

Managing Your Seller Feedback

Seller feedback vs. product reviews

What is the difference?

Seller Feedback is the buyer's opinion about their entire post-order experience. It reflects on how well you performed on meeting buyer expectations in terms of packaging, shipping, accuracy of product description, condition of product, and customer service. Feedback may be left only by someone who has made a purchase from you.

Accuracy of product description means you are responsible for delivering a product that is not different to what is described on the product detail page; this includes, but is not limited to products that arrive to the buyer in a working state with all pieces and parts included and products that are in a condition that the buyer expects.

A product review is the buyer's opinion and overall impression specific to only the product they bought. Product reviews include buyer opinions about if they liked or disliked the product, comparisons to other similar products or services, and whether specific product attributes met their expectations like comfort, fit, battery life, color, taste, etc. Product reviews are included on the item's product detail page on the Amazon marketplace.

Note that this module is regarding your seller feedback.

What should I do if I receive negative seller feedback?

Best practice

First, we recommend that you work with buyers to resolve their issue described in the negative feedback through Buyer-Seller Messaging. Buyers can update their feedback on a seller transaction within 60 calendar days from the date they originally left the feedback. They can do this one time for every seller transaction.

Second, we recommend posting a public reply. Contacting the buyer is often the best way to resolve a dispute with an unhappy customer, but you can also address negative feedback publicly by posting a public reply. A public reply can be viewed by anyone who is looking at your Seller Profile Page. Your response appears directly below the feedback you are responding to. That means your response doesn't just speak to the buyer who left the feedback, but future visitors to your profile page as well. You can also use your reply to highlight something within the feedback you want to amplify or to address a critical piece of feedback by highlighting your customer service and business policies.

These actions can be taken in your Feedback Manager within Seller Central.

Posting a public reply to negative seller feedback

Best practice

Do

- Do start by thanking the reviewer for providing feedback about their experience.
- Do address any concerns, share your selling policies, and assure that you reached out to help.

Don't

- Don't delay your response time. A quick turn response illustrates to buyers who are looking at your profile page that you pay attention to and prioritize customer service.
- Don't lose your cool when responding. Your initial reaction might be to defend your business. You might even want to point out every part of the feedback that is wrong, false, inaccurate or misrepresents your business. A public reply shows that you addressed the buyers concerns and appreciate their feedback. You don't want to appear argumentative or closed off to seller feedback.
- Don't provide any private information about yourself or the buyer including personal information such as contact information (names, emails, phone numbers, addresses) or payment information.
- Don't ask the buyer questions or start a dialogue because buyers cannot respond to your public reply. Instead you can contact the buyer through Buyer-Seller Messages and work towards a resolution.

Does Amazon remove seller feedback?

Situations in which Amazon will consider removing seller feedback

Amazon strives to properly reflect the service you provide to buyers through your ratings and feedback. Amazon removes seller feedback that does not adhere to our guidelines at time of submission. This means you do not need to request your feedback to be removed because we determine if seller feedback is within our guidelines before it is posted. Therefore, we generally do not remove seller feedback after it is posted on Amazon. Additionally, we do not remove feedback in the event of a dispute between you and the customer where Amazon is unable to verify the facts. When Amazon removes seller feedback, its impact is removed from your feedback rating and your Order Defect Rate.

Amazon may remove feedback only in the following three cases:

1. The feedback includes words commonly understood to be obscene or profane.
2. The feedback includes seller-specific, personally identifiable information, including email addresses, full names, or telephone numbers.
3. The entire feedback comment is a product review. For example:

“The Acme Super-Widget lacks the sharpness and speed of the Acme Ultra Widget.”

However, if the comment contains both a product review and feedback about your service, we will **not** remove the feedback. For example:

“Seller’s shipping service was very slow, and the Acme Super-Widget lacks the sharpness and speed of the Acme Ultra Widget.”

When does Amazon strike-through seller feedback?

Situations in which Amazon will consider striking-through seller feedback

In the specific situations listed below, Amazon strikes-through seller feedback that does not adhere to our guidelines at the time of submission. This means you do not need to request your feedback to be removed because we determine if seller feedback is within our guidelines before it is posted. When Amazon strikes-through seller feedback, its impact is removed from your feedback rating and your Order Defect Rate.

Amazon will consider striking-through feedback in the following cases:

1. The entire comment relates explicitly to fulfillment and service for an order fulfilled by Amazon. In addition to the strike-through, the following statement will appear directly under the feedback on your seller profile page: *"This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."*
2. The entire comment is related to a delayed or undelivered order, which you shipped on time by using [Buy Shipping Services](#). In addition to the strike-through, the following statement will appear directly under the feedback on your seller profile page: *"The fulfillment issues associated with this order were not due to the seller."*