

Catalog SOP: Chargeback/ A-Z Claims

03/03/2025 11:33 am CST



Who is this for? This SOP is for all individuals and sellers who receive A-to-Z and Chargeback Claims on their SC account.



Objective: This will help you understand what these claims are and how to manage both Chargeback and A-to-Z Claims when you receive them.

SUMMARY:

In the case of an A-to-Z Guarantee claim, the buyer contacts Amazon to mediate a problem with their orders fulfilled by third-party sellers under the A-to-Z Guarantee program. With a Chargeback, the buyer contacts their bank or credit card company to dispute the charge for an order placed on Amazon. In this case, a bank or credit card company decides the outcome of a chargeback, not Amazon.

Chargeback Claims

Often referred to as a charge dispute, happens when a cardholder contacts their bank to challenge a charge related to an order made on Amazon. Various reasons can lead to a chargeback, spanning from not receiving the ordered product to unauthorized credit card usage.

1. Login > [Amazon Seller Central](#)

amazon seller central

Sign in

Email or mobile phone number
target@myamazonguy.com

Password [Forgot your password?](#)

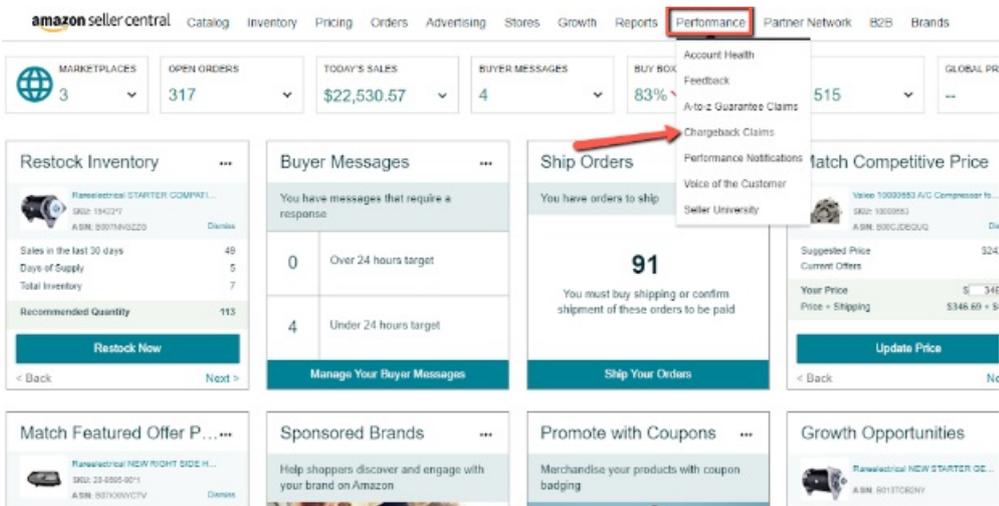
Sign in

By continuing, you agree to Amazon's Conditions of Use and Privacy Notice.

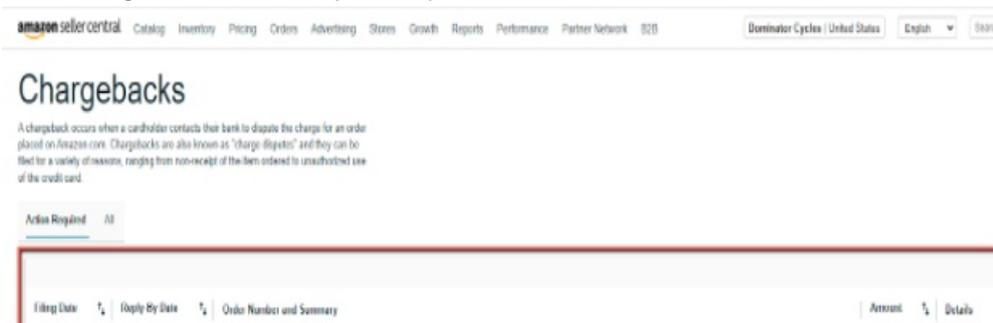
Keep me signed in. [Details](#)

