

Order Performance programme policy

On this page

[Order Defect Rate](#)

[Cancellation Rate](#)

[Late Dispatch Rate](#)

[Valid Tracking Rate](#)

[On-Time Delivery Rate](#)

[Address customer feedback](#)

The below Order Performance policies require that sellers meet minimum performance standards on fulfilment, 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-Fulfilment Cancellation 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 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 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 Dispatch Rate

The Late Dispatch Rate (LSR), also known as Late Dispatch Rate includes all orders with a shipping 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 Fulfilled by Merchant 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 time 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

~~The On-Time Delivery Rate (OTDR) includes all shipments delivered by their estimated delivery date (EDD) represented as a percentage of total tracked shipments. OTDR only applies to Fulfilled by Merchant 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. Failure to meet Amazon's target for this metric generally does not result in the suspension of your selling account. However, it could lead to negative feedback or claims, which could affect your selling account status.

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 Time 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 may delay a delivery, such as extreme weather, transportation network constraints, or 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, please refer to the On-time Delivery Policy page.

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 Service templates](#).

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

Was this article helpful?

