

Basics & Settings SOP: Calling Amazon

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Who is this for: Brand Team



Objective: When an issue is urgent or is very complicated, contacting Amazon via phone call will help resolve the issue quickly.

Calling Amazon

For Seller Central Case: best to call in the afternoon. BR does not have phone option. If you are calling about a content/listing issue, ask to be transferred to the catalog team

1. Login to Seller Central
2. In top right-hand corner click Help > Get help and resources
3. Scroll down and click My Issue is not listed
4. Describe your issue
 - a. Tip: use simple terms because some specific options will not let you use the phone call option if Amazon knows a messaging support agent could help
 - b. You can even just type Help and then continue to the next steps and just describe your issue on the phone. However, it is good to have a log and written explanation of the issue so that other agents Amazon transfers us to have the issue in our own words to refer to.
5. Continue
6. Type issue with ASIN in Subject
7. Make sure Phone option is selected and enter your phone number
 - a. You can use your cell because you will most likely be on the line for a minimum of 15 minutes

For Account Health

1. Login to Seller Central
2. Click menu in top left-hand corner > Performance > Account Health
3. In top right of screen there will be a yellow button titled Call me Now, click this
4. Change Subject line to exact issue and include ASIN if applicable

5. Describe the issue

a. If dealing with serious account issue such as account being suspended or deactivation threatened, state that the issue is urgent and requires immediate action

6. Type your cell phone number and click call me now

7. Explain issue clearly to account health rep
