

# Catalog SOP: Product Authenticity Customer Complaint

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**Who is this for:** This is for sellers on Amazon who receive customer complaints regarding the authenticity of their products. It provides a framework for the seller to investigate the issue, take corrective actions, and appeal to Amazon.



**Objective:** This standard operating procedure (SOP) outlines the steps to be taken when a customer complains about the authenticity of a product purchased from the seller. The SOP provides guidelines to investigate the root cause of the complaint, take corrective actions to prevent future complaints, and submit an appeal to Amazon.

This issue happens when a customer complains about the authenticity of the product they received. The complaint will be displayed on the account health page. <https://sellercentral.amazon.com/performance/dashboard>

led by Amazon

0%  
of 6,281 orders  
60 days

0%

0%

0%

### Policy Compliance

Account Health Rating <sup>Beta</sup> Good

Target: 0 Issues

Fulfilled by Seller and Amazon

Suspected Intellectual Property Violations	0
Received Intellectual Property Complaints	0
Product Authenticity Customer Complaints	0
Product Condition Customer Complaints	1
Food and Product Safety Issues	0
Listing Policy Violations	0
Restricted Product Policy Violations	0
Customer Product Reviews Policy Violations	0
Other Policy Violations	0

### Shipping Perform

Late Shipment Rate  
Target: under 4%

Pre-fulfillment Canc  
Target: under 2.5%

Valid Tracking Rate  
Target: over 95%

Review the performance notification received for this specific issue. Try to find as much information as possible. <https://sellercentral.amazon.com/performance/notifications>

### **Causes of Inauthentic Complaints:**

1. Damaged box/packaging.
2. Incomplete product information, mainly the origin of the product.

### **Documents that may be asked by Amazon:**

1. Product packaging images, all sides of it. Make sure the barcode is clearly shown.
2. Manufacturer Invoice.
3. Brand Authorization letter if you're a reseller of the product.

### **Disclaimer:**

1. If you only get 1 inauthentic complaint, there's a possibility that Amazon will ask you to acknowledge the violation in account health and the issue will be cleared.
2. If you get constant inauthentic complaints from many customers, Amazon may ask you to explain by providing a plan of action (PoA).

You can use the following template for most issues. Please note that these are templates and should be updated accordingly. If it is not accepted the first time, talk to the account health team and try to find more details about the problem. Update the appeal accordingly and submit it again.

### **Template:**

Root causes of the complaints about the authenticity of our items:

1. We received some items in defective packaging and repackaged them in generic boxes. Since the packaging did not have the brand name, buyers complained about them as being inauthentic.
2. We have not checked all products we received from the manufacturer. Some products have mass production defects. That caused some of the complaints about the product being inauthentic.
3. We have never sold inauthentic products to our customers. Please see the attached invoices. We understand our mistakes have caused the customer complaints and we are completely responsible for them.

Corrective 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 in the proper condition and all of them have proper packaging. We made sure all packages have the correct brand name on them.
3. We as a company have reviewed all of Amazon's policies, paying special attention to the Best Practices in Product Authenticity and Quality [https://sellercentral.amazon.com/help/hub/reference/202010130?ref=srsl\\_gsbp\\_pq](https://sellercentral.amazon.com/help/hub/reference/202010130?ref=srsl_gsbp_pq), Amazon Anti-Counterfeiting Policy [https://sellercentral.amazon.com/gp/help/201165970?ref=srsl\\_pol\\_pq](https://sellercentral.amazon.com/gp/help/201165970?ref=srsl_pol_pq), and the Amazon General Seller Best Practices [https://sellercentral.amazon.com/gp/help/200587810?ref=srsl\\_bppa\\_pq](https://sellercentral.amazon.com/gp/help/200587810?ref=srsl_bppa_pq).

The steps you have taken to prevent the issue going forward:

1. We will never use generic boxes as packaging again in the future. We have ordered more customized packaging from the manufacturer to make sure we can use them if any of the items' packaging is damaged.
2. 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. Manufacturer will check every item prior to shipping them out to us.
3. We take all responsibility for this incident and we have learned from this issue. We confirm this will never happen again in the future.
4. 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 to make sure it does not happen again. We appreciate your support to help us keep selling on Amazon.

#### Amazon's template:

I will take preventative measures to ensure that I do not sell products that have been illegally replicated, reproduced, or manufactured.

I will verify the accuracy of my products and will not list unbranded items on branded products.

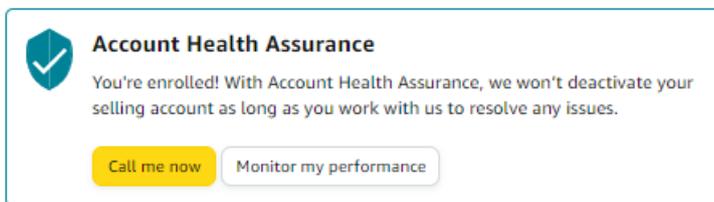
I will develop processes to ensure that all my branded products are legitimate and authentic.

I understand that if I receive similar complaints in the future, my Amazon Selling account may be deactivated.

I acknowledge that I have read, understand, and agree to comply with the Best Practices in Product Authenticity and Quality [https://sellercentral.amazon.com/help/hub/reference/202010130?ref=srsl\\_gsbp\\_pq](https://sellercentral.amazon.com/help/hub/reference/202010130?ref=srsl_gsbp_pq), Amazon Anti-Counterfeiting Policy [https://sellercentral.amazon.com/gp/help/201165970?ref=srsl\\_pol\\_pq](https://sellercentral.amazon.com/gp/help/201165970?ref=srsl_pol_pq), and the Amazon General Seller Best Practices [https://sellercentral.amazon.com/gp/help/200587810?ref=srsl\\_bppa\\_pq](https://sellercentral.amazon.com/gp/help/200587810?ref=srsl_bppa_pq).

#### What if my appeals are constantly get denied?

The best thing to do is get more information from Amazon. Call Amazon's account health support by going to Performance > Account Health > Look for the yellow "Call me now" button:



Provide a short description of your issue and a short summary of the plan of action:

Short description

Inauthentic Complaint - ASIN B0xx

Please describe your issue

Greetings Amazon,  
Our appeals were constantly rejected. We've provided a good plan of action and attached supporting documents. Can you please help us identify what we've missed?

Contact method

Phone

Your number

(720) 888-8888

Ext.

United States



Try a different image.

Type the characters you see in this image.

72zrh5

Call me now

If you can't find the "Call me now" button from account health, please click this [link](#).