



Shopee University

**10.10 Super Shopping Day Campaign
Preparation**

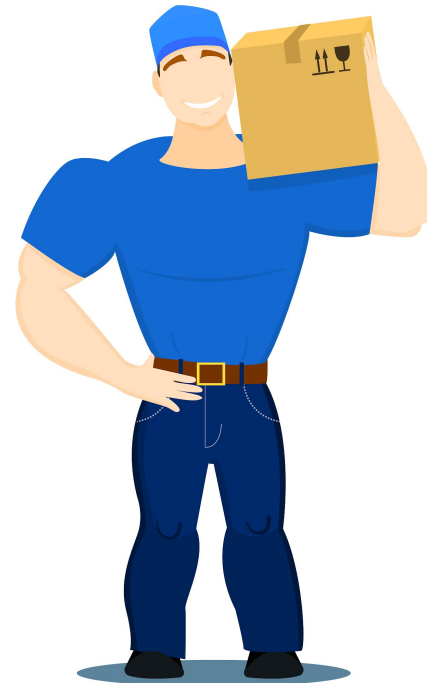


Welcome, Sellers!

Seller Responsibilities: During the Campaign



- Check if the prices of live products are the same as what was agreed upon with your RMs.
- Report incorrect prices and discounts ASAP.
- Always check the app or seller center for order notifications.
- Respond to buyer questions in chat.
- Arrange pick up schedule before the Seller DTS ends.
- Ensure enough manpower to pack orders.
- Monitor problematic deliveries.
- Report any problems in arranging pick up or fulfilling orders to your RMs.



Seller Responsibilities: **Post-Campaign**



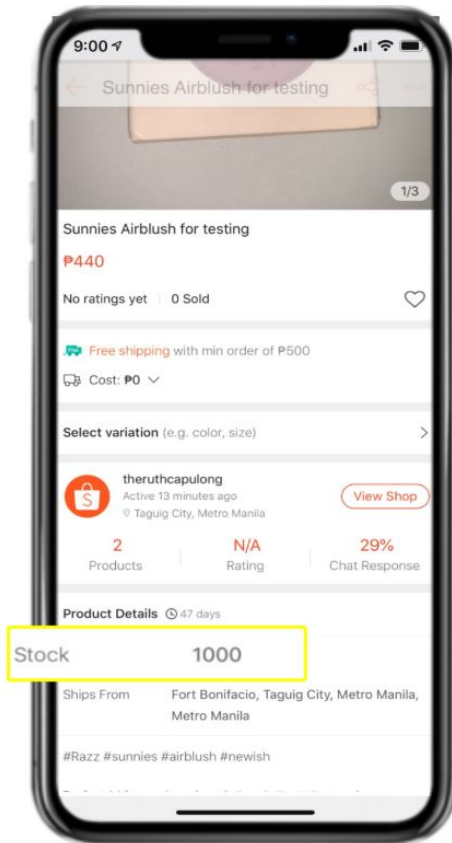
- Ensure that all orders are kept track of and delivered.
- Entertain buyers who have questions/concerns about their received products.
- Update your inventory of stocks and income statements.



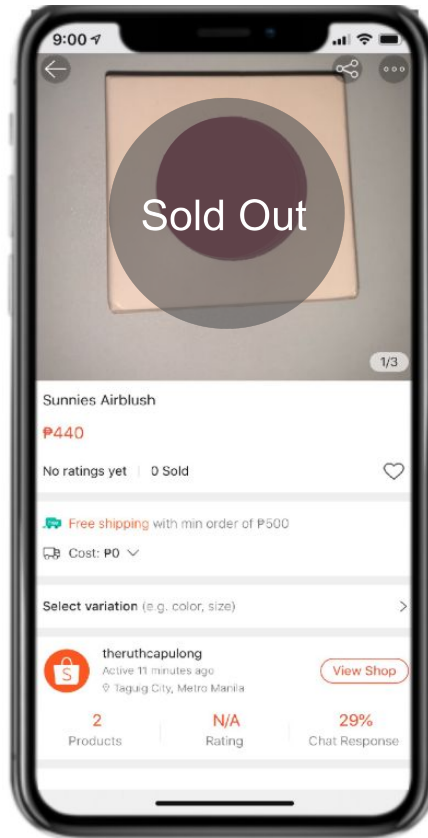


Stock Management

Stock Management: Monitor Stocks posted



Good



Bad

- **Physical stock** in warehouse must match virtual stock in Seller Center.
- Dedicate stock inventory for Shopee and separate from competitor stocks.
- Include variations (color, size, etc.) in the inventory details.

