# Cases SOP: Case creation and monitoring basics

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> **Who is this for:** Brand Team

> **Objective:** Case creation and monitoring basics. Step by step process for opening cases, monitoring and updating Asana

**Article information and steps.:**

Case Creation and Monitoring Basics

Before Opening a Case:

If the case happens to deal with product detail changes such as Titles, Bullet Points, Images, etc.: Check that in Salesforce and on the back end of Seller Central (Seller Central > Manage Inventory > ASIN Edit Button) that everything is correct and how we want it.

If not, make the needed changes (make sure in Salesforce you hit Update CA, give it a day) and if still does not match the desired content, make a case.

Opening a Case:

Seller central: login (depending on the issue this will either be done through the shared brand protection email login or the brand specific login) and locate the Help button in the top right corner, click Get Help and Resources and follow the prompts.

- Select an Issue to resolve: Look through these options and, if applicable, choose the option that fits the issue you are looking to address.

o   If you choose one of the options given, it will take you to a second screen where they will ask for the ASIN as well as prompting you for a more detailed reason. This will be followed by ways you can fix the issue without needing to create a case. If you have already tried these, click "Contact an Associate". The procedures for this will be the same as clicking "my issue is not listed".

o   My Issue is not listed: A text box will open for you to explain the problem. This text box should always have the following information:

   ASIN-If the case is for ASIN creation this can be substituted for a UPC and/or SKU.

🚩 Detailed description of the issue(s) you need help with

🚩 Every message should include: "we are the owner, manufacturer, and hold Brand Registry"

o   Once you have your message written click the continue button.

🚩 Make sure you change the Subject line to represent the issue you are trying to resolve as well as the ASIN/Product Identifier.

🚩 Select how you would like to contact Amazon and then hit send:

• Email – Typically used as the first step in case creation unless issue is urgent. This option is also the best option if you have attachments that need to be sent with the case.

• Phone – Used for urgent issues or when live support is the only option – Prepare for at least 15-45 minutes on the phone.

• Chat – Use last, prepare for 15-45 minutes with chat screen open.

Brand Registry: Occasionally you will be told by Seller Central that you need to open the case you are working in Brand Registry.

• Login to Brand Registry

• Click on "Support" at the top of the screen

• Select Contact Brand Support

• Click "Technical Issue" in the list on the left side of the screen-This will bring up the options for a chat or email. Brand Registry does not currently have access to phone call support. Make sure you change the Subject line to represent the issue you are trying to resolve as well as the ASIN/Product Identifier. Type out your message the same as you would in Seller Central cases and submit.

***Once a case is created you will get a Case ID, make sure to stop at this point and update Case Management Tab in ASANA***

Updating ASANA With Case Information:

Open ASANA: Navigate to the Case Management project board and locate the brand you have opened a case for. Fields that are most important to have filled out:

• Title – Case ID #

• Brand

• ASIN and/or SKU

• SC or BR

- Issue – What the case is about

- Date Started

- Status

- Last Checked

Best practice is to update the notes on the case with any new changes.

Case Monitoring:

- Cases should be checked daily for updates from Amazon.

- Cases that are not monitored and responded to regularly will be closed by Amazon and a new case will have to be opened. Staying on top of cases and keeping them open helps us to keep all the information shared in one place and streamlines communication with the Amazon reps. Most cases have a 72-hour window for us to respond. If there is ever a time when you are not going to be able to respond in that window due to needing to gather information or other unforeseen circumstances, you can request that they keep the case open.

Specific case type, sample wording, responses and tips will follow in separate case SOPs. Cases are ever evolving and how Amazon processes our cases, responds, and the information they will request will change and evolve over time. Don't be afraid to reach out to your trainer/supervisor with any questions.