

Catalog SOP: Customer Service - Buyer Messages, Refund and Replacement

03/03/2025 11:33 am CST



Who is this for? Applies to all customer service representatives who are responsible for responding to buyer messages, processing refunds, and issuing replacements.



Objective: Facilitate learning and understanding of how to process refunds, replacements, and handle buyer messages.

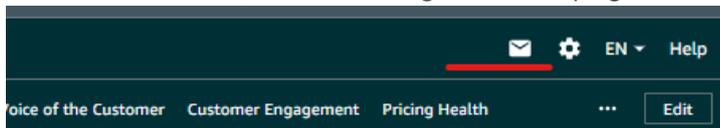
Customer service typically involves providing support to buyers in regards to their purchases, including resolving issues with orders, answering questions about products, handling returns and exchanges, and addressing any concerns or complaints. This is intended to help ensure a positive shopping experience for the buyer, which can lead to increased customer satisfaction and repeat business.

Fulfillment by Merchant: Fulfillment by Merchant (FBM) is a fulfillment option on Amazon where the seller is responsible for storing and shipping their own products to buyers. The seller is in charge of handling customer service and returns for their items. This option allows the seller to have control over their inventory and shipping process, but it also requires them to handle all the logistics and storage costs associated with fulfilling orders. FBM is a popular choice for sellers who want to have more control over the customer experience and the management of their products.

Note: Amazon will handle fulfillment and customer service for items Fulfilled by Amazon. Any form of communication with customers has to be aligned with Amazon [Communication Guidelines](#).

HOW TO CHECK CUSTOMER MESSAGES MANUALLY

1. From Seller Central, click the **Messages** icon on top right corner of the page.



2. New messages will appear under the **Messages Response Needed** option. Check and address every message from the buyer, sample below. See [Communication Guidelines](#).

Business Reports Campaign Manager Inventory Planning Manage All Inventory Shipments A-to-z Guarantee Claims Account Health Manage Orders Brand Analytics Feedback Performance Notifications Voice of the Customer Customer Engage

Messages Response Needed

Enter Order ID or Email Address Search

Messages

Message 1: Inquiry from Amazon customer Robert: Received damaged or def...
 Date: 9 hrs
 Jan 30, 2023
 http://www.amazon.com
 We were not able to send a copy of this message to your email address because the email was bounced by your email service provider.
 Jan 22, 2023 7:16 AM
 Hello [redacted], Thank you for your patience. I can definitely help you out. Can you send me a photo of the item you received?

Message 2: Order delivery inquiry from Amazon customer JenniferLynn War...
 Date: 9 hrs
 Jan 30, 2023
 Please see attached photo.
 We were not able to send a copy of this message to your email address because the email was bounced by your email service provider.
 1A89F80A-0F1E-4947-832A-9C5FA1FC4C07.jpeg
 Jan 27, 2023 5:09 AM
 Hello [redacted], Thanks for the photos. A replacement tumbler will be sent right away.

Message 3: Inquiry from Amazon customer mary yates(Order: 111-6359503-8...)
 Date: 12 hrs
 Jan 30, 2023
 Thank you, I appreciate your help.
 We were not able to send a copy of this message to your email address because the email was bounced by your email service provider.

Message 4: Inquiry from Amazon customer Gretchen Hsu(Order: 114-9799922...)
 Date: 19 hrs
 Jan 31, 2023
 Shipping inquiry from Amazon customer Sarah Bailey(Order: 11...)
 Date: 23 hrs
 Jan 30, 2023 8:24 PM
 Do you happen to have tracking for the item? Thanks!
 We were not able to send a copy of this message to your email address because the email was bounced by your email service provider.
 Select Template
 Characters remaining: 40
 Please limit your response to 4000 characters

3. In this scenario sample, the customer requested a refund because the item never arrived.

Jan 15, 2023 8:52 AM

This item has still not arrived, I would like a refund. Thank you.

