings

FBA Returns Reimbursement

Resolve issues related to FBA returns, refunds, and reimbursements

FEEDBACK X

4. If you cannot find the issue in the provided options, Click "My issue is not listed".

Support tools

- Forums
- Articles
- Seller University

Select a service

Selling on Amazon

Select an issue to resolve

Inventory lost in FBA warehouse

Request to reconcile or reimburse missing inventory in fulfillment centers

Brand - update

Reconcile or update brand name information on the detail page

Inventory missing from inbound (ILAC/MFI/WMS)

Request a reconciliation or dispute missing units in an FBA shipment

Title, description, bullets update

Fix incorrect or missing details on the detail page, like the title, bullets, or description

Listing not buyable

Investigate inactive or blocked listings

FBA Returns Reimbursement

Resolve issues related to FBA returns, refunds, and reimbursements

Adding a product

Learn about how to create a listing or reconcile listing errors (5461, 5665, 8572, 8541)

Inventory damaged in FBA warehouse

Request to reconcile or reimburse for inventory damaged or disposed of in warehouse

My issue is not listed

5. Type "Product reviews" in the box, then click "Continue".

Support tools

- Forums
- Articles
- Seller University

Reconcile or update brand name information on the detail page

Request to reconcile or reimburse for inventory damaged or disposed of in warehouse

Inventory missing from inbound (ILAC/MFI/WMS)

Request a reconciliation or dispute missing units in an FBA shipment

Title, description, bullets update

Fix incorrect or missing details on the detail page, like the title, bullets, or description

Resolve issues related to FBA returns, refunds, and reimbursements

Adding a product

Learn about how to create a listing or reconcile listing errors (5461, 5665, 8572, 8541)

Inventory damaged in FBA warehouse

Request to reconcile or reimburse for inventory damaged or disposed of in warehouse

Or, describe your issue

Product reviews

Continue

What is personal or sensitive data? ⓘ

FEEDBACK X

6. You will be given options from which you can choose the best match to your query.

Support tools

Forums

Articles

Seller University

Where is your issue happening? Important

Select the store

United States

Select a service

Selling on Amazon

Or, describe your issue

Product reviews

What is personal or sensitive data?

Confirm your issue

Based on what you typed, which one best matches your issue?

Customer feedback (review) removal **Recommended** Learn about display of variations on detail page

Learn more about search results enhancements My issue is not listed

7. Clicking "Customer feedback (review) removal will prompt the information related to your submission.

Support tools

Forums

Articles

Seller University



Manage customer feedback

To manage or request removal of feedback, go to Feedback Manager.

We strongly suggest that you work with buyers to resolve negative feedback. As a general rule, Amazon does not remove buyer feedback even if it is unwarranted or the issue has been resolved.

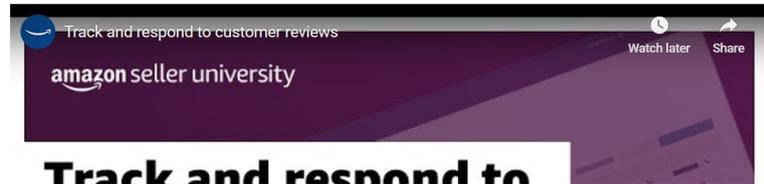
Amazon only removes feedback in the following cases:

- The feedback includes words commonly understood to be obscene or profane.
The feedback includes seller-specific personally identifiable information, including email addresses, full names or telephone numbers.
The entire feedback comment is a product review. For example, "The Acme Super-Widget lacks the sharpness and speed of the Acme Ultra Widget."

Amazon might strike-through feedback in the following cases:

- The entire feedback comment is regarding fulfillment or customer service for an order fulfilled by Amazon. In addition to the strike-through, the following statement will appear: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."
The entire feedback comment is solely related to delayed or not received packages, for orders shipped on time by the seller using Buy Shipping. In addition to the strike-through, this statement will appear: "The fulfillment issues associated with this order were not due to the seller."

To find out how brands enrolled in Amazon Brand Registry track and respond to reviews customers leave for a product, watch this Seller University video:



FEEDBACK X

When you click "Feedback Manager", you will be taken to a dashboard where you can see the statistics like Feedback Rating and the Recent Feedback you have received.

Feedback Manager

Use the Feedback Manager to track buyer satisfaction with your service. You can view short- and long-term metrics, as well as detailed feedback entries, including buyer e-mails and Order IDs. Click the Order ID to view transaction details within the Manage Orders section of Seller Central. Learn more

Feedback Rating: ★★★★★

4.8 stars during time selling on Amazon. (1137 ratings)

Table with 5 columns: Rating, 30 days, 90 days, 365 days, Lifetime. Rows include Positive, Neutral, Negative, and Count.

This table displays the corresponding feedback percentages and feedback counts. See how your feedback displays to buyers on Amazon.

Due to rounding, the values displayed may not add up to 100%.

Scroll down to find the "Recent Feedback" section. For each feedback, you have two possible actions to take. You can either post a public reply or request removal.

Click "Request removal" if you want that particular review deleted from your PDP.

Recent Feedback

Displaying feedback from the last 365 days. To request a feedback report: [Download feedback report](#)

All ratings Positive Neutral Negative

< 1 2 3 4 5 ... 57 >

Date	Rating	Order ID	Comments	Actions
11/30/2023	5	39	I love it smell wasn't that strong thank you ❤️	Choose one Post a public reply Request removal
11/29/2023	5	14	Very nice product	
11/27/2023	5	66	Order this always and again	Choose one

8. If the provided information is not helpful, click "Contact an associate".

Support tools

- Forums
- Articles
- Seller University

Track and respond to Customer reviews

Watch on YouTube

Learn more

- Improve your feedback rating

Show less

Did this resolve your issue?

My issue is resolved Contact an associate

9. Enter the Order ID then click "Review and submit".

Support tools

- Forums
- Articles
- Seller University

Track and respond to Customer reviews

Watch on YouTube

Learn more

- Improve your feedback rating

Show less

Did this resolve your issue?

My issue is resolved Contact an associate

Additional information

We've reviewed your information. To direct you to the correct associate, provide the following:

Provide an order ID to resolve your issue. Find your order ID here

Enter order ID

Review and submit