Register now

2. Under Performance, click "Chargeback Claims."



3. On Chargebacks > click “Represent your case”



4. Under “Represent your case” (To fill out the following fields > Copy Order Id. > Go Manage Orders > Search for Order id. > Copy the information needed)

~Fill out Ship Date (Ship by:)

~Fill out the Shipping Method (Carrier)

~Fill out Shipping Speed (Deliver by:)

~Fill out Tracking ID (Tracking ID)

~Fill out Comments ([Chargeback Claims Template](#))

If the buyer claims they received an item that is materially different from what they saw on the website, ask the client for information of the item

~Submit the Appeal

Enter Representation

You can resolve chargebacks by refunding the buyer for the full chargeback amount. Failure to refund or represent with sufficient information within five business days of the chargeback date may result in a debit to your Amazon Payments account.

Review the Chargeback and Order Details

Reply-By Date	Mar 31, 2022
Order Number	111-7929412-3523449
Related Item(s)	Pre-Wired Dominator Industries 1 1/4 Inch Road Glide Meathook Monkey Ape Hanger Handlebars, 14 Inch Rise, Gloss Black for 2015-2021 Harley Road Glides
Chargeback Amount	USD 439.99

Representation Details

Represent your case

Enter as much detail as possible below to help us investigate the chargeback. If you did not ship the items or if they were materially different from your product listing, you must refund the order instead.

Item Details	Ship Date	Shipping Method	Shipping Speed	Tracking ID
Pre-Wired Dominator Industries 1 1/4 Inch Road Glide Meathook Monkey Ape Hanger Handlebars, 14 Inch Rise, Gloss Black for 2015-2021 Harley Road Glides	<input type="text" value="MM/DD/YYYY"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments

Please provide us with any additional information you have relating to this chargeback.

<input type="text"/>
<input type="button" value="Cancel"/> <input type="button" value="Submit"/>

A-to-Z Claims

The Amazon A-to-Z Guarantee provides buyers with an opportunity to obtain full reimbursement for their purchased items from third-party sellers on the Amazon platform. It does not apply to digital products, services, or items fulfilled by Amazon itself.

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amazon seller central

Sign in

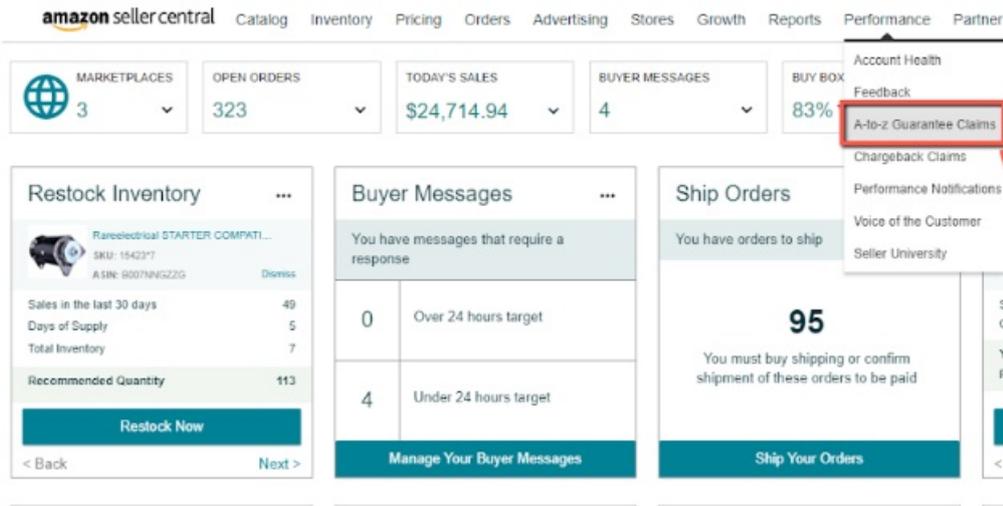
Email or mobile phone number

Password [Forgot your password?](#)

By continuing, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

Keep me signed in. [Details](#)

