

Order Performance program policy

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The below Order Performance policies require that sellers meet minimum performance standards on fulfillment, delivery, and customer service. These policies are intended to ensure that customers will continue to have a positive experience shopping in Amazon's store after their order has been placed.

You can see how you are performing against these metrics by reviewing the Customer Service Performance and Delivery Performance sections on your [Account Health](#) page.

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
- Credit card chargeback

Our policy is that sellers maintain an Order Defect Rate under 1% in order to sell on Amazon. An Order Defect Rate above 1% may result in loss or restriction of selling privileges.

Cancellation Rate

The Cancellation Rate (CR, or Pre-Fulfillment Cancellation Rate as it is referred to on the Account Health page) includes all seller-canceled orders represented as a percentage of total orders during a given 7-day 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 canceled by the customer directly on Amazon are not included.

Our policy is that sellers maintain a CR that is under 2.5% in order to sell on Amazon. A CR above 2.5% may result in loss or restriction of selling privileges.

Late Shipment Rate

The Late Shipment Rate (LSR), also known as late dispatch rate includes all orders with a shipping confirmation that is completed after the expected ship date. LSR is represented as a percentage of total orders over both a 10-day or 30-day period. LSR only applies to seller-fulfilled orders.

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

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

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

Our policy is that sellers maintain an LSR under 4% in order to sell on Amazon. An LSR above 4% can result in loss or restriction of selling privileges.

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 period. Valid Tracking Rate 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 Valid Tracking Rate 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 Valid Tracking Rate greater than 95% for their shipments. A Valid Tracking Rate below 95% in a product category may result in restrictions on your ability to sell non-FBA items within that category. This may also affect your eligibility to participate in [Premium shipping](#).

On-Time Delivery Rate

On-Time Delivery Rate (OTDR) measures the percentage of tracked seller-fulfilled units delivered on or before the seller-promised “Deliver by” date. This date is calculated using the seller’s set handling and transit time, before any promise extensions are added. Promise extensions are additional days that we may add to the delivery date to account for logistical factors that could delay a delivery, such as extreme weather, transportation network constraints or a recent history of a seller delivering shipments after their set delivery date. Sellers are expected to maintain a minimum 90% OTDR when fulfilling Fulfilled by Merchant (FBM) orders on Amazon.co.uk

To learn more about the various performance thresholds and actions, go to [On-time Delivery Policy](#).

[Handling Time](#)

[Handling time \(HT\) is the period, in business days between receiving an order and confirming shipment to the carrier. It is an important operational input for promised delivery dates. Faster handling times lead to shorter promises, which can help to improve your sales and conversion. To help you set handling times which reflect your actual performance, we review your SKU-level handling times you set against your actual handling performance over a rolling 30-day period. If a SKU's handling time gap is one or more days longer, we'll enable Automated Handling Time for the given SKU for the next 90 days to reflect your actual performance.](#)

[This policy does not affect your Selling privileges and does not apply to Custom or Handmade programs. Review your handling time settings in General Shipping Settings and view your SKU-level handling time through the handling time report.](#)

Business Hour Delivery Rate

[Business Hour Delivery Rate \(BHDR\) measures the percentage of Fulfilled By Merchant \(FBM\) shipments delivered to Amazon Business customers within their hours of operation, ensuring secure delivery and fewer reattempts, during a given 14-day period. This metric applies only to seller-fulfilled orders destined for Amazon Business customers with commercial addresses.](#)

[BHDR is the percentage of FBM shipments delivered to Amazon Business customers with commercial addresses, within their hours of operation. BHDR is calculated for a 14-day time period, based on shipments with a promised date between 7 days ago and 21 days ago. For example, on November 21, your BHDR would be calculated for shipments with a promised delivery date between November 1 and November 14. This metric is refreshed daily.](#)

[Business days and hours are determined by the delivery preferences set by business customers on their account. If the customer does not indicate preferences, Monday to Friday, 9:00 a.m. to 5:00 p.m. local time will be applied as default.](#)

[Only tracked shipments \(with a valid delivery scan\) will be considered for BHDR evaluation.](#)

[For optimal customer experience, we expect sellers to maintain 90% or higher BHDR when fulfilling FBM orders on Amazon.co.uk. and we will send a warning notification if their average BHDR from this 14-day evaluation period is below 90%. If your BHDR is consistently below 80% and BHDR performance does not improve within 30 days of such a warning, your FBM offers may be deactivated for Amazon Business customers \(consumer store offers are unaffected\). For more information, go to Frequently asked questions about Business Hour Delivery Rate \(BHDR\).](#)

[Sellers with fewer than 20 shipped units within the 14-day measurement period are exempt from BHDR requirements.](#)

Address customer feedback

Certain negative performance metrics are caused by a customer's feedback based on their experience.

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 the 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: This action will only be available for neutral or negative feedback.

Use the Buyer-Seller Messaging Service templates

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

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