We were not able to send a copy of this message to your email address because the email was bounced by your email service provider.

4. Prior to issuing a refund, it is important to investigate the order by verifying the tracking number. This information can be located in the order details page.

Package 1

Action on package 1 Edit shipment Print packing slip

Ship date: Tue, Jan 3, 2023
 Carrier: USPS
 Shipping service: USPS First Class Mail

Tracking ID: 940011120621 1500683

Image	Product name	More information	Quantity	Proceeds
	Yosemite Tumbler for Wine	Condition: New Order Item ID: 0567458 3610	1	Item subtotal: \$14.99 Tax: \$1.05 Refund: -\$16.04

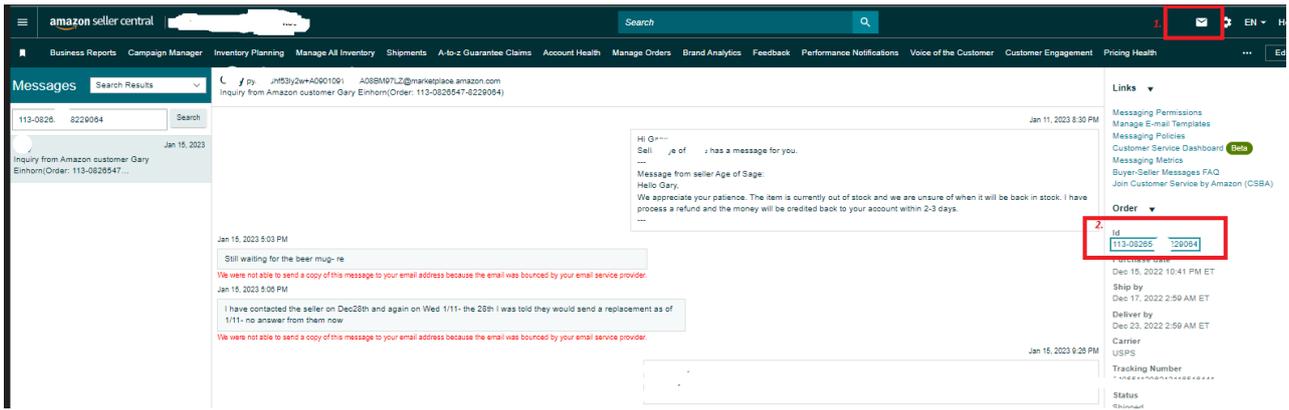
5. If it has been determined that the item was not delivered, you should follow your store's policies to issue a refund or replacement.

HOW TO PROCESS A REFUND

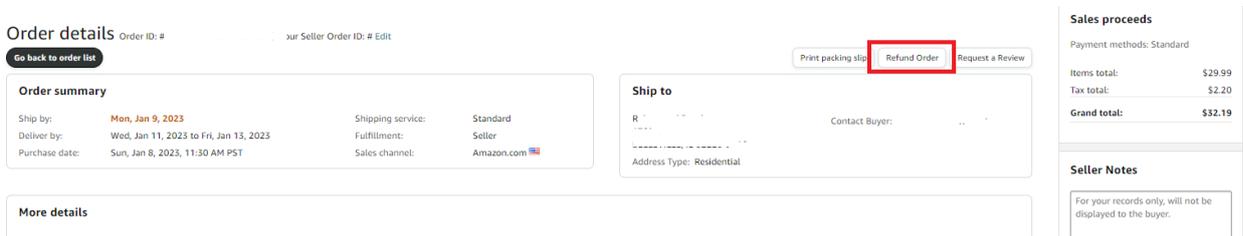
A **full refund** can be issued through a return request after a product is returned to you or for items where you are allowing the buyer to keep the product, (no return is requested).

IMPORTANT: Refunds will reflect in the account in 2-3 business days.

