

Monitor your account health

To view your account health, follow these instructions:

1. Go to Seller Central home page.
2. Under **Performance**, click **Account Health**.

The Account Health page provides an overview of your selling account's adherence to the performance targets and policies required to sell on Amazon. We track various metrics on seller performance to ensure that sellers are meeting our high bar for customer experience, including customer feedback, Order Defect Rate, Cancellation Rate and (for orders shipped by the seller) Late Dispatch Rate. Seller performance ratings are made available to customers so that customers can shop with confidence. Amazon has much more granular metrics about the performance of Amazon's retail and fulfilment operations and utilises that information for constant real-time performance improvement. To ensure that we are delivering a great experience for our customers, Amazon might take action on these metrics if they do not comply with our targets.

We regularly review the performance of all sellers and notify them when they are off-target. The intent of this review is to give you the opportunity to improve your performance before the issue affects your ability to sell. ~~Occasionally, selling accounts with very poor performance are immediately deactivated.~~

Appeal a deactivated selling account

If your selling account has been deactivated, you may be eligible for reinstatement. You can appeal by providing us with a [plan of action](#) for correcting the problems that contributed to the enforcement action. [Learn how to appeal the restriction or removal of selling privileges.](#)

Contractual performance criteria that you must adhere to are (i) Order Defect Rate, (ii) Cancellation Rate and (iii) Late Dispatch Rate. The other indicators are nice-to-have indicators and there are no consequences for not meeting them.

Monitoring your account health

The Account Health page provides you with visibility into your selling account's adherence to the targets for various product policies as well as the below performance metrics:

[Account Health Rating](#)

The Account Health Rating (AHR) helps you monitor your account health based on your adherence to Amazon's selling policies. It takes into account factors such as the number of unresolved policy violations on your account at any given time, the relative severity of those violations and the extent to which you positively impact the customer experience via your selling

activities. This rating does not change Amazon's existing selling policies and will continue to be refined over time. To maintain "Good" account health, address all policy violations in a timely manner. If your AHR is 'At Risk' or 'Critical', your account may be at risk of deactivation. Some selling policies are not reflected in it. Ensure overall compliance with our terms, policies and applicable laws to avoid account deactivation, independent of your AHR. To learn more about the AHR, visit [Account Health Rating: Frequently asked questions](#).

Order Defect Rate

The Order Defect Rate (ODR) is a key measure of your ability to provide a good customer experience. It includes all orders with one or more defects (defined below) represented as a percentage of total orders during a given 60-day time period.

The following are the types of order defects:

- Negative feedback
- An A-to-z Guarantee claim that is not denied
- Credit card chargeback

Our policy is that sellers maintain an ODR under 1% in order to sell on Amazon. An ODR above 1% may result in account deactivation.

Cancellation rate

The Cancellation Rate (CR or Pre-fulfilment Cancel Rate as it is referred to, on the **Account Health** page) includes all seller-cancelled orders represented as a percentage of total orders during a given 7-day time period. CR only applies to seller fulfilled orders.

This metric includes all order cancellations initiated by the seller, with the exception of those requested by the customer using the order cancellation options in their Amazon account. Pending orders that are cancelled by the customer directly on Amazon are not included.

Our policy is that sellers maintain a CR under 2.5% in order to sell on Amazon. A CR above 2.5% may result in account deactivation.

Late Dispatch Rate

The Late Dispatch Rate includes all orders with a dispatch confirmation that is completed after the expected ship date. Late Dispatch Rate is represented as a percentage of total orders over both a 10-day or 30-day period. Late Dispatch Rate only applies to seller fulfilled orders.

It is important to confirm the dispatch of orders by the expected ship date so that customers can see the status of their dispatched orders online.

The following results can occur due to an order with a confirmed late dispatch date:

- Increased A-to-z Guarantee Claims
- Negative feedback
- Customer contacts
- Negative customer experience

Our policy is that sellers maintain a Late Dispatch Rate under 4% in order to sell on Amazon. A Late Dispatch Rate above 4% can result in account deactivation.

[Valid Tracking Rate](#)

The Valid Tracking Rate (VTR) includes all shipments with a valid tracking number represented as a percentage of total shipments during a given 30-day time period. VTR only applies to seller fulfilled orders.

Amazon customers depend on tracking numbers to find out where their orders are and when they can expect to receive them. The VTR is a performance metric that reflects those expectations. All major carriers, including USPS, FedEx, UPS and DHL, now offer free tracking.

Our policy is that sellers maintain a VTR greater than 95% for their shipments. A VTR below 95% in a product category may result in restrictions on your ability to sell non-FBA (Fulfillment by Amazon) items within that category. This might also affect your eligibility to participate in [Premium Shipping and guaranteed delivery](#).

[On-Time Delivery Rate](#)

The On-Time Delivery Rate (OTDR) includes all shipments delivered by their estimated delivery date represented as a percentage of total tracked shipments. OTDR only applies to seller fulfilled orders.

We consider OTDR performance when determining which transit times you are eligible to set, which may enable you to promise faster delivery times and improve your conversion.

We recommend that sellers maintain an OTDR greater than 97% in order to provide a good customer experience; however, there is no consequence for not meeting the OTDR target.

[Invoice Defect Rate](#)

The Invoice Defect Rate (IDR) is all orders from Amazon Business customers for which an invoice was not uploaded within one working day after shipment, as a percentage of total orders from Amazon Business customers.

Amazon Business customers expect invoices for tax and accounting purposes.

In order to provide invoices to customers, sellers can [activate the VAT Calculation Service](#) and let Amazon issue invoices on their behalf at no cost (recommended). Alternatively, invoices can be [uploaded automatically](#) via a third-party solution provider or manually via the [Manage Orders](#)

page. Sellers exempt from VAT registration in both the EU and the UK can let Amazon issue receipts on their behalf at no cost by [declaring their VAT exemption](#).

Our policy is that sellers maintain an IDR under 5%, in order to sell on Amazon. An IDR above 5% may result in account deactivation.

Address customer feedback

Certain negative performance metrics are caused by a customer's feedback based on their experience. Sellers should try to determine the cause of the problem and work with the customer using one of the following options:

[Use the Feedback Manager](#)

1. Go to Seller Central home page.
2. Under **Performance**, click [Feedback](#).
3. In the **Recent Feedback** table, select **Contact Customer** under the **Actions** column next to the designated Order ID.

Note that this action will only be available on neutral or negative feedback.

[Use the Buyer-Seller Messaging Service templates](#)

For more information, visit [Email templates for Buyer-Seller Messaging Service](#).

Note: You can only use the Buyer-Seller Messaging Service templates to contact a customer with regards to an order or a customer service question.

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