

Catalog SOP: Negative Feedback Removal

10/08/2024 11:41 am CDT

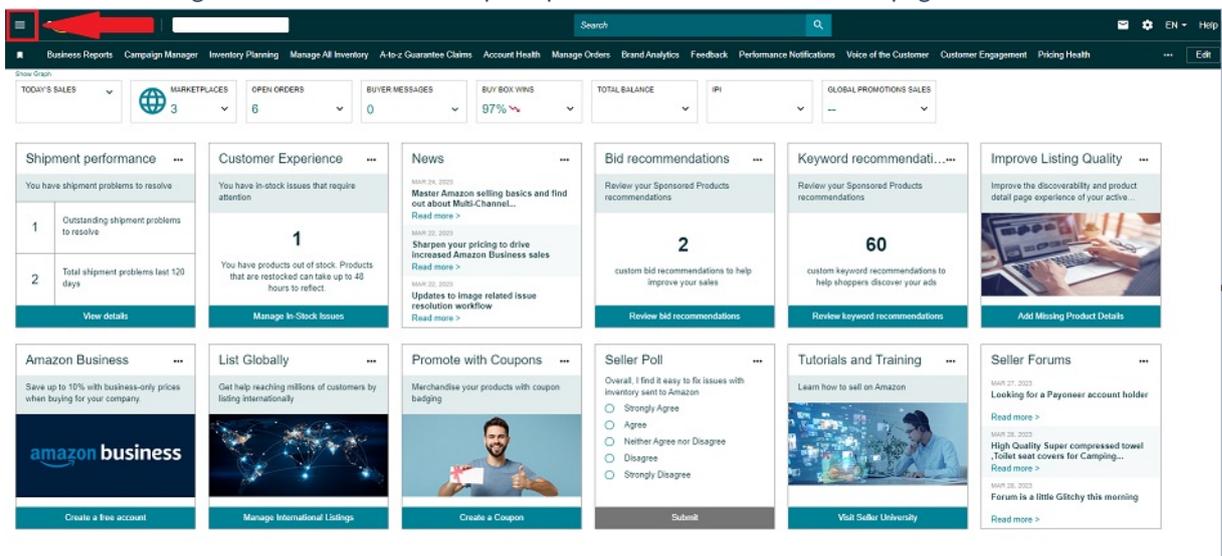


Who is this for: This is for individuals who would like to request the removal of negative feedback.

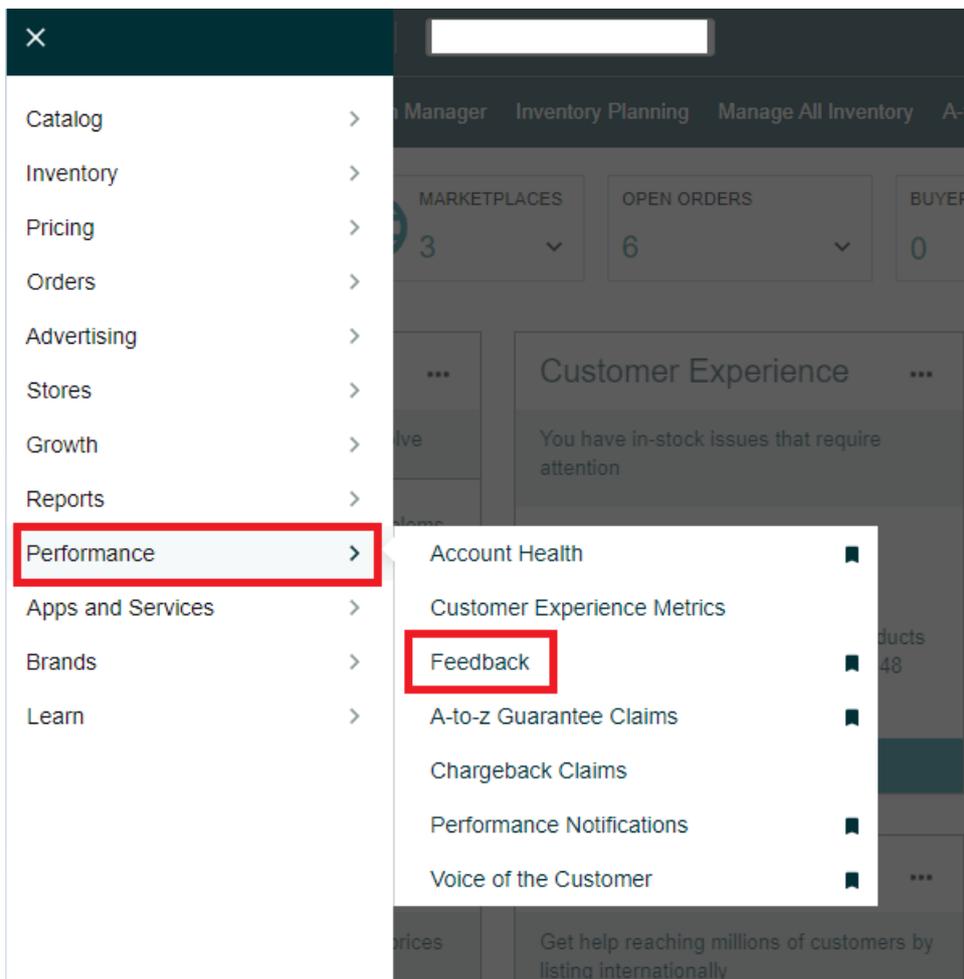


Objective: To provide step-by-step guide on how to remove negative feedback. While Amazon usually does not remove buyer feedback, its crucial to understand the situations where feedback may be removed or strike-through. You may find these in the "Can Amazon remove buyer feedback" help page.

