



WAREHOUSE INTEGRATION PLAYBOOK



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About the Program:

Warehouse Integration is an invite only program which enables brands to launch their retail warehouses on the Amazon marketplace and make available the selection and inventory from these warehouses to the customers on Amazon marketplace

What are benefits of Warehouse Integration?

1. Increase your warehouse sales by making your offline warehouse selection available to crores of customers on Amazon.in
2. Get Prime Badging and FBA tag for your listings
3. Make your listings eligible for faster delivery options* thereby enhancing customer shopping experience

** subject to operational performance*

How does the seller integrate warehouses with Amazon via SmartConnect?

SmartConnect enables sellers to launch their inventory sources live on Amazon marketplace using their existing order and inventory management solutions. This is done via API integration between Seller's systems and Amazon using the SmartConnect APIs. APIs can be used for inventory integration and order integration. Sellers can integrate their warehouse with Amazon in two ways:

1. Direct Integration – Sellers who have an in house or 3P tech team available at their end can opt to integrate directly with the SmartConnect APIs. Sellers here can go for either only inventory API integration & use Amazon SmartConsole OMS to process orders or they can go for both order and inventory API integration.
2. Via Connectors – Integrating warehouse via connectors when the sellers do not have the tech capability to integrate directly. This can be done via CData integration, pre integrated systems and 3P connectors.
 - 2.1 **CData Integration:** Sellers who do not have a full-fledged tech team available at their end but have an IT/Tech support infrastructure present or if they sellers are not keen on an integrating with SmartConnect from the scratch, can opt for integrating with SmartConnect via CData. CData is a company specializing in system to system integrations with whom Amazon SmartConnect has partnered with to enable sellers to get integrated without much effort. CData have developed readymade integration connectors between most of the commonly used ERP/WMS/OMS/POS solutions used by offline sellers and SmartConnect. CData team will work with the seller IT/Tech teams to help them integrate their systems with SmartConnect, thus reducing both time and tech effort required for SmartConnect integration. In this case as well sellers can use the Amazon OMS i.e. SmartConsole to process orders if their in house OMS/POS is not capable of processing online orders.
 - 2.2 **Pre - Integrated Systems:** For Sellers who do not have any tech team present at their end, Amazon SmartConnect has already integrated with leading POS solutions. The sellers can directly get in touch with the POS provider to directly start using the POS to start selling on Amazon. These are readymade solution and thus no tech effort is usually needed to get a seller on boarded onto these solutions.
 - 2.3 **3P Connectors:** For Sellers who do not have any tech team present at their end, Amazon SmartConnect has already integrated with leading connectors. The sellers can directly get in touch with the connector provider to directly start selling on Amazon.

The purpose of this document is to put forward detail SOP for the Warehouse Integration (WI) program. With this document we intend to cover seller journey on WI from prelaunch to launch to post launch processes. The document is divided into below mentioned 13 sections.

1. Launch Process (Seller Onboarding)
2. Launch Requirements
3. Operational Requirement
4. Performance Management
5. Seller Central
6. Listings
7. Fees
8. Customer Returns

9. Role of Connector
10. Escalation Mechanism for Seller Issues
11. Escalation Mechanism to Seller
12. Glossary
13. FAQs
14. Appendix

1. Seller Onboarding:

- a) Active Seller central account is must. In case you don't have one, create a selling account on Amazon. You can do this by registering on this [link](#)
- b) Seller & connector integration should be completed and commercials should be closed. Seller to share acknowledgement mail as per blurb mentioned in Appendix - 8
- c) If the seller wants to integrate directly with Amazon they need to have the share the tech inputs as per the below checklist:

Checklist
Warehouse Entitlement
Selection Entitlement
POS for warehouse or WMS for warehouse
ERP(ex:SAP, Oracle, Navision etc.)
Real time inventory sync at site(Y/N)
Is warehouse OMS system capable of processing online orders(Y/N)
Central POS/ERP server capable of integrating with REST APIs to publish real-time inventory to Amazon server/system(Y/N)
In-house development team, which experience in integrating with REST APIs(Y/N)
3rd Party Connector Name(if brand is already integrated to other marketplace through any connector)

Please refer to appendix-1, for details about checklist w.r.t Warehouses leads submission.

2. Launch Requirement

Enrollment Process: Seller can reach out to their Account Manager or the connector if they want to initiate warehouse integration at their warehouse. AM or connector will share the lead with the Store Integration Team. In general, a site launch takes 4-5 weeks' time provided there are no constraints in tech or BAU. Amazon WMS is integrated with few connector for the WI program and seller can find the details in the appendix. If seller does not work with any connector, they can either reach out to any of them or put NA in the connector column while sharing the details with their Account Manager.

Ops Readiness: Once the site is released for 4M readiness and training, seller needs to ensure that the printer, scanner & packaging material are procured by the sites. The seller needs to confirm their site readiness by uploading relevant purchase invoices and site 4M photos on the simulation link: <https://amazonsimulation.in/login>. Seller can find the detailed requirements in the appendix. Once the seller uploads all the proofs in the simulation link, Ops team will reach out to the seller for final confirmation. Seller should also get in touch with the connector to complete WMS training.

3. Operational Requirement

CPT (Critical Pull Time): Site is required to processes all the orders in the same day CPT by the time mentioned in the ExSD (Expected Ship Date) of the shipment. Any delay in the processing of the shipment beyond ExSD would lead to LSR (Late Ship Rate) and would be considered as a performance miss by the site.

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Order Processing Methodology: Site is expected to process orders as per the CPTs. Orders in the next CPT needs to be prioritized over future CPT orders.

Once the same day CPT order has been processed, the site can choose to process future orders. But, it should be noted that, if the shipment is slammed (Ship Label generated) before the next CPT, all those shipments, needs to be handed over to the LM pick-up.

Handover-miss: All the orders that has been slammed before the CPT, should be picked, packed and be handed over to LM pick-up (irrespective of the CPT of the shipment). Any miss in the handover of those orders would be counted as hand-over miss and would amount to performance of the site.

Virtual Processing: If the ship-label is generated without the item being picked & packed, would result to Virtual Processing. This is strictly prohibited. Site found guilty of it would be de-activated.

Transportation Pick-up process: LM team pick-ups the item post the ExSD. Generally, LM team has a TAT of 2-4 hrs after the CPT to pick-up the shipments. Sites can reach out to Ops POC, if the pick-ups have not completed on the same day for all the slammed shipments.

Holiday Management: All the sites are required to apply for leaves, to cancel the CPT, if they would not be operational on a particular day. Please visit Seller Flex portal > Settings > Holiday Management and apply for the leave. Sellers will be able to apply for holidays up to 7 days before the holiday start date.

Site Training: Incase sites are using 3PL WMS to process the order, the training will be scheduled by Connector.

4. Performance Management:

Sellers are expected to always ship on time, ensure orders are not cancelled and have a high bar on product quality. Performance is measured across metrics such as Late Ship Rate (LSR), Cancellation Rate (CR), Order Defect Rate (ODR), Seller Controllable Return Rate (RR) & Stuck Order Rate (SOR). Strikes would be issues basis the severity of the misses and could lead to site de-activation.

Site may be deactivated depending on -

1. Frequency and severity of miss in performance metric (LSR, CR, ODR, RR & SOR)
2. Delay in hand over to pick-up partners
3. Site being inactive for prolonged periods – If site does not have any outbound for more than 30 days
4. Not adhering to applicable compliance regulations.
5. Violating Seller Code of Conduct and Amazon's policies – In case of unprofessional behavior towards our delivery associates or Amazon employees
6. Contingency situations including infrastructure issues at Seller Flex sites like printer breakdown/ power or internet outage/ insufficient packaging materials or in case of bandh/political unrest or emergency holiday

Seller would be receiving performance report on weekly basis for last 12 weeks. Below is the format of the performance report.