Other Brands





The **Relationship Management Team** will continue to work with sellers to ensure compliance of **Stock Management**.



Forecasting

Use historical demand pattern for a single SKU to predict demand during 10.10 campaign

Date	Starting Stocks	Sold Out Stocks	Stocks sold / Day	Suggested Stocks for next week
Aug 25 - 31	100	100	14.29	17.14 / day
Sept 1 - 7	150	120	17.14	102.84 / day
Sept 8 - 14	750	721	103	20 / day

Suggested stocks for next week should be 20% more than the stocks sold the current week

Suggested stocks for next week should be x 5.5 to 6 more than the stocks sold the current week

- Weekly Forecast must have a buffer of at least **20%** from your sales the previous week
- Forecasting monthly is getting your daily average stocks sold, multiply it by 30 or 31, then add 20% stocks
- Also consider seasonality, and date of campaign.
- For big campaigns like 10.10, best to forecast **x5 or x6** more from normal sales.



Logistics and Fulfillment



New Updates: Shopee Packaging and Pouches

Shopee Packaging: in Pouches and in Own Packaging



Pouch



For **INTEGRATED courier pouches** - weight for all parcel size should **not exceed 5kg.**, make sure that your buyer's orders can still fit inside the pouch. The list of Couriers serving and picking order in pouch sizes are:

- [Xpost Integrated](#)
- [Black Arrow Integrated](#)
- [NinjaVan Integrated](#)
- [2GO Integrated](#)

Own Packaging



For **OWN PACKAGING shipments** - volumetric weight will be considered and affect the order's shipping fee, make sure to read the following if you are activated with an "own packaging" courier:

- [BAE Own Packaging](#)
- [Ninja Van Own Packaging](#)

Shopee Packaging: in Pouches



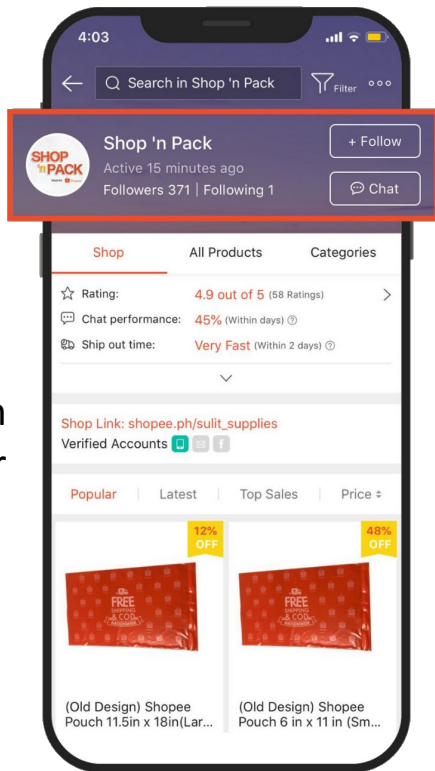
Private & Confidential



Shopee Packaging: in Pouches



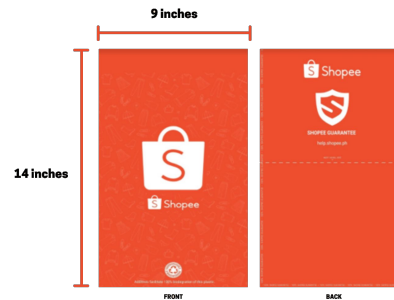
You can purchase the Shopee Packaging through Shopee App or desktop. Just search for **sulit_supplies** or **Shop 'N Pack**!



