

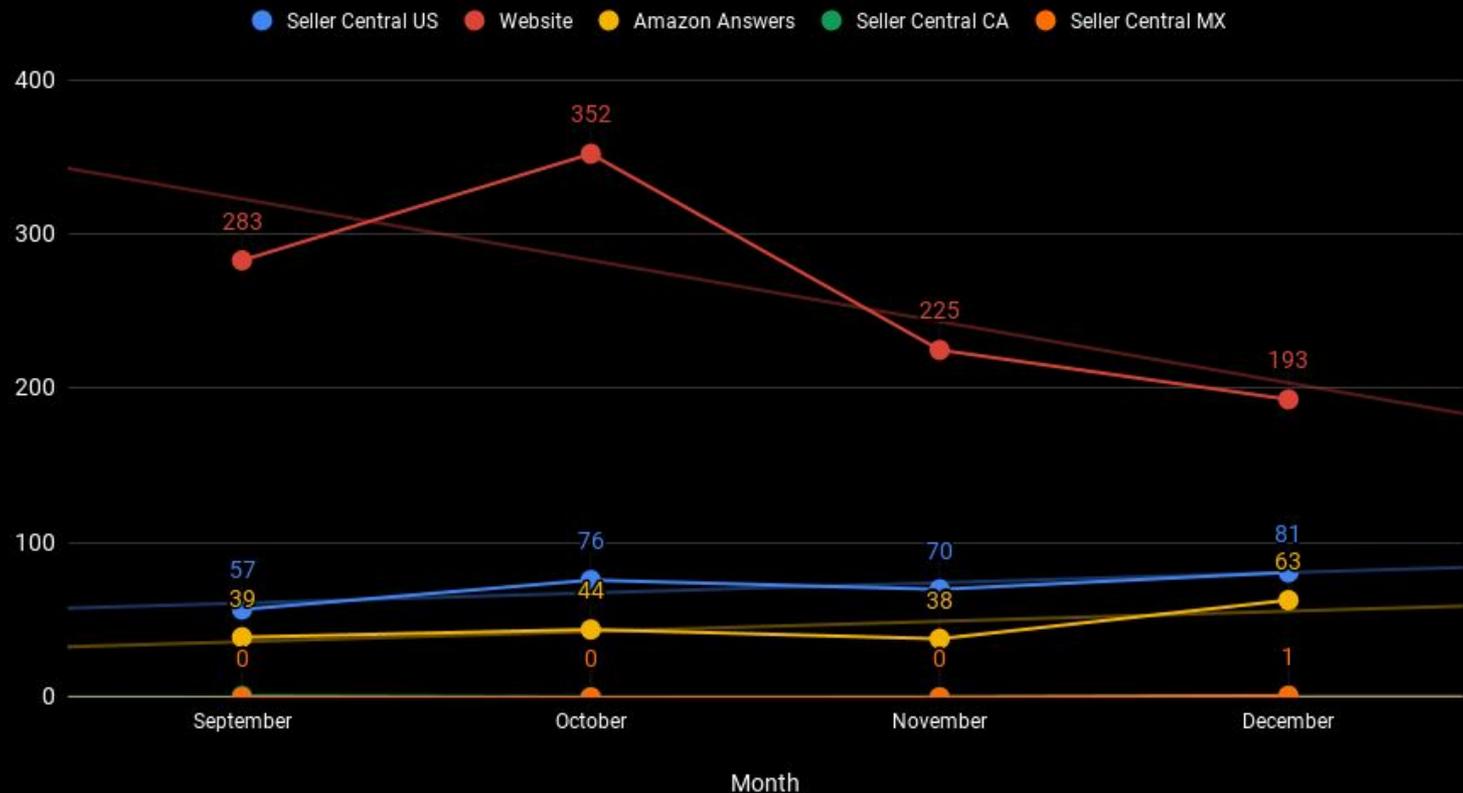
Your Customer Service Review

[sample]