Below are the performance guardrails for Warehouse sites at a weekly level

Performance Parameters		
Metric	Warehouses	Comments
LSR	0.05%	Minimum 5 order missed ExSD
CR	0.05%	Minimum 5 order cancelled
ODR	0.05%	Minimum 5 orders having 1 or 2 ratings
SOR	1.00%	Minimum 5 orders are stuck

Performance would be tracked on weekly basis and the site would be given strike, if they miss any of the performance guardrail. Strike will be accumulated for rolling 3 months (12 week) period. Strikes for a metric will be counted separately.

- Strike-1: Site would be informed about the strike along with a warning message
- Strike-2: Site would be informed about the strike along with a warning message
- Strike-3: Site would be de-activated and the seller would need to submit POA for re-activation of the site

- Strike-4: Site would be de-activated and the seller would need to submit POA for re-activation of the site
- Strike-5: Site would be permanently deactivated

High quantum Misses: If a site misses more than 35 units (on a day or in a week) in LSR, CR or SOR, the node will be instantly deactivated.

Low Outbound: If a site is having zero inbound in last 30 days, the site would be de-activated.

Seller can raise a case in Seller Central in case they want to challenge their strike, with details about the factors which were non-seller controllable, which led to the miss. Amazon team will validate the case and take a decision of whether to remove or keep the strike.

Definition of performance parameters:

- CR: Seller controllable Cancellation Rate (CR) is calculated basis the orders which are cancelled by the seller after accepting the order.
- LSR: Late Ship Rate occurs when the site does not process an order within the CPT timings. This occurs when the shipment has not be picked, packed and slammed within the CPT timings.
- ODR: Order Defect Rate happens when customer posts low rating review for an order (rating of 1 & 2)
- SOR: Stuck Order happens when the physical movement of order/shipment during the processing of the order is not in sync with the order status information passed on to Amazon system by Seller's WMS. This could also happen, if the order has not been processed by the seller even after the ExSD have passed.

Please refer to appendix-2 for details on the Performance Metrics.

5. Seller Central –

Watch these training videos to understand how selling on Amazon works

1. Selling on Amazon Overview Video:
https://sellercentral.amazon.in/gp/help/help.html?itemID=201557390&language=en_IN&ref=ag_201557390_cont_69036
2. Amazon Services Business Solutions Agreement:
https://sellercentral.amazon.in/gp/help/help.html?itemID=1791&language=en_IN&ref=ag_1791_relt_201557390
3. Browsers and operating systems supported for Seller Central:
https://sellercentral.amazon.in/gp/help/help.html?itemID=21361&language=en_IN&ref=ag_21361_relt_1791
4. Visit Seller Forums: <https://sellercentral.amazon.in/forums>

6. Listing –

1. Adding/listing products to Amazon inventory

There are two ways in which you can list your products, both of these methods can be used to list **new products** as well as **products which is already on Amazon** which is called adding offer or mapping.

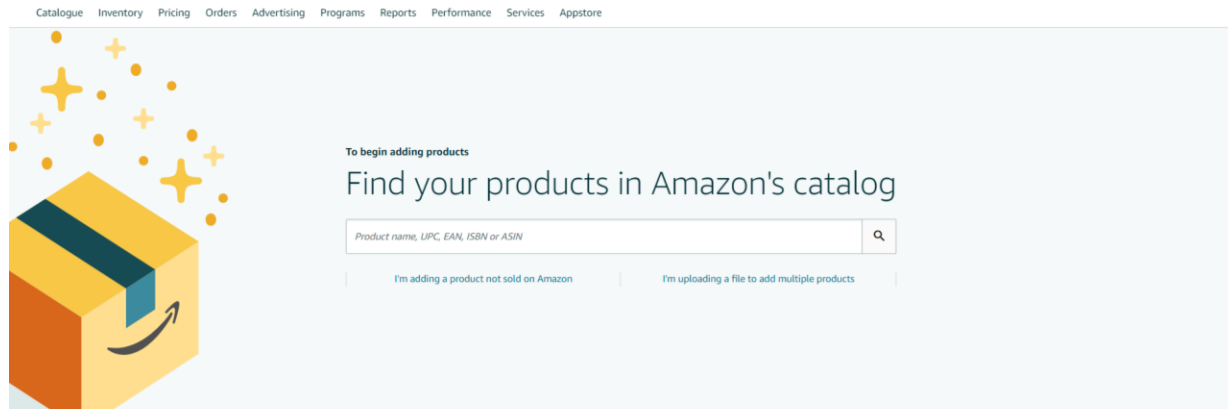
1. One by one/1X1 method
2. Listing products in bulk

1.1 One by one/1X1 method

1.1.1 For products on Amazon: Inventory> Add a product> search

https://sellercentral.amazon.in/learn/courses?ref=su_in_helphome_c3_m10&moduleId=10&modLanguage=English&videoPlayer=youtube

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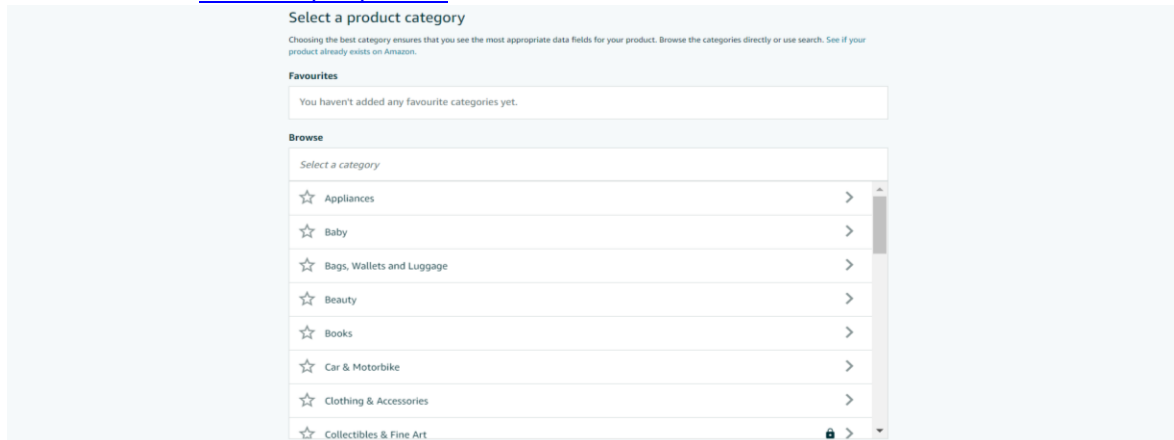


You can search for the product by use either of the below:

- i. Universal Product Codes (UPCs)
- ii. International Standard Book Numbers (ISBNs)
- iii. European Article Numbers (EANs)
- iv. Japanese Article Numbers (JANs)
- v. Amazon Standard Identification Numbers (ASINs)
- vi. Title of the product
- vii. Brand name

Once you search for the product and you find the same you can click on 'sell yours' and add quantity, price and add it to you inventory.

- 1.1.2 For product not on Amazon:** Inventory> Add a product> click on 'I'm adding a product not sold on Amazon'> select the category OR search for the category> select a sub category and click on 'select category'
https://sellercentral.amazon.in/learn/courses?ref=su_courses_c3_m467&moduleId=467&modLanguage=English&videoPlayer=youtube



Once you click on 'select category' you will be directed to fill product information under different tabs like **vital info** (product identifier, brand information), **variation** (if the product has any variations like color, size, item package quantity, pattern, Size and color etc.), **offer** (Price and quantity related), and **Images**. If you wish to add more details to the product for increasing search visibility and making the product listing better in terms of quality, you can click on '**Advanced view**' to add details under product description, keywords, more details (dimensions, material of the product).

1.2 Listing products in bulk

https://sellercentral.amazon.in/learn/courses?ref=su_courses_c3_m671&moduleId=671&modLanguage=English&videoPlayer=youtube

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1.2.1. For products on Amazon: Inventory> Add product via upload> under 'download an inventory file' (scroll down completely)> click on 'inventory files'> select 'listing loader'

Listing Loader: This is the file used to add offer to existing products in bulk

https://sellercentral.amazon.in/learn/courses?ref=su_courses_c3_m115&moduleId=115&modLanguage=English&videoPlayer=youtube

PREVIOUSLY GENERATED TEMPLATES

To download previously generated templates, click any one of the links below.

