

Catalog SOP: Product Condition Customer Complaint (Damaged/Defective)

10/09/2024 2:59 pm CDT



Who is this for? This SOP is for the customer service team and warehouse staff who are responsible for handling customer complaints and ensuring that products are shipped to customers in good condition.



Objective: To provide a Standard Operating Procedure (SOP) to handle customer complaints about damaged or defective products and to take preventive measures to ensure that the issue does not occur again.

This issue is caused by customer complaints who received damaged/defective products. The complaint will show up on the account health page:

The screenshot displays the Amazon Seller Central Account Health dashboard. It is divided into three main sections: Performance, Policy Compliance, and Shipping Performance.

- Performance:** Shows Seller Fulfilled (0%) and Fulfilled by Amazon (0%) metrics. Below this, it lists 'Products of three different metrics' with 0% for each.
- Policy Compliance:** Features an 'Account Health Rating' of 'Good' (indicated by a green bar). It lists various violation categories with counts: Suspected Intellectual Property Violations (0), Received Intellectual Property Complaints (0), Product Authenticity Customer Complaints (0), **Product Condition Customer Complaints (1)** (highlighted with a red box and a warning icon), Food and Product Safety Issues (0), Listing Policy Violations (0), Restricted Product Policy Violations (0), Customer Product Reviews Policy Violations (0), and Other Policy Violations (0). A 'View all (1)' link is provided.
- Shipping Performance:** Lists 'Late Shipment Rate' (Target: under 4%), 'Pre-fulfillment Cancel Rate' (Target: under 2.5%), and 'Valid Tracking Rate' (Target: over 95%).

When you click on **PRODUCT CONDITION CUSTOMER COMPLAINTS**, you will be able to see details of the issue.

listings associated with your account that violate Amazon policy. View a full list of our policies for more detail.

Seller Forums: ask other Sellers and Amazon

After starting an Appeal, you can search for additional listing violations that can be grouped into the same appeal.

The screenshot shows the details of a 'Product Condition Complaint - Expired'. The table below summarizes the complaint information:

Reason	Date	What was impacted?	Action Taken	Next Steps
Product Condition Complaint - Expired	May 31, 2022	ASIN: [Redacted]	Listing at risk of removal	View appeal

At the bottom of the page, there is a pagination control showing 'Page 1 of 1' and a 'Go' button, along with a '25 per page' dropdown menu.

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New After starting an Appeal, you can search for additional listing violations that can be grouped into the same appeal.

Reason	Date	What was impacted? ASIN	Action Taken	Next Steps Help me address these issues*
Product Condition Complaint - Expired	May 31, 2022	[REDACTED] Capsules) ASIN: [REDACTED]	Listing at risk of removal	View appeal

Customer Complaint Summary: The expiration date on the product is around 2 months from today.

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Try to find out the root cause of the problem and update the template below accordingly.

DAMAGED/DEFECTIVE (3 parts)

1. We have not checked all products we received from the manufacturer. Some products arrive damaged because of the lack of proper protective shipping equipment.
2. They did not package each item properly as we shipped it to customers causing damages to its inner parts or tools during shipment to the customers.
3. Lack of proper packaging and protective shipping material caused items to arrive damaged.
4. This lack of quality control process and care led to the products arriving damaged or defective.

Preventive actions we have taken to prevent future complaints:

1. We responded to all customer complaints and issued a full refund or free replacement.
2. We audited our catalog to ensure all listings are solid and in the proper condition and all of them have proper packaging.
3. We have had a warehouse-wide meeting with the warehouse division informing the packagers that there were complaints about products being damaged or defective due to potential defects caused by the shipping process while being shipped from our warehouse to the buyer.
4. We reviewed their shipping and packaging processes and reinforced our shipping policies to ensure that these issues will not happen again. We restocked protective materials such as bubble wrap, and scratch-resistant papers which go over our products before shipping them to customers.
5. We as a company have reviewed all of Amazon's policies, paying special attention to the item condition policies to ensure our policies match and exceed Amazon's guidelines.

The steps you have taken to prevent the issue going forward

1. We have taken the extra step to order fragile stickers to put on our packages to ensure our postal carrier does not damage the products, and we have communicated this to our carrier representative as well. This will ensure the products will not be damaged during the shipment to warehouses or customers.
2. Management will routinely check and audit the shipment process to ensure all in-house rules and Amazon rules and regulations are being followed.
3. We will check every unit we receive from the manufacturer and make sure it is not damaged or defective. We have a better quality control process with the manufacturer that will ensure any of our products are not defective.

The manufacturer will check every item prior to shipping them out to us.

4. We take all responsibility for this incident and we have learned from this issue. We confirm this will never happen again in the future.

Dear Amazon Team,

We are confident that the information provided is sufficient in addressing the issue which caused the complaint and addressing our plan to correct the issue and make sure it does not happen again. We appreciate your support to help us keep selling on Amazon. We offer a great level of shopping experience to our customers and try to do our best on Amazon. Please review our appeal and reinstate our listing.

DAMAGED/DEFECTIVE (2 parts)

1. We have not checked all products we received from the manufacturer. Some products arrive damaged because of the lack of proper protective shipping equipment. Some products have mass production defects.

2. They did not package each item properly as we shipped it to the customer causing damages to its inner parts or tools during shipment to the customers.

3. Lack of proper packaging and protective shipping material caused items to arrive damaged.

4. This lack of quality control process and care led to the products arriving damaged or defective.

Preventive actions we have taken to prevent future complaints:

1. We responded to all customer complaints and issued a full refund or free replacement.

2. We audited our catalog to ensure all listings are solid and in the proper condition and all of them have proper packaging.

3. We have had a warehouse-wide meeting with the warehouse division informing the packagers that there were complaints about products being received damaged or defective due to potential defects caused by the shipping process while being shipped from our warehouse to the buyer.

4. We reviewed their shipping and packaging processes and reinforced our shipping policies to ensure that these issues will not happen again. We restocked protective materials such as bubble wrap, and scratch-resistant papers which go over our products before shipping them to customers.

5. We as a company have reviewed all of Amazon's policies, paying special attention to the item condition policies to ensure our policies match and exceed Amazon's guidelines.

6. We have taken the extra step to order fragile stickers to put on our packages to ensure our postal carrier does not damage the products, and we have communicated this to our carrier representative as well. This will ensure the products will not be damaged during the shipment to warehouses or customers.

7. Management will routinely check and audit the shipment process to ensure all in-house rules and Amazon rules and regulations are being followed.

8. We will check every unit we receive from the manufacturer and make sure it is not damaged or defective. We have a better quality control process with the manufacturer that will ensure any of our products are not defective. The manufacturer will check every item prior to shipping them out to us.

9. We take all responsibility for this incident and we have learned from this issue. We confirm this will never happen again in the future.

Dear Amazon Team,

We are confident that the information provided is sufficient in addressing the issue which caused the complaint and addressing our plan to correct the issue and make sure it does not happen again. We appreciate your support to help us keep selling on Amazon. We offer a great level of shopping experience to our customers and try to do our best on Amazon. Please review our appeal and reinstate our listing.