January 2021

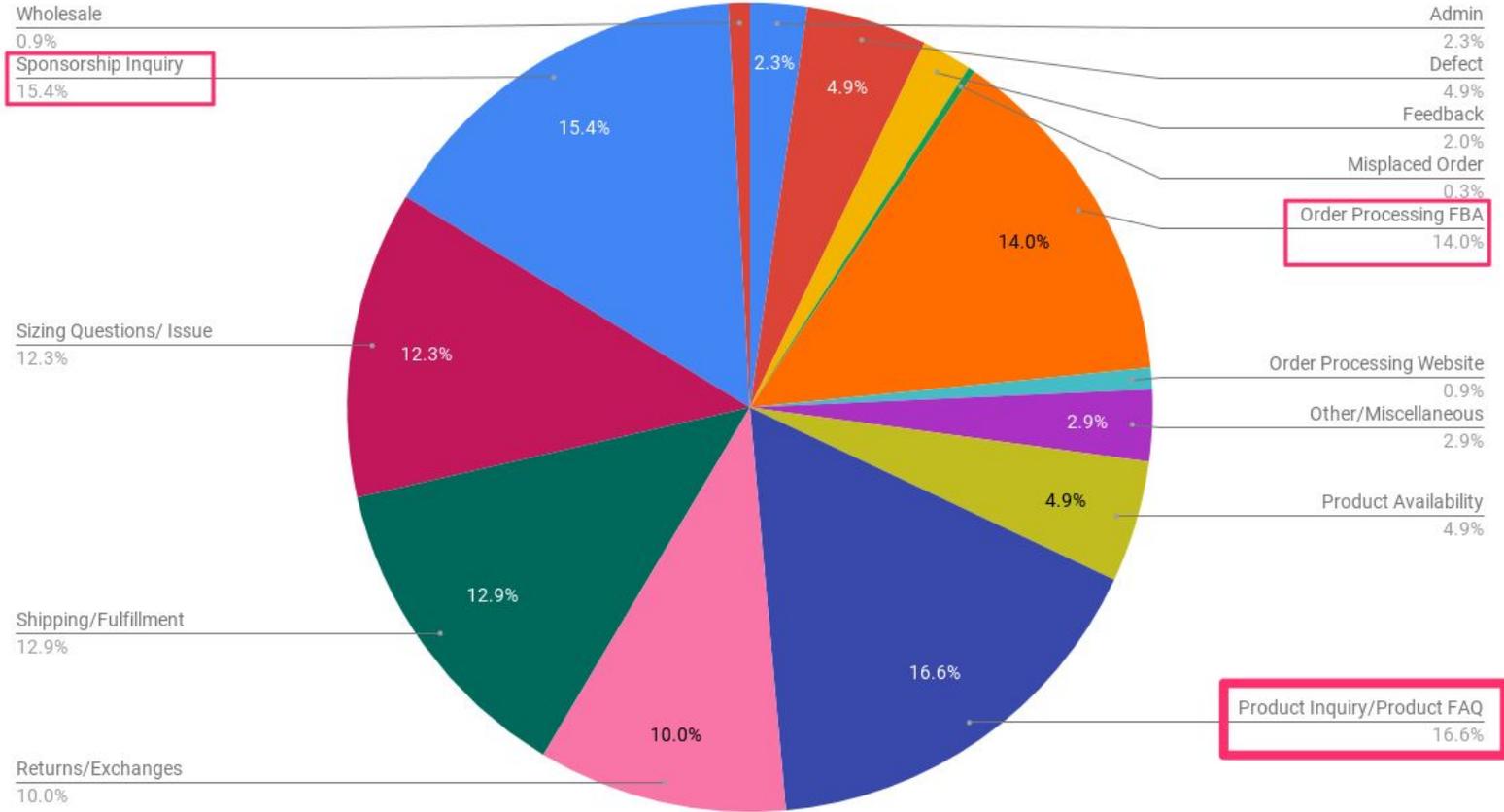
SellerSm;)e

Customer Service Interactions (Sept '19 - Dec '19) [sample]



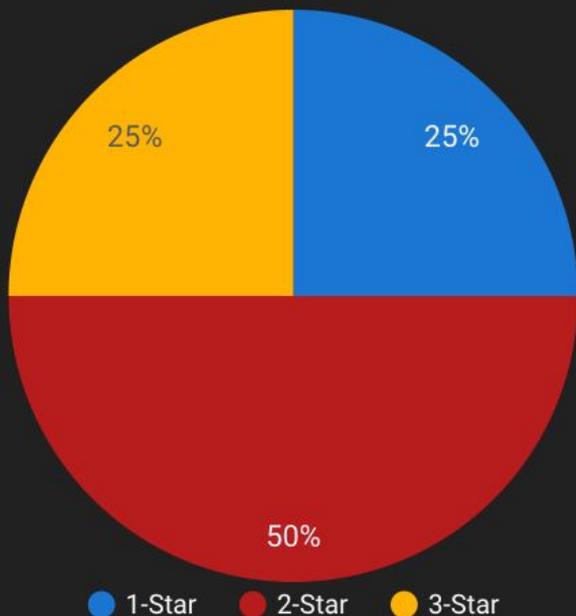
Case Category Breakdown

[sample]



SKU with the Most Critical Reviews Last Month

XYZ-ABC-123



TOTAL # OF REVIEWS	Total # of critical reviews	PERCENTAGE
52	8	15.38%

Rating	# of Reviews
1-Star	2
2-Star	4
3-Star	2

Common Issues
Palm/thumb stitching too tight
Poor quality
Uncomfortable, Awkward

Reputation Management

- SKU XYZ-123 received **15%** critical reviews (8/52) last month.
- # of critical reviews decreasing. (down 8% from November).
- Requesting reviews from 51% of seller feedback. 3% of all feedback removal is requested.

DECEMBER				
ASINs with the highest # of critical reviews	SKU	Product Title	Total # of critical reviews	Common Issues
B07THZXYZ1	XYZ-ABC-123	SAMPLE PRODUCT	7	Not worth of the money
B07THZXYZ2	XYZ-ABC-456	SAMPLE PRODUCT	4	It's just okay.
B07THZXYZ3	XYZ-ABC-789	SAMPLE PRODUCT	3	Good quality but get your right size.

Misc. Updates

1. 27% increase in customer returns for SKU: XYX-XYX.
 - a. Related to 15 interactions about “wrong size.”
2. Amazon Answers volume **+15%** in Amazon US and **-10%** in Amazon Germany.
3. Recommendations:
 - a. Add dimensions of the XL size to these listings:
 - i. 123.amazon.com, 789.amazon.com.
 - b. Offer returnless refunds if order item is less than \$11 or when the SKU is: XYZ....
 - c. Extend warranty from 3 months to 1 year.