File Type	Use Case	File Name	More Info
Product creation and matching	<ul style="list-style-type: none">Page does not exist in Amazon.in catalogue.You have full product information.	Category-specific inventory files	Build My Inventory
Product matching only	<ul style="list-style-type: none">Page exists in Amazon.in catalogueYou do not have full product information.	Listing Loader	The Listing Loader
Inventory updates	For updates to price or quantity only	Price & Quantity	7-column format
		Category-specific inventory files	Use the Partial Listing Loader
	Update listing data only.	Listing Loader	The Listing Loader
		Category-specific inventory files	
Shipping options	Update BMVD shipping service options per listing or by using batch file settings.	Listing Loader	Build My Inventory shipping information
	Change shipping amounts for specific products.	Shipping Override	Shipping Override
	Update data contributions to product pages.	Category-specific inventory files	For single product
Product data changes	Delete product and catalogue contributions.	Listing Loader	Use "Delete"
			Use "x"
Automate Pricing	<ul style="list-style-type: none">Assign SKUs to Automate Pricing rulesRemove or move SKUs between rules in Automate Pricing	Automate Pricing	Use the Automate Pricing

Help

Close Window

Listing Loader

The Listing Loader is a template for uploading your inventory on Amazon for products that already exist in the Amazon catalogue.

For products that do not exist in the Amazon catalogue, first add the products using [Add a Product](#).

Listing Loader Template [Download Now](#)

Listing Loader features

The Listing Loader enables you to provide listing attributes without product attributes, which are required when using inventory file uploads.

Listing Loader provides the following functionality:

- Match products in all categories you are eligible to sell using a single template.
- Import data from other flat files greatly reducing manual entry effort.
- Use a barcode scanner reducing manual entry effort.
- Match based on standard product-id alone reducing data required to list on Amazon.
- Perform product look-up on Amazon enabling you to resolve matching conflicts prior to upload.
- Validate for data completeness greatly reducing upload failures due to input errors.
- Upload directly to Amazon from Excel saving you time.

Eligible categories

You can use the Listing Loader to create or update your listings in the supported categories. Below is a list of supported categories. You may not be eligible to sell in certain categories.*

Once the listing loader file is downloaded click on 'listings-Template' and fill the mandatory columns: Sku (stock keeping unit - is a specific merchant's product identifier, <https://sellercentral.amazon.in/gp/help/34151>), price, quantity, product ID, Product ID type (UPC, ASIN, ISBN, EAN), condition type, maximum retail price)

1.2.2 For product not on Amazon: Inventory> Add product via upload> under 'download an inventory file'> search for the category you want to list under OR select the same under 'browse classifier'> once you select for the sub category click on 'select' to download the template file OR flat file.

-List information for different types of products across multiple categories in one template

-Pick and choose what information to include in your template, specific to your business needs

You need to obtain approval from Amazon to list in [certain product categories](#). To apply for approval for a particular category, click the corresponding link and follow the instructions to submit your application.

STEP 1: SELECT THE TYPES OF PRODUCTS YOU WANT TO SELL

Search tool: [Search](#) [Clear Search](#) [Variation Wizard](#)

OR

Product Classifier:

Appliances	>
Baby	>
Bags, Wallets and Luggage	>
Beauty	>
Books	>
Car & Motorbike	>
Clothing & Accessories	>

Full-screen view: [Full-screen view](#)

that enables you to "pre-check" your inventory template for a majority of common errors. The Check My File feature simulates the changes that your listing submission will have on your catalog. You therefore have the benefit of getting feedback on your listing submissions without risking unintended changes to your inventory.

FAQS

- How do I choose a product category and create new catalogue items?
- How do I add matching products using inventory templates?
- How do I apply to sell restricted products on Amazon?
- How do I change the condition for a product?
- How do I create variations for my product listings?
- How do I create or modify a product that includes variations?
- Can I enter a variation if there isn't a variation field, e.g. Electronics and Wireless templates?

RELATED TOPICS

- Build My Inventory File
- Using the Product Classifier
- Categories and Products Requiring Approval
- Inventory File Templates

STEP 2: SELECT THE TYPE OF TEMPLATE

Please select a mode.

[Lite](#) [Advanced](#) [Custom](#)

You have 3 option under which you can download the flat files

i) **Lite:** The Lite option contains "Required" attributes associated with the above selected products. "Required" attributes are the minimum values necessary to create your product in the Amazon catalogue (e.g. item_sku)

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- ii) **Advanced:** The Advanced option contains **all** attributes groups associated with the above selected products. This option includes "Required", "Preferred", and "Optional" attribute groups.
- iii) **Custom:** The Custom option allows you to choose attribute groups associated with the above selected products that you can add to your template. This option includes the "Required" attribute fields. .

Once the flat file is downloaded as per your pre requisites select 'template' in the excel sheet and fill the required fields. Once you are done with filling the sheet go to Inventory> add product via upload> select 'upload your inventory file' in the tab> go to 'step2' and choose the type for file you wish to upload – in this case it is 'inventory file'> select the flat file which is saved> select 'excel' for processing report and click on 'upload'.

Once the upload is complete go to 'monitor upload status' and check for the status of the upload. If there are any errors while uploading you can download the processing report and check for the type of error.

NOTE:

- i. **Before you start listing your product you need to have either of the product identifiers (UPC, EAN, JAN, ASIN, ISBN) OR if your band is not a head brand and does not have bar-codes then you need to get GTIN exemption.**
- ii. **In case you are listing under any of the below categories then you need to get a category approval before you list the product. These are some of the 'gated' categories which requires certain details to get your seller account approved to list.**

2. Variation wizard

<https://sellercentral.amazon.in/gp/help/202034620>

Inventory> Add a product> Create variations, click on '[Create variations using Variation Wizard](#)'

Variation Wizard [Learn more](#)



Tool that allows you to create parent-child variation relationships in bulk using an auto-populated inventory file template. How does it help?

- i. Add variation to an existing ASIN (example: size 28, 30 already exist you want to add 32 and 34 now)
- ii. Add variation to a standalone product (you had only one product with one color, now you have acquired different colors of the same product)

3. Price and quantity file

<https://sellercentral.amazon.in/gp/help/201595840>

Inventory> Add product via upload> under 'download an inventory file' (scroll down completely)> click on 'inventory files'> select 'price and quantity file'

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The image shows a screenshot of the Amazon Seller Central help page for the 'Price & Quantity file'. On the left, there is a table titled 'INVENTORY FILES' with columns: File Type, Use Case, File Name, and More Info. The table lists various file types such as 'Product creation and matching', 'Product matching only', 'Inventory updates', 'Shipping options', 'Product data changes', and 'Automate Pricing'. On the right, the 'Price & Quantity file' section is visible, explaining that it is possible to update price and quantity information using the Inventory Loader or product-specific inventory files. It lists situations where larger inventory files are used: additional items, changing details, and deleting items. Below this, it lists 'Required Price and Quantity file fields' and provides instructions for SKU, price, and quantity fields.