2. Under Performance > click "A-to-z Guarantee claims"



3. Under "A-to-z Guarantee claims" > click "Option to Appeal"

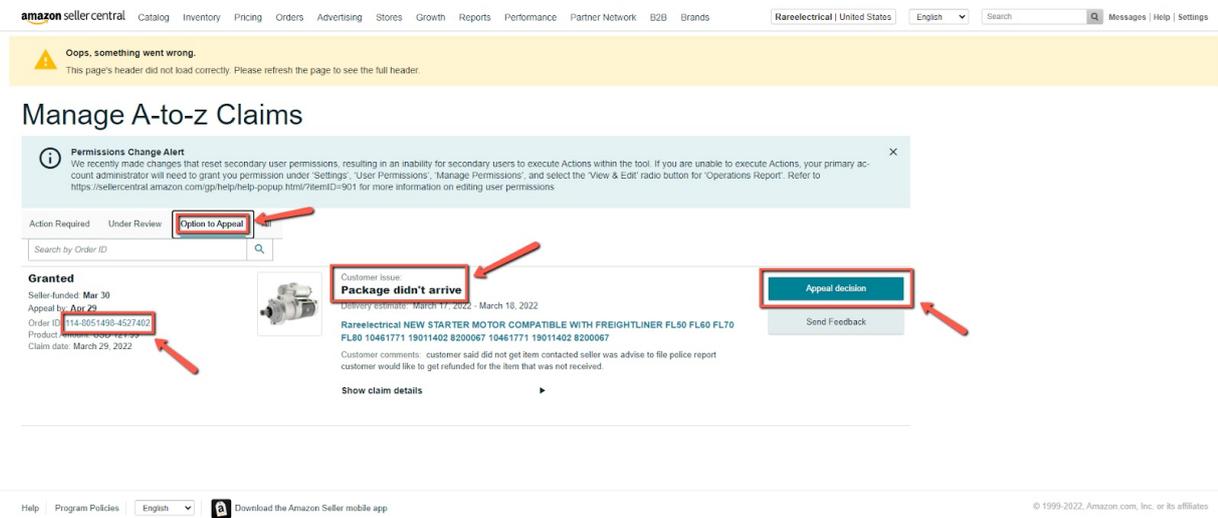
(Get the Order ID > Go to Manage Orders > Search > Get the Order details or simply click the Order ID hyperlink)

Take note of the following:

~Order ID:

~ASIN:

~Customer Issue:



Also important to check and include the following in the appeal:

~Tracking ID (Check if the address is the same as the address on the Order details)

~Delivery Estimate vs Delivery date

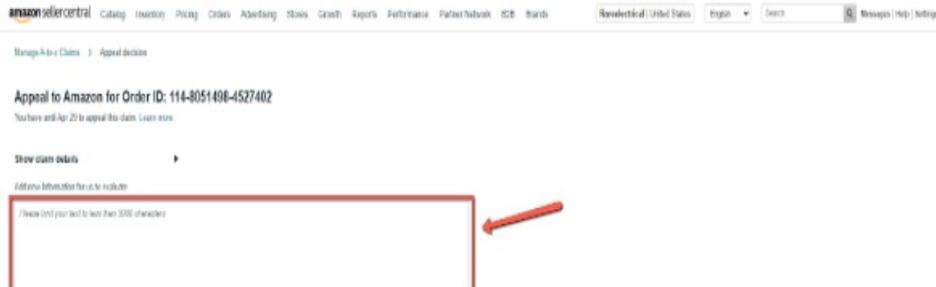
~Buyer-Seller Messages (Check if the buyer contacted and if were responded)

For customer issue other than Package didn't arrive

~[Manage Returns](#) (Check if the buyer requested a return within the acceptable returnable timeline and if the seller received the returned item. See [Amazon Return Policies](#))

4. Appeal Decision ([A-to-z claims Template](#))

5. Submit the Appeal



Refund Reasons and their meanings under Granted A-to-Z Claims:

- *Seller-funded*: the buyer receives a full refund
- *Buyer-funded*: the buyer will not receive the refund
- *Amazon-funded*: Amazon refunds the buyer, while the seller retains the amount from the purchased items
- *Claim withdrawn*: The buyer chooses to discontinue the claim

Template
