



Dealing with Product Safety Complaints

At this point, most everyone has seen the new Amazon Account Health screen. Hopefully, yours is all clear, and there aren't any problems looming in your account. However, if you have the dreaded *At Risk* notification, this is where it will show up. It will also show up at the bottom of this widget on the main screen.

I want to focus specifically on ONE type of issue that you might see listed there:

Product Safety Complaint

So, what is a product safety complaint? This is a complaint to Amazon by a customer stating that they've encountered what they've deemed to be a safety issue with the product they've purchased. Product Safety Complaints do NOT mean that your product is dangerous, necessarily. It can mean that someone didn't know how to properly use a product, used it improperly, and filed a safety complaint as a result.

Amazon places a huge priority on the customer experience. So, Amazon wants us to take EVERY precaution to ensure a positive customer experience and that customers safely enjoy their products!

Identifying the Issue:

So, after a safety complaint has been filed, your objective is to identify the issue and resolve it directly. This is Amazon's number one priority. So, it should be yours too. To do this you must first identify the issue. This is a bit more difficult than you might think because Amazon simply notifies you that a complaint has been filed and doesn't give you any further information.

Here are three ways to identify the issue:

- 1) Review your seller feedback - if someone left feedback regarding this product and had a "safety complaint" you have likely identified the culprit.
- 2) Review your buyer messages - you can search your buyer messages and see if you have any relating to the item in question.

3) Review the product reviews – specifically, review the negative feedback for each listing. For us, this has been the best way to identify the issue thus far. In fact, it's how we've identified every product complaint we've ever had.

So, at least in our case(s), we have been most successful in dealing with this by reading the Amazon product reviews. After you identify the issue, you can then proceed to resolving the issue.

Resolving the Issue:

To resolve the issue to Amazon's specifications, you must create a plan of action. The purpose of the plan of action is as follows:

- State how you will address the issue with existing inventory. This involves creating a removal order to have the product shipped back to you from amazon, so that you may implement your actions steps that resolve the issue.
- Next, explicitly outline your action steps one by one making sure to express how they address the root cause.
- Finally, assure Amazon that there will be an inspection to ensure that the action steps have been appropriately implemented.

I also want to stress the importance of always owning the issue. Never put the blame on anyone else such as a distributor, manufacturer, shipping company, etc. At the end of the day, it all falls on you.

The Coffee Maker

Let's go over an example of one of our product safety complaints and how it was resolved.

One of the items that we received a safety complaint on was a coffee maker. Step one was to identify the issue. First, we scanned the product reviews. There, we found the primary issue was that its lid could become a tad loose when touched allowing steam to release that could scald your hand.

After that, step two was to create our plan of action. First, we addressed the existing inventory by creating a removal order to return the product so that we could fix it. Second, we developed our action steps. These consisted of printing off a warning label that we physically include with each product. We also bag all coffee makers and in order to include the Warning Labels in the bag.

To give you a more concrete example of what your warning label might say, here is the Warning Label that we created for the coffee maker:

We built our Plan of Action around the inclusion of this warning label with each package. This Plan of Action sufficiently addressed the Safety Complaint with this product, and we were allowed to sell on the listing again.

Fortunately, we have only had a handful of safety complaints, and by applying the strategy shown in this video, we have been allowed to sell again on every listing.

What Type of Plan of Action Should I Use:

We have a pretty simple template for this that we feel addresses the major points of concerns. This template is not designed to be a "do this and you will get back in", it is simply a layout to remind us which concerns to address. You can download the template below this video.

To recap, the keys to addressing a product safety complaint are, number one, correctly identify the root cause of the issue and, number two, create a plan of action that Amazon feels that will resolve the issue that resulted in the safety complaint.