File Type	Use Case	File Name	More Info
Product creation and matching	• Page does not exist in Amazon.in catalogue. • You have full product information.	Category-specific inventory files	Build My Inventory File
Product matching only	• Page exists in Amazon.in catalogue. • You do not have full product information.	Listing Loader	The Listing Loader helps you upload product information.
Inventory updates	For updates to price or quantity only	Price & Quantity	7-column format. Use the Partial/Update Inventory Files
	Update listing data only.	Listing Loader Category-specific inventory files	The Listing Loader helps you upload product information.
Shipping options	• Update BMVD shipping service options per listing or by using batch file settings. • Change shipping amounts for specific products.	Listing Loader, .	Build My Inventory File shipping information.
	Update data contributions to product pages.	Shipping Override	Shipping Override are used for single products, use the Listing Loader
Product data changes	Update data contributions to product pages.	Category-specific inventory files	For single products, use the Listing Loader
	Delete product and catalogue contributions.	Listing Loader	Use "Delete"
Automate Pricing	• Assign SKUs to Automate Pricing rules • Remove or move SKUs between rules in Automate Pricing	Automate Pricing	Use the Automate Pricing tool

There is a specific file different from that of inventory - flat files to update the price and quantity of your products. You can use inventory - flat files to update the same, however, you can use flat files only in scenarios where:

- You have additional items to list.
- You need to change the details of an existing item (for example, change the 'Item Note').
- You need to delete items.
- Other than these you can use the price and quantity file.

4. Prepare Your Listing Tool

PYRL is an automated tool for 3P sellers that systematically arranges seller's product information and creates an Amazon inventory flat file. PYRL helps in auto-categorizing the products, assigning the browse nodes and creating category specific flat files. These files can be uploaded directly to their seller central account.

The tool identifies keywords in title, product description and other attributes to suggest appropriate categories, product type and browse nodes. The tool works on Machine Learning algorithms and mine the data feed for future use.

Advantages of Prepare Your Listing Tool:

- Auto-fill flat file attributes – PYRL automatically identifies information provided by the sellers and systematically arranges the same in the category specific flat file.
- Auto- classify your products – PYRL identify keywords from the input sheet and assign the products accordingly to the appropriate category, product type and browse node.
- Match your products to existing products on Amazon
- Identify listing issues – PYRL identifies listing issues during the listing creation process and help sellers create listings with no issues.
- Help create Amazon listings using listing template from other e-commerce websites.
- Efficiency – PYRL usually takes 15-20 minutes to create a flat file for 5K SKUs as compared to 16HRS in manually creating a flat file.
- The PYRL tool automatically identifies the sets in the list of products that you have uploaded and create Parent Child variation automatically. No need to fill variation related columns, namely: variation theme, parent_sku, parent_child, relationship_type. The dummy Parent SKU need not be created as well.

Given below is the link to the Seller Central help page:

<https://sellercentral.amazon.in/gp/help/202024330>

PFB the link to the video tutorial for PYRL tool:

<https://youtu.be/8o8h1viktRk>

6. Listing quality report and tools

5.1 Inventory Report

This report is a summary of the products that you have available for sale to buyers on Amazon. The report provides the SKU, price, quantity and ASIN for each of your current offers.

You can use the Inventory Report to reconcile your Amazon listings with your available stock and your own records. This is a good way to check the accuracy of your own systems.

Use the Inventory Report if you have more than 50,000 open listings. To maintain fair usage of Amazon's system, do not request more than four Inventory Reports per day. If you have more than 500,000 listings, do not request more than one inventory report per day.

5.2 Open Listings Report

This report contains any current merchant-fulfilled open listings available for purchase at the time you request the report. Amazon-fulfilled listings are not included in this report. You can modify and update listings in the spreadsheet, and then upload it using the Inventory Loader.

5.3 Open Listings Lite and Open Listings Liter Reports

These are scaled-down versions of the standard Open Listings Reports, for quickly updating your inventory. The fields for each report are as follows:

5.3.1 Open Listings Lite Report

- seller-sku
- quantity
- price
- product ID

5.3.2 Open Listings Liter Report

- seller-sku
- quantity

5.4 Active Listings Report

This report provides a snapshot of all the products you have listed on Amazon at the time the report is run. This report includes all of your product listings, including those with zero (0) quantity. It also provides you with information about the products your listings are matched to on Amazon, including the product title and product identifier.

In most cases, the ASIN is returned as the product ID for the listing, but the product ID may also be the industry standard identifier, such as the ISBN, UPC or EAN.

The Active Listings Report includes details about each listing, including condition, item-note and BMVD shipping settings. If you are enrolled in Fulfilment by Amazon (FBA), the report includes an additional column for the fulfilment channel: seller-fulfilled or Amazon-fulfilled.

This report allows for easy restocking by showing SKUs with zero (0) inventory. If you continue to sell those items, you can restock your listings without resubmitting product data for the SKU or creating a new SKU. If you don't expect to offer the item again and want to eliminate the SKU from your report, you can delete it via the Manage Inventory tool or by using an inventory file upload.

You can use the Active Listings Report if you have up to 50,000 listings. If you have more than 50,000 listings, you must use the Inventory Report.

5.5 Inactive Listings Report

This report is similar to the Active Listings Report, except it provides a snapshot of all products that are inactive. This includes listings that have zero (0) quantity, listings that are blocked, listings that are suppressed, listings that are not yet opened and listings that are past their sale end date.

The columns included are the same as the Active Listings Report, as referenced here: [How to Read an Active Listings Report](#).

5.6 All Listings Report

This report is similar to the Active Listings Report, except it provides a snapshot of all products for a specific merchant. This report includes listings that are active, inactive and incomplete. The columns included are the same as the Active Listings Report

5.7 Referral Fee Preview Report

This report contains information about listings available for purchase at the time you request the report. For each listing, the report provides the estimated referral fee based on your current listed item price and does not account for shipping or gift wrap charges applied at the time of purchase.

5.8 Cancelled Listings Report

This report contains all listings that Amazon has cancelled. It does not include items that are sold out, purged with Inventory Loader or cancelled by the seller.

5.9 Sold Listings Report

This report contains any items sold on Amazon.

5.10 Closed Listings Report

Your closed listings do not appear in Inventory/Active listings reports. The new closed listings report includes these listings. It has the same template as the Listing Loader feed and contains the seller's current offer data. This allows you to simply update information in the file and re-upload it to re-list or purge closed listings.

5.11 Category Listings Report

Category Listings Report enables Sellers to generate a category-specific report for their listings in the Amazon catalogue. Sellers can request report by selecting the required category. In order to enable this feature please contact seller support.

5.12 Amazon-Fulfilled Inventory Report

You will see this report option only if you use Fulfilment by Amazon (FBA). The report provides a near-real-time snapshot of your FBA inventory. If you offer items on multiple sales channels, it can help you make quick decisions about updating inventory quantities or removing listings from Amazon.

5.13 Listing Quality and Suppressed Listing Report

This report covers those of your listings that have listing quality errors. If the errors are severe enough, the listing will be suppressed (hidden) from search and browse until you fix it.

Given below is the link to Seller Central help page for reference:

<https://sellercentral.amazon.in/gp/help/help-popup.html/?itemID=561>

PFB the video tutorial link for reference:

<https://youtu.be/YQ76imLCads>

If you do not have in-house capabilities for imaging and listing creation. You can make use of SPN services – go to https://sellercentral.amazon.in/tsba?ref=sc_srvs_spn_hp or connect with your Account Manager/Onboarding POC

7. Fees

Various Fee Components:

- SOA – Sell on Amazon is the referral fees charged from the seller for selling on Amazon. It varies from category to category. You can check the category wise referral fees from this [link](#)
 - Closing Fees – Fixed closing fee is charged at price band level. You can check fee charged at price band level [here](#)
 - Weight Handling Fees – You will be charged a weight handling fee for products delivered by Amazon. You can check fee charged at Local, Regional and National level [here](#)
 - Technology Fees – Technology fee of INR 10 is charged per unit. Refer [here](#) for any changes in fee
 - How to calculate your total fees? -Refer https://services.amazon.in/services/fulfilment-by-amazon/pricing.html?ref=as18_in_fba_sticky_nav_pricing

Or



Fee Calculator.xlsx

You can also refer the attached Fee calculator to figure out the fully loaded cost of selling (***fees mentioned here are accurate as of 04/20/2020. Kindly check the help pages shared to check the latest fee structure***)

- Other Fees: Apart from the above mentioned fees, you may also have to pay fees for using various services/promotional properties provided by Amazon:
 - High Volume Listing Fees - We will be charging a monthly High-Volume Listing Fee ("HVLF") of INR 0.5 per active non-media ASIN listings beyond a listing of 2,000,000 ASIN's effective July 1, 2019. Do note that HVLF will be charged for your non-media ASIN listings only. For more details. You can refer to [High-Volume Listing Fee FAQ page](#) for more details
 - Lightening Deal Fees - Lightning Deals are flash sales where a product is featured for certain hours on the Amazon Deals page. We charge a fees for running Lightening deals. You can find details [here](#)

8. Customer Returns

Sellers will get weekly Return Reconciliation report which will have information regarding customer returns and reject that are routed to the seller nodes. Seller would be able to manage return effectively with this information. It will provide seller insights into the status of the return, reason for the return and help them decide, if they need to raise reimbursement claim for the customer returns received or lost.