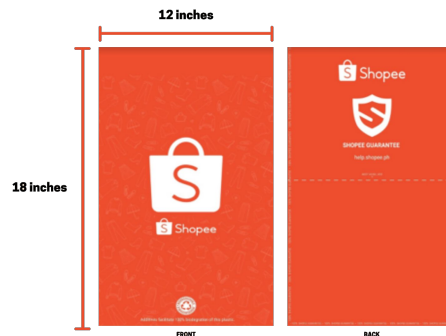
Size Small



Size Medium



Size Large



Proper Packing: **Product Weight**



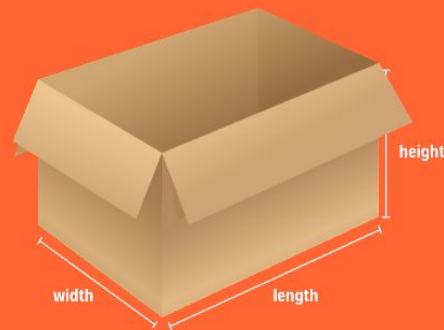
ACTUAL WEIGHT

Actual Weight can be measured using a weighing scale



DIMENSIONAL WEIGHT

Dimensional Weight is formula-based




$$\frac{\text{length (cm)} \times \text{width (cm)} \times \text{height (cm)}}{3500} = \text{Dimensional Weight (kg)}$$

*Discrepancy between ASF (Actual Shipping Fee) and ESF will be paid by the seller, so it is important to get the exact dimensions of the product.

Proper Packing: Shipping Fee



 Home > My Products > Add a New Product

Shipping

Weight kg

Parcel Size W cm L cm H cm

Input whichever is higher between actual and dimensional weight

Input dimensions in cm (with packaging)

***Apply this for every product detail as system will auto compute for shipping fee**

Estimated Shipping Fee

or ESF refers to the amount to be collected as automatically computed by the system upon entering the weight of a product.

Actual Shipping Fee

or ASF refers to the actual amount to be collected as computed by the courier.



Pickup Protocol

Pickup Protocol



- Sellers should be the one to put the Airway Bill sticker on the packages.
- All items for pickup should be well-packed and ready for collection on the arranged date.
- Riders will only wait up to 5 minutes for the sellers to hand over the items.
- Items that are not ready for collection will be tagged as failed pick up.
- Items not picked up - seller or courier's fault - can only be rescheduled if DTS is still available.
- DTS extension will not be given if no pick up is due to the seller's fault.





Proper Packing Techniques

Importance of Proper Packaging

Customer Satisfaction is Key!

Acquiring a customers satisfaction is vital in obtaining REPEAT PURCHASES for your shop with properly packing your items and securing your products physical health, you can provide a positive shopping experience for your customers



**THIS SHOULD
NOT HAPPEN!**

Materials for Proper Packaging



Carton Box



Packaging Tape



Bubble Wrap



Stretch Wrap



Pouch



Packaging Fillers



Cement Paper

Proper Packing: Own Packaging



Packaging Quality

Securely wrap your products in packing material such as bubble wrap and adequate inner-filling mater (e.g. foam wrap, foam peanuts, crumpled paper, corrugated inserts)



Quality of Seal

Ensure that you seal all edges and/or openings of the packages properly



Special Remarks

For special products, use special labels which are eye-catching and easily visible

Proper Packing: Mass Arrange Pickup



Step-by-step guide to mass shipping



Proper Packing: Mass Arrange Pickup



Step-by-step guide to mass shipping

Home > My Sales

All Unpaid **To ship (2)** Shipping Completed Cancellation Return/Refund

1 **Ship my orders**





All 1 **To Process 2** Processed 0

sort by payment date: Newest to Oldest

Search Orders

Order Creation Date: 07-01-2018 — 07-06-2018 Export

1 - 1 OF 1 ORDER

Product(s)	Order Total	Status	Countdown	Shipping Channel	Actions
 gelaigulain					Order ID 18070518265FRTE
 Mini Speaker	x1 \$25.00	To ship	Credit / Debit Card		Ship
To avoid late shipment, please ship before 07-09-2018 (Mon).					
1 product					
 peropero					Order ID 18070888552TZET
 Shure Microphone	x1 \$220.00	To ship	Credit / Debit Card		Ship
To avoid late shipment, please ship before 07-09-2018 (Mon).					
1 product					

Step 1

Click on **Ship my orders** to start mass shipping process



Proper Packing: Mass Arrange Pickup



Step-by-step guide to mass shipping

Ship My Orders
Ship out your orders by batch and print shipping documents.

