

Managing Buyer Feedback – Amazon Marketing

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Managing Buyer Feedback



Having excellent customer and buyer feedback rating is important to being successful as an Amazon seller. Customers will review the feedback ratings on sellers when they are thinking of making a purchase. Negative feedback should be dealt with quickly by determining the cause of the problem and resolving it.

Feedback manager

The feedback manager contains two tables. One is the feedback rating which shows your feedback for the past 12 months.

Arrived on Time	Item as Described	Customer Service	Order ID	Rater	Rater Role
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The other is View current feedback that displays your actual feedback and ratings from buyers.

The View current feedback will show the buyers responses to three questions about your service: Arrived on Time, Item as described and Customer service. Yes means the buyer was satisfied. No means they were not satisfied.

The feedback manager can be accessed from your seller manage orders page. Click on the Performance tab and then the feedback button.

Buyers have 90 days to leave feedback and 60 days to remove it.

Negative feedback

There are several ways to deal with negative or neutral feedback.

Let it go. Take it as a lesson learned. It's the perfect opportunity to learn from and improve your business practices. Fix any underlying problems that can be fixed and then let it go.

Contact the buyer. Ask them to remove the feedback. Work with your buyer to improve the problem that caused them to give you a negative feedback. Once that is resolved, ask them politely to remove the feedback.

To contact the buyer, on your manage customer feedback page, scroll to the customer you want to contact and hit the respond button. Fill out the form and hit Send e-mail.

Contact Customer > [View Feedback](#)

Your E-mail to Brenda McClurkin	
To: [redacted]	Order ID: [redacted]
From: [redacted]	• 1 of Froz [redacted]
Subject: --- Select a Subject ---	Status:

Type your message in the box below. We will forward it to the buyer. Please do not include email addresses, HTML or message. If you need to refer to an item on the Amazon web site, include the product name and/or the ASIN/ISBN.

IMPORTANT NOTICE: When you submit this form, Amazon will replace your email address with one provided by Amazon identity, and forward the message on your behalf. Amazon will retain copies of all e-mails sent and received using this message you submit below, and may review these messages as necessary to resolve disputes. By using this service

Message:

Please limit your text to less than 4,000 characters.

Leave a response. Sometimes you cannot work out the problem with the buyer and have them remove the feedback. In this case, the best option could be to simply leave a professional, but positive comment in the response area. Then just move on.

To leave a response, go to your Seller Account and click on the "Manage your Ratings and Feedback" button under the Reports heading. Scroll down to the feedback you want to respond to and click the respond button.



The response can be removed later if you do come to a resolution with the buyer. Leave your message in the box and hit submit.

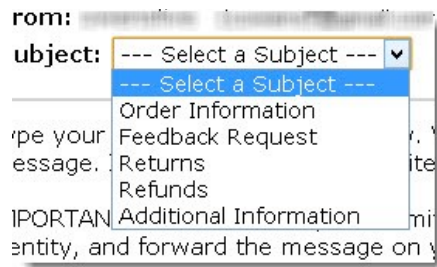
Resolving feedback

Sometimes a buyer will leave negative feedback in the Customer Reviews. When this happens you should contact each individual buyer to resolve the problem. Once the problem is resolved you can ask them to remove the feedback. You shouldn't pressure the buyer though since that is a violation of Amazon's policies.

To contact the buyer, in your Feedback Manager page, scroll down to the View Current Feedback and find the comment you want to address. Click on the Resolve button.

This opens up the Resolving Negative Feedback page.

Click on the Contact Customer button and choose the subject from the drop-down menu. Type your message into the area provided. Click the send email button to send your message.



Get a Great Feedback Score

The feedback you receive is one of the most important aspects buyers look at when making a purchase decision. To stay a competitive seller you need to build up your positive feedback score.

Make sure you follow Amazon's seller best practices list.

Follow the Golden Rule when dealing with customers. Provide them with the kind of experience you enjoy.

As a new seller, take the time to learn from the more experienced sellers. Read the feedback left on other sellers to improve your own customer service practices.

Here are some problems and buyer comments left for Amazon sellers below to see what customers feel are poor buying experiences.

- **Item doesn't arrive**
 - Customer says never got their package.
 - Their package never arrived.
 - Customer never got the book, but did get billed for it.
- **Poor Packaging**
 - Shipment was sent with POOR packaging.
- **Speed of shipping**
 - Customer says item shipped later than was expected.
- **Canceling an order without reason**
 - Customer says seller cancelled order but provided no reason.
- **Seller is unresponsive**
 - Seller has not responded to emails. Product below expectations. Customer doesn't recommend.
 - Customer says book not received and contact with seller was unsuccessful.

- **Seller is aggressive with buyer**
 - Customer said, "I don't like being pestered for feedback. If I have a problem, you'll know about it. If you do something extraordinary, I'll notice. But stop fishing for compliments!"
- **Item isn't as stated**
 - While delivery was speedy, the condition of the book was not as advertised. It had water stains through it and smelled strongly of smoke.
 - Book arrived a few days early, but about 30 pages were torn out.

Providing good customer support and dealing with customer feedback in a professional manner can help you be a successful seller in the Amazon marketplace. Deal with negative feedback and buyer problems in timely manner.

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