Reimbursement Claims: Refund and Reimbursement claim process for Warehouse is same as the Seller Flex. Seller should be able to get all of these information from their Seller Central account through help page.

Links:

1. Amazon Returns Policy – most items purchased from sellers listed on Amazon.in are returnable within the return window, except those that are explicitly identified as not returnable. Our category wise return policy are available [here](#)
2. Replacement policy – we also provide a replacement policy in certain cases. You can check the replacement policy details [here](#)
3. Amazon Reimbursement Policy for Lost and Damaged Returns: you can find the details of our reimbursement policy for orders fulfilled by Amazon [here](#). Some of the key policy details you should be aware of are:
 - a. Lost Item Reimbursement – we have a proactive reimbursement policy for such cases (details [here](#)) and also a dispute process which sellers can use to file claims
 - b. Fixed Damage Allowance - If a unit has been returned to a seller in an unsellable or damaged condition, Amazon will provide a fixed damage allowance to eligible Sellers depending upon the product category of the damaged Unit (details [here](#))
 - c. Reimbursements for Wrong Returns – we also have a policy which allows sellers to raise reimbursement claims to Amazon for losses incurred due to wrong return (or switcheroo return) received from customers. Sellers can raise reimbursement claims for losses incurred due to wrong return (or switcheroo return) received from customers. The switcheroo return are cases like fake or dummy product, main unit missing, empty box, and materially different returns. (details [here](#))

9. Role of Connector

Connector is the link between the Amazon & Site., A connector helps Amazon to get the inventory snapshot of the site and getting the selection live on Amazon.in. It also provides order information for the site. All the information flow between Amazon system and Site happens through the Connector's API integration. Site uses WMS provided by the connector for order processing. Any error in order processing or challenges faced on the WMS should be escalated to the connector by the seller. Connector will be the primary point of contact for all sellers on WI program for all issues related to order processing.

10. Escalation Mechanism for Seller Issues

Listing/Pricing/Refund/Reimbursement/Reconciliation: For these issues, seller should either reach out to their respective POC in Amazon or raise a case to Seller Support through Seller Central.

WMS issues: Any issue which the site is facing w.r.t order processing on their WMS, site should reach out to their Connector POC for resolution.

Operational related issues: For any operational related issues, site raise a case in flex portal.

11. Escalation Mechanism to Seller

All seller communication related to site performance, misses, strikes and general information will be provided through the registered email id. This email id should be same as the one provided during the onboarding process.

12. Glossary

- API: Application programming interface
- 4M: Material, Method, Machine, Man
- CPT: Critical Pull Time
- CR: Cancellation Rate
- ExSD: Expected Ship Date
- LM: Last Mile
- LSR: Late Ship Rate
- ODR: Order Defect Rate

- RR: Return Rate
- WI: Warehouse Integration
- SOR: Stuck Order Rate

13. FAQs

A. Onboarding-related

Q-1: How do I create ASIN, add offers to an existing ASIN, change price of an ASIN?

Details mentioned in point # 5

Q-2: I need clarification on the payment reconciliation and reserved amount?

We don't have an exact %/amount for reserved amount - this is a dynamic% which changes based on seller performance. Please refer to [link](#) for details

Q-3: Where can I find warehouse level daily reports?

We should get these enabled via the connectors. Ideally all reports which are available in Seller Flex should be available to seller via the connector also. Program team shares weekly performance report to all the nodes.

Q-4: Where can I find reimbursement, switcheroo, and reconciliation related reports?

The Amazon Lost and Damaged Inventory Reimbursement policy only addresses cases wherein an item that was handed over to Amazon for fulfilment using the Seller Flex program was either not returned to the Seller (lost in transit) or returned by Amazon in an unsellable condition (damaged). Here is the link to the return and reimbursement policy -

<https://sellercentral.amazon.in/gp/help/G202067960>

1) **Lost Item Reimbursement policy-** If a unit has not been returned to the Seller, Amazon will investigate to locate the returned Unit, Amazon will either return the Unit or the Seller will be refunded in case the Unit is determined to be lost

2) **Switcheroo Reimbursements and claim process-** The switcheroo return are cases like fake or dummy product, main unit missing, empty box, and materially different returns.

3) **Fixed Damage allowance policy-** If a unit has been returned to a seller in an unsellable or damaged condition, Amazon will provide a fixed damage allowance to eligible Sellers depending upon the product category of the damaged Unit.

Q-5: Timelines for launch related activities?

It will take 4-5 weeks post lead submission

Q-6: What is the requirement for the Warehouse launch?

Please refer to appendix – 3&4 for details about requirements from seller for node 4M & Ops readiness.

Q-7: Can a seller create multiple seller account with the same GST?

Yes, we have the required alignment for sellers to create multiple accounts with same GST and PAN no.

Q-8: Who is the POC for the Warehouse Integration?

You can reach out to the AM/ connector or write to store-integration-team@amazon.com

B. Post Launch

Q-1: How should a replacement order be processed?

Please refer to appendix-5 for details about replacement order processing.

Q-2: Does the warehouse receives any intimation when the customer initiates and completes an order return?

No, warehouse don't receive any information when return is initiated by the customer. Program team shares return reconciliation report to integrated sites.

Q-3: Return orders are going to a different warehouse and not to the origin?

This is a configuration issue which program team will get it fixed through configuration team. Seller should reach out to the AM or the connectors for such issues. AM/ connector will then escalate this to Program team.

Q-4: What happens if I do not receive my returned product?

If the return product not received by the seller, the same is marked as lost basis the Trans scans and the reimbursement team triggers refund to seller for the same. We already have a policy to proactively reimburse the seller for LIT orders as well as have a claim based mechanism which seller can use for raising disputes.

Q-5: What happens if I receive a damaged product?

Return related scenarios are covered as a part of Policy. In case of damage product received by the site, a flat reimbursement is provided to seller. We already have a policy to proactively reimburse a flat amount basis the category of the benchmark to the seller for damaged products. We also have a switcheroo claims policy which seller can use for raising claims for switcheroo claims.

Q-6: How to raise a case for switcheroo claim?

Details about raising switcheroo claim is available on seller central under help section of Seller Flex.

Seller Flex Policy Reimbursement : <https://survey-az.tfaforms.net/1780>

Q-7: I want to deactivate my site code and the warehouse has shut down. Whom should I reach out to?

For all of WI sites, we have dedicated team from SF Ops – which manages the day-today Operations of the sites. Seller can raise a request in flex portal for such requests.

Q-8: Shipping label is missing from the returned product.

Seller should not accept return shipment without return shipping label.

Q-9: I want to change the address of my site. Whom should I reach out to?

Seller should drop an email to your AM with all the required details like site code, old address and new address. AM will then raise a ticket with the program team. Address change details have been provided in the document. Please note that there can be delay in address change process if the request is raised during a freeze period

Q-10: Ship label is not getting generated.

Seller needs to reach out to their Connector/Connector for the first level for troubleshooting. Connector will reach out to Amazon Product & Program team, if the issue required Amazon's action.

