

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 represented as a percentage of total orders during a given 60-day time period. The following are the three types of ODR:

- Negative Feedback Rate
- A-to-z Guarantee Claim Rate
- Credit Card Chargeback Rate

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.

Negative Feedback Rate

The Negative Feedback Rate (represented as a percentage) is the number of orders that have received negative feedback divided by the number of orders in the relevant period. This metric is order-correlated, meaning we look at the date of the order (not the date on which the feedback was received) when computing the rate. The Negative Feedback Rate might not match the feedback that buyers see, which is calculated based on when the feedback was received instead of when the order was placed.

A seller who maintains a low percentage of negative feedback reflects our customer-centric philosophy. One- and two-star ratings are considered negative. For more information, see [Monitor your account health](#).

If you received negative feedback from a buyer, it is recommended that you try to identify the cause of the issue and work with the buyer using one of the following options:

[Use the Feedback Manager](#)

1. Go to [Feedback](#) under the **Performance** tab.
2. In the **Recent Feedback** table, select **Contact Customer** under the **Actions** column next to the designated Order ID.

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

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

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

If you believe a buyer submitted incorrect feedback, and if it meets the requirements for [removal](#), you can request a removal using the following action in the **Feedback Manager**:

1. Go to the [Feedback Manager](#).
2. In the **Recent Feedback** table, next to the **Order ID** you want to request feedback removal, select **Request removal** under the **Actions** column.

Note: If a buyer withdraws negative feedback, it is not counted as part of ODR. However, it might take up to 48 hours after a buyer has removed it to disappear from the metric.

A-to-z Guarantee Claim Rate

The A-to-z Guarantee Claim Rate (represented as a percentage) is the number of orders with a relevant claim divided by the number of orders in a given 60-day time period. You can manage and take action on claims via the [A-to-z Guarantee Claims page](#).

The following types of claims impact your ODR:

- Claims that are granted and debited from your account
- Claims for which you refunded the customer after the claim was filed
- Claims for which you or Amazon cancelled the order
- ~~Claims that are pending a decision~~

The following types of claims do not impact your ODR:

- Claims that are granted and paid for by Amazon
- Claims that were denied to the customer
- Claims that were withdrawn by the customer

Note: If you win an appeal on a claim decision, the claim will be removed from your ODR.

If you require additional assistance with addressing A-to-Z Guarantee Claims issues, you can use the **A-to-Z Guarantee Claims Questions** tool:

Sign in to use the tool and get personalised help (desktop browser required). [Sign in](#)

Credit Card Chargeback Rate

The Credit Card Chargeback Rate (represented as a percentage) is the number of orders that have received a credit card chargeback divided by the number of orders in the relevant period. The metric is order-correlated, meaning we look at the date of the order (not the date on which the service chargeback was received) when computing the rate.

A credit card chargeback is similar to an A-to-z Guarantee claim except that the credit card issuer processes the claim and makes the decision, not Amazon.

Possible problems might include:

- The buyer claims they didn't receive the item.
- The buyer returned the item, but didn't receive a refund.
- The buyer received a damaged or defective product.

When a buyer disputes a purchase charged to their credit card, it is referred to as a chargeback request. We broadly categorize chargebacks as either **fraud** or **service**.

A **fraud chargeback** means the buyer claims not to have made the purchase at all. These claims are typically related to stolen credit cards used by fraudulent buyers. Amazon does not count fraudulent transaction chargebacks towards your ODR.

A **service chargeback** means the buyer acknowledges a purchase, but indicates to their credit card issuer that they experienced a problem.

For more information regarding how to address credit card chargeback claims, see [Respond to a chargeback claim](#).

Note: For details about communication with buyers, see [Communicate with buyers using the Buyer-Seller Messaging Service](#).

To view your ODR and download your ODR report:

1. Go to the [Account Health](#) page.
2. In the **Customer Service Performance** section, click **View details**.
3. Select the **Order Defect Rate** tab. Scroll down and click the **Download Report** button.