

Title: Daily Account Health Audit

Department:

Date: [Insert Date]

Version: 4.0

Prepared by: [Your Name]

Approved by: [Approver's Name]

Objective

To establish a standardized process for conducting daily account audits and reporting within the Seller Central (SC) platform. This Standard Operating Procedure (SOP) aims to ensure the proactive and reactive identification of account and listing issues, aiming on a prompt resolution and the maintenance of healthy accounts. By following this SOP, users will achieve consistency and accuracy in detecting, managing, and reporting issues, thereby supporting optimal account performance and adherence to best practices.

Scope

This SOP applies to all team members responsible for monitoring, auditing, and managing accounts within the Seller Central platform. It encompasses daily checks on key account and listing components, issue identification, case management, and reporting to project management.

Responsibility

The Amazon Account Manager or designated team member is responsible for monitoring daily the account health.

Procedure

Step 1: Performance Notifications

From Seller Central --> Performance --> Performance Notifications

- ☐ Check for new notifications

When Logged to the tracker - click "Mark as read"

Step 2: Product Policy Compliance

From Seller Central--> Account Health-->Policy Compliance --> View all

- ☐ Check for new notifications

Step 3: Stranded Inventory

From Seller Central--> Manage FBA Inventory--> Inventory --> Stranded Inventory

- ☐ Check for new listings for new listings especially with many units

Step 4: Suppressed Listings

From Seller Central--> Manage Inventory--> Search suppressed and inactive listings

- ☐ If checking a specific ASIN, search for it in the search bar

Otherwise, check for new suppressed listings

Standard Operating Procedure (SOP)

Title: Daily Account Health Audit

Version: 4.0

Step 5: Document Requests

From Seller Central--> Account Health--> (at right bottom) "Document Requests"

- ☐ Check for New Requests

Step 6: Case Log

From Seller Central--> Help --> Manage Support Cases

- ☐ Amazon increasingly opens Cases randomly in Case Log for issues of various level of importance. It is important to monitor that for any new cases that look unfamiliar.

Step 7: Significant loss in Sales per Day

Significant loss in sales it is likely a result of Suspensions, OOS, Hijackers or any other possible issue

- ☐ Preferably check through [SellerBoard](#) or any similar tool that shows the sales per SKU in a very user-friendly live manner.

If you don't identify something obvious try to add the product to the basket and try to proceed with a buy. That would test if there is any error.

Step 8: Hijackers

- ☐ Preferably check trough [SellerBoard](#) or [SentryKit](#) or any other tool that gives alerts when you lose the Buy Box or when there are more offers in your listings. Alternatively:
- ☐ Check Manually all the listings