- **What is ship label-** Ship label is an identification label for each shipment that helps describe the customer address, return address, tracking barcode and AWB number
- **How to fetch ship label-** The external 3PL will use their AWS account to invoke the ship label request API. This API call is internally known as prepare Package For Shipping
- **Seller reaching out for ship label generation issue:**
 - Seller needs to check with the connector why ship label is not getting generated
 - Connector to check the error message from Amazon. Common errors to be checked:
 - "Item attributes fetched from sku item attributes is null for ASIN : B0761QNW63 CTI\u003d Transportation: Transportation Fulfillment Technology(TFT):TFS"- Incorrect ASIN is being sent
 - "Weight/Dimension cannot be zero": Check for null dimensions passed in ship label
 - "Invalid request": Validate the entire ship label
 - "Unable to assign ship method": Check if correct dimensions are being passed in the ship label
 - Is the above error messages checks out, connector needs to reach out to Product team with ship label request and response that they received from Amazon. Also AM needs to loop in the store team for such cases.

Q-11: Orders are not getting reflected in WMS?

Seller needs to reach out to their Connectors for the first level for troubleshooting. connectors will reach out to Amazon Product & Program team, if the issue required Amazon's action.

Q-12: Listing & Pricing related

Listing in not live: Please raise a case to Seller Support from seller central or reach out to Sales/CBDM POC.

Pricing is not correct: Please raise a case to Seller Support from seller central or reach out to Sales/CBDM POC.

Q-13: Consolidated view of performance for warehouse at an AM level and Brand POC level?

Program team shares Brand Level performance report, with deep-dives to CBDM team to drive performance improvement through seller interaction.

C. Operational related

Q-1: Shipments are not being picked-up?

Please follow the below SOP if there the pick-ups pending at warehouse sites:

1. If pickup is not happening from the warehouse, as a first check would request you to raise a case on flex portal. – <https://sellerflex.amazon.in>
2. For a case to be resolved, seller support team requires 24-48 hours.
3. It is important to check the communication from the seller support team.
4. Login to seller central portal – Go to help option – case log – enter the case id raised.
5. Validate your site code and details entered for the case and provide information requested by the seller support team.
6. If the pending pick up is still not cleared please reach out to the Amazon POC with the case ID and site details
7. Best Practice – Provide your Amazon site code, address and POC mobile number.

Q-2: Seller wants to challenge the strike provided for performance miss.

Seller should raise a case to Seller Support through Seller Central with the below mentioned details:

- Site Code
- Seller
- Metric
- Week
- Reason for challenging the strike (it needs to be non-seller controllable)

Q-3: LM pick-up guy is not accepting the processed shipments?

This could happen to slammed shipment if they are not correctly manifested. Request seller to re-manifest the shipments.

Q-4: How can I get the site FT enabled?

FT (Fast Track) enablement is performance based activation. A node would be FT enabled, once it passes the FT enablement guardrails.

Q-5: How can I get the Sunday CPT enabled?

For getting Sunday working enabled for a site, seller can reach out to Seller Support through Seller Central with below mentioned details

- Site Code
- Seller
- Date: Sunday CPT to be enabled from

Q-6: In-stock ASINs are getting check-out error:

For reporting check-out error on live ASINs, seller can reach out to Seller Support through Seller Central with below mentioned details

- Site Code
- Seller
- ASINs impacted

D. Any Other Issues:

For any other issues, sellers can get support from any of the below mentioned ways:

- Help pages on seller central - <https://sellercentral.amazon.in/help>
- Reach out to Amazon category POC
- Raise a case on seller central.

Q.7: How to improve search and discoverability organically?

There are a few important attributes that you need to keep in mind when it comes to enhancing discoverability. We have explained the importance of these attributes from a customer's perspective.

Title - Your ASINs or products only has a few seconds to grab the eye of a customer, and your product title and images on Amazon should echo what would be on the physical packaging of a product. You need to provide precise details of your product. Titles along with the images help build trust and attract sales. There are higher possibility of your product sales if the titles and images are as per Amazon style guides.

Amazon style guides: In the Style guidelines for each category, you'll find useful tips about title formats, image quality, content type and product classification. (https://sellercentral.amazon.in/gp/help/200270100?language=en_IN&ref=ag_200270100_cont_1641)

Product titles should never be filled with keywords, rebate offers, claims, sales messaging, or anything else other than the product and its distinguishing features.

Brand Name - Adding brand name in the title as well in the specific brand name field which is mandatory while listing your product.

This helps to identify a product and distinguish it from other products and services. Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers to know what to expect from the seller.

Tips:

Refer to the style guides provided for all categories on Seller Central.

Don't provide excessively long content

Don't provide one word character

Don't provide repetitive information

Recommended Browse Node (RBN) - RBN helps to place your ASINs under the correct category. It is an important and crucial aspect to increase your sale.

Browse tree guide: You can select an RBN specific to your product using the Browse Tree Guide tool which can be downloaded from seller central (<https://sellercentral.amazon.in/gp/help/1661>). It is a numeric ID which you can map to the product when you are listing products through flat file template. While listing products individually you have an option to select the browse path in the RBN column.

Example: If your product is television but is wrongly mapped to clothing category it will never get discovered. This reduces sales of these listings because buyers have a difficult time finding them using search or browse.

Search keyword - One of the important attribute on Amazon's page is the search keyword. It is the first activity that the customer does on Amazon's page. Giving good and generic search keywords helps in increasing your ASINs search ability and discoverability. Without good keywords it is difficult for your ASINs to appear on the search results.

Example: Headphones under 400, Headphones for Samsung galaxy M30

Tips:

Amazon's search engine is designed to pick search words from title as well, so give search terms that are not already on the title.

Before you add keywords go search for your product name on Amazon and you can in the prompting list there would be a few frequently search terms for that particular product, you can pick out words from the same and add it you search keywords by separating the words with space or a comma.

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Add product synonyms: If it's a jeans different states they call different names like pants, chinos, formals, casual dress.

Images - ASINs with good and high resolution product images not only help in driving traffic and sales but also stimulate a customer to spend more time shopping for your products to find a selection matching his/her style, latest trends, and preferences.

Basic Guidelines: Product images should be at least 1001 pixels on the longest side, it can be used for zoom able pictures which is most preferred among customers.

- Have white background for all images
- Pictures with watermarks are prohibited
- Multiple angles of each product are preferred
- Provide at least 3-5 images of the product that include front, back, and side display of the product.
- For categories like beauty and health you can put package images that shows the details of the product

Q.8: Common errors and how to resolve them.

Type of error	Error message example	Steps to follow to correct the error
8560	SKU HH_SPI, Missing Attributes standard_product_id. SKU HH_SPI doesn't match any ASINs. Make sure that all standard product ids (such as UPC, ISBN, EAN, or JAN codes) are correct. To create a new ASIN, include the following attributes: standard_product_id. Feed ID: 0. For more troubleshooting help, see http://sellercentral.amazon.in/gp/errorcode/200692370	This error occurs when you haven't provided the EAN,UPC numbers OR they are not valid OR if you have taken GTIN exemption the brand name that you have provided in the file does not match the brand name for which your exemption has been approved (Note: GTIN exempted brand name is case sensitive). Cross check for all the above scenarios and update the same.
8560	SKU ZARA_Red_40, Missing Attributes cup/size. SKU ZARA_Red_40 doesn't match any ASINs. Make sure that all standard product ids (such as UPC, ISBN, EAN, or JAN codes) are correct. To create a new ASIN, include the following attributes: cup/size. Feed ID: 0. For more troubleshooting help, see http://sellercentral.amazon.in/gp/errorcode/200692370	This errors has both product ID error and also mentioned is the mandatory field that has been missing. Use the mandatory-data macro tool to check what are the attributes that are mandatory before you start filling the flat file to avoid these errors.
90111	The Chest Size field contains an invalid value: Large. The value "Large" is not a valid DECIMAL.	Few fields in the flat files are to be filled with speck values, to know what needs to be filled please check the valid values column and proof read the file for these attributes before you upload the file. For example: You don't have to give 30 'Inches' in the size_map field, you can select just 30 from the drop down. The same is with the dimensions, for unit of measure has a separate column and the numeric values to be field have different column.