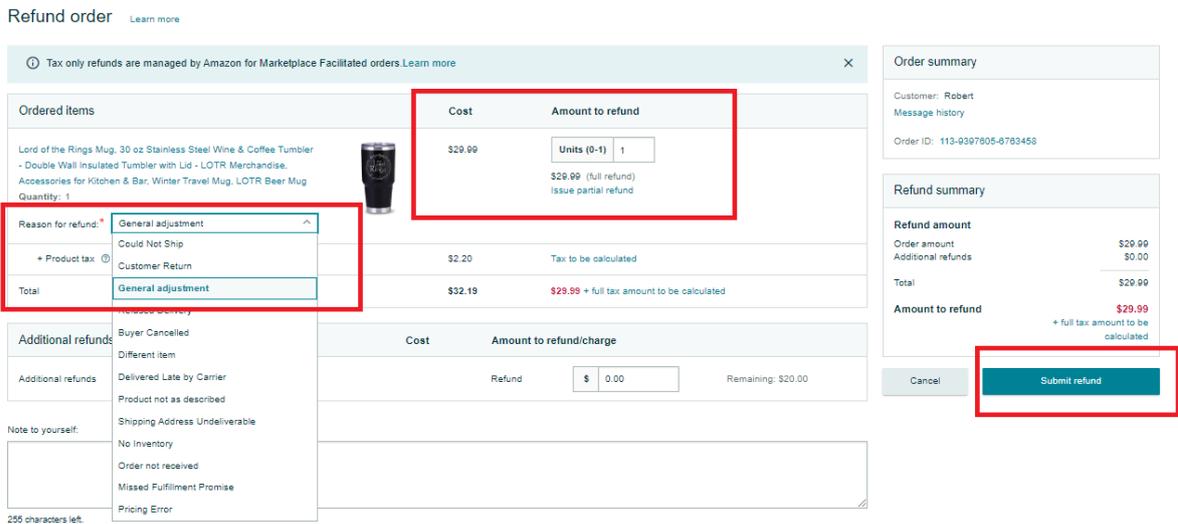
1. From messages click the **Order ID** and it will take you to the Order Details page.



2. Click the **Refund Order** button.



3. Select **General Adjustment** from **Reason for Refund**. Enter the refund amount or issue a full refund in the amount box then **Submit Refund**.



4. Notify the buyer of refund processing completion by replying to their message and informing them that the refund has been issued to their account.

Sample Scenario 2: The item arrived damaged, and the customer wants a replacement order.

Received from: k6z164ykr1kzr+A 14964YN9LA2L (C) @marke_joe.am...n.com
Inquiry from Amazon customer Rol...: Received damaged or defective item(Order: 113-082-7605-61-458)

Jan 21, 2023 10:08 AM

Hello,
We've been contacted by a customer regarding the order identified below.

Order#: 113-082-7605-61-458

Item:

Reason: Received Damaged or Defective Item

Details: The item has arrived, but it was damaged. Please research the issue and contact the customer immediately and help with the replacement.

To respond to this customer, please reply to this e-mail or visit your seller account at the following link:
<https://sellercentral.amazon.com/go/communication-manager/inbox.html>

Sincerely,

Customer Service Department

Amazon.com

<http://www.amazon.com>

NOTE: Before processing an order replacement. Request a photo of the damaged item from the customer and their complete shipping information. Sample email template:

Hello (Customer's Name)

We apologize for the damaged item you received. We want to make sure you have the best experience possible and I am here to help. Would it be possible for you to provide a photo of the item? Thank you for reaching out to us.

- Once they are provided, follow below instructions.

HOW TO PROCESS AN ORDER REPLACEMENT

1. From Messages, click the Order ID of the customer. It will take you to the Order details page.

The screenshot shows the Amazon Seller Central interface. The 'Messages' section is active, displaying an email from Amazon customer Gary Einhorn (Order: 113-082-7605-61-458) dated Jan 16, 2023. The email content includes a message from Seller Age of Sage and a response from the seller. The Order ID '113-082-7605-61-458' is highlighted in red in the 'Order' dropdown menu on the right side of the interface.