1. Login to your Seller Central account.
2. Click on the "burger" icon located on the top left part of the Seller Central homepage.



3. Hover your mouse over to the "Performance" tab, and then select "Feedback".



- Once you're on the Feedback Manager page, you'll see how much Positive, Neutral, and Negative feedback there has been. Please note that we're only concerned with feedback that was given within the last 30-90 days. We cannot remove feedback older than 90 days.

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. (90 ratings)

	30 days	90 days	365 days	Lifetime
Positive	0 % (0)	100 % (3)	100 % (17)	98 % (88)
Neutral	0 % (0)	0 % (0)	0 % (0)	1 % (1)
Negative	0 % (0)	0 % (0)	0 % (0)	1 % (1)
Count	0	3	17	90

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%.

- To filter only negative feedback, click on the "Negative" button.

Recent Feedback

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

All ratings: Positive Neutral **Negative**

Date	Rating	Order ID	Comments	Actions
11/20/2022	1		Never received the item. There seemed to have been a delivery problem and order was cancelled by someone and returned. I was looking forward to receiving it to use and review. Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
05/29/2022	1		Purchased this on April 26th. On May 29th the eye sight fell off after falling out of my hands (at my waist line) and onto a soft fairway. The piece just fell off. I went to send it back through Amazon and my return window closed yesterday. This is ridiculous. I would like a refund. Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
01/03/2022	1		Realice el pedido y el proveedor nunca envió el producto Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
08/14/2020	1		Box came sealed and EMPTY! Just an empty case! I want a new one sent immediatly!!!!!!	Choose one
06/30/2020	1		I purchased this product in April 2020 and it worked perfectly until late May 2020. It stopped giving me readings on the target. I assumed the battery was low, so I replaced the battery. Unfortunately my next round of golf shortly thereafter resulted in no improvement with the reading results. In June, I emailed the manufacture to trouble shoot my problem. Never received a email response. Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
05/24/2020	1		Ordered my item 2 weeks ago and still hasn't arrived. Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one

6. Since we've already been removing feedback from this account, there aren't any new ones to remove at the moment. I'll show you how to do it as if there was feedback to remove. The top feedback has already been removed (that's why they're crossed out). The bottom feedback has not been removed. Click on Choose One and then click on Request Removal. Amazon may or may not allow us to remove the feedback.

All ratings: Positive Neutral **Negative**

Date	Rating	Order ID	Comments	Actions
06/05/2019	1	113-	Only recourse left. Issue since Apr 0. 2 of 8 pkgs sent for order, called, told to keep partial order, refunded cost. Now charged 100 because not returned. Can't return what wasn't received. Initial help in email, but no more. Chat passed me around, did not listen, gave email with auto no reply. Please remove 689. Item not received as ordered. Email that says Amazon frustrated on this item. Thanks Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
04/29/2019	2	113-	Had good reviews but is just ok not Great for the price is a bit pricy, \$15.00 for 12 pack. I wont buy again. Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
04/23/2019	1	113-	I mailed payment for Amazon to have the biller both times 44 in stock again. I loved it the first 3 packs. I am so disappointed w/ my purchase 4/19. This is not the same toilet paper. It is rough and thin. Is this a bait and switch in your packaging? Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."	Choose one
02/13/2019	1	113-	package received on time; however, the box of 12 bars expired over THREE months ago! (080303 with 11/03/18 expiration. And item is ineligible for returns...how about a refund?	Choose one
02/01/2019	2	111-	A lot of money for such small rolls	Choose one
01/24/2019	1	112-	The description on the website and on the package clearly states it is 3 ply. However, upon receiving it, it is only 2 ply. That is false advertising!	Choose one

Feedback has already been removed. Don't worry about these.

Request removal

7. If they don't allow us to remove the feedback, that's okay. If they do, they will ask if the feedback meets the criteria. Click Yes.

Date	Rating	Order ID	Comments	Actions
06/08/2019	2	111-	excellent berberine. It came a week behind time, good quality, it came with a list of various metals found in the plant. It came in a container w/ a screw on lid, 5amp; it has an additional protective cover, helps keep the yellow powder in the canister. It has a scoop, so you know you need 3 scoops to equal the recommended dose per day. worth the wait for the price given.	Choose one

Amazon only removes feedback in the following cases:

- The feedback includes obscene language.
- The feedback includes seller-specific personally identifiable information.
- The entire feedback comment is a product review.
- Strike through feedback if it is regarding fulfillment or customer service for an order fulfilled by Amazon.

Did the feedback you received meet any of the criteria above?

Yes No

Please note the following:

- Amazon will reply later through a ticket if they remove it.
- Do this for all Negative Feedback within 90 days.

- If denied, follow up with a case on Amazon.

Use the template below as a starting point, and adjust it to fit your specific scenario:

Dear Amazon,

I am writing to report an issue with a recent order that was fulfilled by Amazon. Our product received a negative review that I believe violates Amazon's feedback policy.

The feedback in question [describe the content of the review, including any language or behavior that violates Amazon's feedback policy]. I believe this feedback should be removed as per Amazon's policy.

We believe that Amazon will remove feedback only 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."

We also know that Amazon might strike through feedback in the following cases:

- The order was fulfilled by Amazon
- The order was shipped using the Buy Shipping service

Given the circumstances, I kindly request that you take the necessary steps to remove this feedback from my product listing. I believe that this action would be in line with Amazon's policy and would help to ensure that feedback is fair and unbiased for all sellers