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20013	Image file size exceeds the maximum allowed file size: 10,485,760 bytes. Image URL: https://s5.gifyu.com/images/P5522-BLACK-4.jpg	Please use https://bulkresizesphotos.com/en to resize the images in case they are crossing the size limit.
8541	The SKU data provided is different from what's already in the Amazon catalog. The standard_product_id data provided matches ASIN B07F7CGZRY, but the following data is different from what's already in the Amazon catalog: part_number (Merchant: 'P515230EBlackwSilver' / Amazon: 'QOJA'). If this is the right ASIN for your product, update your data to match what's in the Amazon catalog. If it's not the right ASIN, make sure that your data for standard_product_id is correct.	
8007	We're unable to find the Parent SKU: [A1541132DShellPink-\$P] in your inventory. This can happen when there is a problem with the parent-child data in your inventory file. For troubleshooting help, see http://sellercentral.amazon.in/gp/help/202135320	1. Check the variation data: First check variation_theme field if it is 1) SizeName: see the size_name field and check that the values provided for child skus are unique under their respective parent skus; 2) ColorName: see the color_name field and check that the values provided for child skus are unique under their respective parent skus; 3) SizeName-ColorName: Check that both the color and size and their combination has unique values. TIP: hide all other column and compare only sku, title (if needed), size_name, color_name, and all four variation fields, this way it becomes easier to compare and edit the data.
8575	We have temporarily removed your ability to submit listings (creating new offers or new ASINs) because an unusually high number of listings have been created from your account. Please refer to the ASIN Creation Policy page (https://sellercentral.amazon.in/gp/help/201844590) for more information on how to avoid receiving this error message. If you believe you're listing creation privileges have been removed in error, please contact Seller Support by using the following link: https://sellercentral.amazon.in/cu/contact-us .	Contact seller support.
99003	A required value is missing for the specified variation theme: [Size = null], [Color = "Nightshadow"], [Variation Theme = "SizeName-ColorName"].	This errors occurs when a dependency data in a specific column is missing. In this case you have mentioned that the theme is 'SizeName-ColorName' however you have failed to provide the data in size_name field.

Q.9: How do I convert images to URL to fill in the flat file?

You can use either of the two websites to convert images to URLs in bulk:

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<https://gifyu.com/>

<http://imgultra.com/>

If you are using dropbox links then please follow the below:

Replace www.dropbox with dl.dropboxusercontent

14. Appendix

Appendix 1: Warehouses Leads Checklist

1.1: Launch Work Flow

Workflow	Description	Owner
Leads Submission	Leads can be submitted by the connector or internal teams in the pre agreed format. Home GST and 1 FBA listing should be present in the account before submitting a lead	Connector/ AM
Node Configuration	Program team will take up the leads and start site configuration	Amazon
4M Readiness and site trainings	Store Integration team will reach out to the lead owners (AMs and connectors) when a site is released for 4M and training. Seller needs to complete the 4M readiness, training and upload all the proofs in the simulation link. Seller needs to upload the state GST for each site.	Connector/ AM/Seller
Accounting	Post sites are released for 4M, we initiate accounting. Once accounting is completed successfully, Amazon Product team will share the Party IDs with the Connectors. These sites are now launch ready and connector should configure these sites in their system.	Amazon/Connector
Ops Readiness Confirmation	Seller/ Connector will share a confirmation on training and 4M readiness. Post confirmation we will initiate the site launch.	Amazon/Seller
Launch	Launch confirmation will be shared with the Lead owners who will cascade this information to the sellers. Seller needs to then work with the connectors to convert listing into FBA and push the inventory to take the selection live from the site.	Connector/ AM/Seller

1.2 Mandatory Information for leads

Fields	Comment
Program Type	WI
Case Number	Amazon to generate
Seller ID	Seller unique identifier
Seller Name	Seller identifier
Connector	Connector Name
Pincode	Trans configuration is based on pincode
City	City-State combination mismatch with pincode will lead to configuration failure
State	City-State combination mismatch with pincode will lead to configuration failure
Zone	Used for allocating site codes.
Address	This address goes into all the portals
Category	Required for category specific configuration
Current Selection	Current selection live on Amazon
Expected Incremental Selection	Incremental selection expected post launch
Daily Outbound	Performance of the site will be tracked basis forecasted OB.

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Contact Name	Required for communicating performance related information.
Contact Number	Required for communicating performance related information.
Contact Email	Required for communicating performance related information.
Amazon POC	Required for any seller facing issue resolution



Lead format
2021.xlsx

1.3: Mandatory check before lead submission

Check	Comment
Case Number (Astro/Cosmos)	Amazon to generate
Mandatory information validation	All the information provided should be verified. Incorrect or missing information would lead to configuration failure and dropping of site. E.g.: PCID mismatch, State-City mismatch, etc
GST Uploaded	For IOG/IFO and FC Locking
FBA listing created	For IOG/IFO and FC Locking

* Please follow the below steps to update the state GST: Setting> Account Info> Tax Information >Manage GST Details

* Please follow the below steps to register with FBA: Setting> Account Info> Your services>Manage> choose Fulfillment by Amazon

*To create FBA listing: Change the Fulfilment channel from default to Amazon_in via bulk upload. You can also change the same from Manage inventory tab by editing the fulfilment type of the ASIN

Appendix-2: Performance of sites would be monitored and measure across below mentioned metrics

Metric	Definition	Calculation
LSR (Late Ship Rate)	All the shipments which are dropped on a site have an ExSD (Expected Ship Date) associated with it. Seller is expected to have all the shipments in the upcoming CPT picked, packed and slammed. Slamming is the process of fetching ship-label from amazon system. If ship-label generation time is more than the ExSD, this will result in ExSD miss (LSR) for that shipment.	$LSR = \frac{\text{Total units missed ExSD}}{\text{Total units shipped}}$
CR (Cancellation Rate)	Cancellation rate is a measure of number of orders which were cancelled post receiving the order from customer. For the seller performance monitoring we measure the seller-controllable cancellation rate. All the shipments, which are cancelled by the site, post accepting it, amount to cancelled order. OOS (Out of Stock) cancellation is mainly tracked for site performance. This essentially happens, when the site is not able to fulfil the order due inventory unavailable or available inventory is damaged. For warehouse sites, an order which is in condition 29 or 600X and a negative OFR (Order Fulfilment Response) message is sent will account towards the cancellation rate.	$CR = \frac{\text{Total units cancelled}}{\text{Total units shipped}}$
SOR (Stuck Order rate)	Stuck Order rate gives a measure of shipments still stuck in Amazon system (not fully processed) past its ExSD. This essentially happens, if the shipment status is not conforming to the physical processing status of the shipment. This can also happen, if the site has not processed the orders, past its ExSD.	$SOR = \frac{\text{Total stuck shipments}}{\text{Total weekly units shipped}}$
ODR (Order Defect Rate)	The Order Defect Rate (ODR) is a measure of the seller ability to provide a good customer experience. It includes all orders with one or more defects as a result of Negative Feedback Rate.	$ODR = \frac{\text{Total order defect}}{\text{Total units shipped}}$
RR (Return Rate)	Return rate is a measure of customer returns the site is receiving.	$RR = \frac{\text{Total units returned}}{\text{Total units shipped}}$

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LHR (Late handover)	<p>Late handover means that the seller has delayed handover to our pick up partners. Seller is required to have all the shipments packed and ready by the scheduled handover time, e.g. 2 PM. This situation occurs if the seller has printed and scanned all the ship labels in bulk but have not physically packed the shipments.</p> <p>Seller Flex site may be temporarily deactivated in case of delayed handover. Seller will not be penalized in case of delays from the pick-up partner or if the pick-up partner does not come for pick up.</p>	$LHR = \frac{\text{Total orders not handed over}}{\text{Total units shipped}}$
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Appendix-3: 4M requirements details

