Monitor your account health

To view your account health, follow these instructions:

1. Go to Seller Central homepage.

2. Under **Performance**, click **Account Health**.

The Account Health page provides an overview of your seller 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 fulfillment operations and utilizes that information for constant real-time performance improvement. To ensure 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, seller accounts with very poor performance are immediately deactivated.

Appeal a deactivated seller account

If your seller 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.

Performance metrics

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

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 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) is 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.

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 Shipment Rate

The Late Shipment Rate (LSR) includes all orders with a ship 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 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 Valid Tracking Rate is a performance metric that reflects those expectations.

Our policy is that sellers will be required to maintain a VTR greater than 95% for orders placed after the expected delivery date of April 1, 2021. VTR is calculated for each product category for non-exempted orders, and categories with VTR of less than 95% in the last 30 days 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 penalty for not meeting the performance target at this time.

Return Dissatisfaction Rate

The Return Dissatisfaction Rate (RDR) measures the customers' satisfaction with their return experience. The following actions can cause a negative return experience:

- Negative Return Feedback Rate: when a return request has negative buyer feedback.

- Late Response Rate: when no response is provided for a return within 48 hours.

- Invalid Rejection Rate: when a return is incorrectly denied.

Your Return Dissatisfaction Rate is all negative return requests represented as a percentage of total return requests.

Our policy is that sellers maintain an RDR under 10%. At this time, there is no penalty for not meeting the performance target, though customers with unresolved problems are more likely to submit negative feedback and A-to-z Guarantee claims.

Address buyer feedback

Certain negative performance metrics are caused by a buyer's feedback based on their experience. Sellers should try to determine the cause of the problem 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, see 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.