2. Copy the SKU of the item that needs replacement.

Order details Order ID: # 112...04687-1 448 | Your Seller Order ID: # Edit

[Go back to order list](#) [Print packing slip](#) [Refund Order](#) [Request a Review](#)

Order summary

Ship by: **Tue, Dec 20, 2022** Shipping service: **Standard**

Deliver by: **Thu, Dec 22, 2022 to Tue, Dec 27, 2022** Fulfillment: **Seller**

Purchase date: **Mon, Dec 19, 2022, 11:07 PM PST** Sales channel: **Amazon.com**

Ship to

Contact Buyer: **M.**

Address Type: **Residential**

More details

Tax Collection Model: MarketplaceFacilitator Tax Collection Responsible Party: Amazon Services LLC

Order contents

Status	Image	Product name	More information	Quantity	Unit price	Proceeds
Shipped		of ... Do... eess with Mar... ins You'll Get Jurasskickled Rose Gold Tum... Sta... Steel Mon... ter w/ Lid for H... Cold Dr... Insulated Tum... rs for Wome... ravel Mug, 30 oz r... nbler	Conditions: New Order Item ID: 49516365... J94	1	\$29.99	Item subtotal: \$29.99 Tax: \$1.99 Item total: \$31.98

Sales proceeds

Payment methods: Standard

Items total: \$29.99

Tax total: \$1.99

Grand total: \$31.98

Seller Notes

For your records only, will not be displayed to the buyer.

3. Go to **Manage Inventory**. Paste the **SKU** in the search box and click **Search**. Check the box next to "Edit" and open the drop-down menu in the **action** selection box near the search bar.

Action on 1 selected 1 product(s)

Filters: Status: All Active Inactive Incomplete Listing Removed Search Suppressed | Fulfilled By: All Amazon Merchant | Search:

<input checked="" type="checkbox"/>	Save all	Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN	Date Created Status Changed Date	Available	Inbound	Unfulfillable	Reserved
<input checked="" type="checkbox"/>	Edit	Active		M 7461-FBM New	1210...	Disabled	...	12/15/2022 20:03:17 12/16/2022 03:46:25	986			

4. Select **Create Fulfillment Order**.

Manage Inventory [Learn more](#) | [Take the tour](#)

1 product(s)

- Change shipping template
- Print item labels
- Create fulfillment order**
- Create removal order
- Set replenishment alerts
- Send/replenish inventory
- Change to Fulfilled by Amazon
- Change to Fulfilled by Merchant
- Match Low Price
- Close listings
- Delete products and listings
- Advertise listing

Image	SKU Condition	Listing ID	Custom	Pl	At
	7461-FBM New	1210...	Disabled	Av	n't m Bi

Help Program Policies English

5. From the Multi-Channel Fulfillment Order page, fill in the necessary fields. Check if all the information is correct and click **Place Order**.

Place a Multi-Channel Fulfillment Order

Enter your customer's shipping address, items, and shipping speed to place an order. Looking to automate this process? [Learn how](#)

1. Enter customer address

Country
United States

International postal addresses allowed

Full name

Street address
Street address, P.O. box, company name, c/o
+ Add a line

City

State / Province ZIP / Postal code

Customer Contact Information

Phone number
+1 (555) 123-4567

Email address
customer@mail.com

Optional

2. Add items

Search by title, MSKU, ASIN, or FNSKU

Only ship with blank boxes

Block Amazon Logistics as a carrier for this order

SKUs Units

Use the search field above to add items to this order

Order ID
Will generate if left blank

Packing slip comments
Thank you for your order

+ Optional details

3. Select shipping speed

Standard
Arrives by:

Expedited
Arrives by:

Shipping Details Estimates

Shipping weight : -
Latest ship date : -
Latest delivery date : -
Order total : -

Place order Create hold order

6. Go back to messages and provide the customer information about their order replacement.