A. Warehouse Integration:

Element	Type	Quantity	Requirement	Remarks
1. Laptop/Desktop	Any	2 units (1 for Backup)	Minimum Windows 7 and 2 GB of RAM	1 Primary and 1 for backup. In case you already have 2 laptops/desktops, no need to purchase new devices.
2. Barcode Scanners	Any (Wireless Recommended)	1 unit for <250 orders/day	Any (Wireless Recommended)	Any 1D Barcode Scanner
		2 units for >250 orders/day		
3. Printers	Shipping Label Printer	1 unit	TSC DA310/TSC DA 300 or TSC TTP 345 or Zebra GX 430T	Can be purchased from Amazon suggested vendor.
	Gift label printer + Ink Ribbon	1 unit	TSC TE 244 or TSC TA 210 or Zebra GC 420T	Can be purchased from Amazon suggested vendor.
	PDF Invoice/File Printer	1 unit	Any Basic Printer	In case you already have Printer, no need to purchase new ones
4. High speed Internet	Broadband connection along with a back up	2 units	Broadband Speed minimum 4 Mbps	Connection from 2 separate service providers. Primary needs to be broadband and back up can be via 3G/4G dongle.
5. Power Backup	Inverter/Generator	1 unit	Inverter/Generator to keep all the laptops and printers running.	Flex operations are timeline bound, hence need to ensure no interruption due to power supply issues
6. Packing Stations	To allow easy Pick & Pack process	As per daily order Volumes expected from the site	As per daily order Volumes expected from the site	Site go live approval is subject to physical audit of packing station set up by Amazon Operations team
7. Manpower	Supervisor +staff for pick, pack, shipment, returns processing	As per daily order	As per daily Volume slabs expected from the site	Please refer to Flex seller hand-out for detailed requirement basis order volumes from the site.
		Volumes expected from the site		

Appendix 4: Amazon recommended vendors

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A. Suggested vendor for Seller Flex Printer Purchase

Region	Company	City	Printer Type	Contact Name	Number	Email to receive Price Quote
North	TSC	All	TSC Printer	Gyan	9871422263	gyan@tscprinters.com
				Jolly	9987131874	j_jolly@tscprinter.com
North	Infinite Solution Delhi	Delhi/NCR, Karnal, Sonipat, Panipat, Meerut, Agra	TSC Printer	Sanjay Batra	9311011467	sanjay@infinitesolutions.co.in
				Jagdish	7838029995	sanjay@infinitesolutions.co.in
North	Unique ID India Pvt Ltd	Ambala, Mohali, Chandigarh, Ludhiana, Jalandhar, Amritsar, Punjab	TSC Printer	Danish Mahant	9355077044	dmahant@uniqueid.co.in
				Ajay Pal Singh	9355077011	info@uniqueid.co.in ; asingh@uniqueid.co.in
North	Laxmi Sales Agencies	Jaipur, Kota, Rajasthan	TSC Printer	Narendra Batra	9829117360	bhatra.narendra@gmail.com
				Rajat Batra	9799183665	bhatra.narendra@gmail.com
North	Cost 2 Cost	Lucknow, Uttar Pradesh	TSC Printer	Sandeep Mall	7510000855	c2cipl@outlook.com
East	ESSKAY TECHNOLOGYS PVT. LTD	All	TSC Printer	Kaustav	9331841678	esskaytechnologys@gmail.com
South	TSC	All	TSC Printer	Raju	9844425028	raju_as@tscprinters.com
					Online Form	TSC FORM click here
West	Retail Solutions	MH, Guj, MP	TSC Printer	Sumit Bahadur	9311011467	sumit@retailsolution.in
				Jeetendra Jolly	7838029995	j_jolly@tscprinters.com
West	Markss	MH, Guj, MP	Zebra Printers	Shiv	9845541275	shivakumar_m@markss.com

B. Suggested vendor for Seller Flex Packing material purchase

Region	Company	City	Packing material	Contact Name	Number	Email to receive Price Quote
North		All		-		sales@cosmosint.com

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	Cosmos International		Packing material		0120-4962217 / 8287577900	Cosmos Order Form click here
East	Cosmos International	All	Packing material	-	0120-4962217 / 8287577900	sales@cosmosint.com
						Cosmos Order Form click here
South	National Corporation	All	Packing material	Aahan	98807-55883	aahan@natcorp.in
				Satish/Sam	9972319018	flex.order@natcorp.in
West	SARVODAYA INDUSTRIES	MH, MP & GJ	Packing material	Office	022-26832668/69	info@sarvodayaind.com
				Trusha	9769108393	siflex@sarvodayaind.com
				Darshit	9870616794	info@sarvodayaind.com

Appendix-5: Steps to reconcile Replacement Orders for warehouse Sites

- The replacement order will be dropped as a '0' value order to any of the nodes in where inventory is available. The nodes are expected to process these order as a fresh order.
- The replacement order fulfillment request would have the below mentioned data points which can be used by the connector to provide the seller with the details of the original order while the order is getting processed by the seller.
 - ReplacementType:** This tag specifies the type of replacement, whether this is an exchange or not
 - ReplacedOrderId:** This tag provides you the original order ID for which the replacement was initiated
 - ReplacedShipId:** This tag provides you the original shipment ID for which the replacement was initiated.
 - IsFreeReplace:** This tag has a Y or N value which specifies whether this was a free replacement shipment or not.
- The replacement orders can also be identified and tracked by using the below details in the return report provided at a node level as shown below:
 - For Undelivered orders and Rejected orders (RTO orders) the column 'is_free_replacement' will be used to identify the replacement returns
 - For customer returns (C returns) the column 'is_free_replacement_order' will be used to identify the replacement returns

Appendix 6: Plan of Action

If the site is deactivated for performance miss, the path forward for the site is to share a plan of action by providing responses to the questions mentioned below. Site reactivation is subject to approval of the submitted PoA by Amazon

However, site will be kept deactivated for a minimum period of 3 working days as a penalty for missing performance.

The root causes that led to the issue.

- Provide the root causes that led to the issue (Detail 5-Why analysis to ascertain the actual cause of performance miss)
- Provide the actions taken to resolve the issue
- Provide steps taken to prevent the issue from recurring in the future (Both long-term & short-term fixes needs to mentioned with clear ETAs and ownership)

Note - In case of Return Rate please provide the corrective actions taken for the top 3 returned ASINs.

Reactivation Process - Once RCA & POA has been shared, TAT for evaluating and initiating site-reactivation is 3 business days.

Appendix 7: Using Flex portal:

- Return OTP- Seller needs to login to the flex portal to retrieve the OTP which needs to be shared with the delivery partner while accepting the returns. This way we can eliminate the lost in transit scenario completely. OTP will be generated every day at a PCID level.

- Holiday Management- WI seller can apply for holiday using flex dashboard. Holiday needs to be applied 5 days before the start date and cannot be applied for more than 2 days. Seller needs to make sure they process all the existing orders before going on holiday to avoid LSR misses. If WI sellers wants to apply for holiday more than 2 days they need to opt for site deactivation by reaching out to their Amazon POC.

Appendix 8: **Suggestions to maintain performance in metrics:**

- LSR – Ensure sufficient back up for man-power, electricity, internet, packaging materials and printer. Take holidays by applying on the holiday management tool. Ensure processing all pending orders before going on leave.
- CR – Ensure maintaining correct inventory where physical count of the inventory matches the count of the seller flex portal. Ensure correct pricing on the display page to prevent cancellations due to incorrect pricing.
- ODR – Please review the customer feedbacks and comments, that can be downloaded from the performance page and take appropriate corrective actions.
- SOR – Ensure correct messages are being triggered to Amazon system successfully. There should be conformance between physical action of processing the order and the corresponding EDI message

Appendix 9: **Acknowledgement Mail blurb**

Seller Name –

Seller ID –

We acknowledge that the in the integration between <<**Connector**>> and <<**Seller**>> has been completed and the commercials are aligned. We agree to move forward on Warehouse Integration with Amazon with <<Connector>> as Connector.