2 Orders To Ship

Download Shipping Labels

Filter orders by: Black Arrow (Own Packaging) (2) Ninjavan Integrated (1) XPost Integrated

Black Arrow Integrated (1) 2GO Integrated 2GO Integrated (1) Other Logistics (1) 1 - 2 of 2 orders < >

✓	Product(s)	Order ID	Buyer	Shipping Option	Order Status
✓		180703103646SW9	phtest01	Black Arrow (Own Packaging)	Arrange pickup by 01-01-1970 (Thu)
✓		180702183446SU2	phtest01	Black Arrow (Own Packaging)	Arrange pickup by 07-05-2018 (Thu)

3 MASS ARRANGE SHIPMENT

Mass Arrange Pickup
Confirm and ship 2 selected orders

Step 2

Select the **“Orders To Ship”** tab and filter orders by the logistic provider

Step 3

Select the products intended for delivery and choose **“Mass Arrange Pickup”** to arrange mass shipping with the logistic provider



Proper Packing: Mass Arrange Pickup



Step-by-step guide to mass shipping

MASS ARRANGE SHIPMENT

Mass Arrange Pickup
Confirm and ship 2 selected orders

4

MASS ARRANGE PICKUP

We will arrange pickup for 2 orders
Please fill up the details and confirm

Date
20-06-2018

ⓘ The pickup date is restricted by orders with the shortest pickup period.

Remark
Leave your remark here

Pickup Address
CORRECT POSTCODE
6562238888
2 Orchard Turn, #2
SG 238801

Confirm **Discard**

Step 4

Schedule the pick up date for all of the selected orders

Leave a remark for the logistic provider

Provide a pick up address for the logistic provider

Proper Packing: Mechanics for AWB Own printing



A	B	C	D	E	F
MECHANICS		J&T	BAE	X-POST	NV
Same-Day Order Capacity		30,000 in excess of orders from Great Deals	40,000	10,000	30,000*
Cut-off	Order Bookings	3:00 PM	--	3:00 PM	1:00 PM
	Order Fulfillment	10:00 PM	8:00 PM	9:00 PM	8:00 PM
Seller Own Printing	Accepted?	Yes - Will only accept own print	Yes - Will only accept own print	No - X-post will print all AWB's for same day	Yes - Will accept only for OP and only for 9/9
	Sticker paper required?	Yes - must be placed on flap	Yes - must be placed on flap	Yes - must be placed on flap	Yes - must be placed on flap
Shopee Pouch	Accepted and at pouch rate?	Yes	Yes	Yes	Yes
Other Support		Dedicated manpower and truck	Dedicated manpower and truck	*Stickers will be brought between 4-5pm *Dedicated rider to pick-up	Will go to same day sellers last (around 7-8pm) to give sellers time to fulfill





Proper Packing: Mass Arrange Pickup

Step-by-step guide to mass shipping - Download Shipping Documents

Ship My Orders
Ship out your orders by batch and print shipping documents.

Orders To Ship

Download Shipping Labels

Filter orders by: Black Arrow (Own Packaging) (2) Ninjavan Integrated (1) XPost Integrated

Black Arrow Integrated (1) 2GO Integrated 2GO Integrated (1) Other Logistics (1) 1 - 2 of 2 orders < >

✓	Product(s)	Order ID	Buyer	Shipping Option	Tracking #	Printed
✓		180703103646SW9	phtest01	Black Arrow (Own Packaging)	180703103646SW9	
✓		180702183446SU2	phtest01	Black Arrow (Own Packaging)	180702183446SU2	

OTHER ACTIONS

Select the shipping documents to download

☐ Shipping Label

☒ Picklist

☐ Packing List

New Feature! Please allow pop-up window for downloading Shipping Documents.

Download Shipping Labels
Confirm and print 2 orders

5.1

5.2

Step 5.1

Select “**Download Shipping Labels**” tab

Step 5.2

Select the products intended for delivery and click “**Download Shipping Documents**”





Download Shipping Documents: download all of the selected orders' shipping documents in one file



Proper Packing: Mass Arrange Pickup




Step-by-step guide to mass shipping - Shipping Labels



SOP627497429295430

Courier:Ninjavan Own Packaging

FROM (SENDER)	TO (BUYER)
NAME: ☺ ッ ☺ Jude Vicencio ☺ ☺ ☺ ☺ ☺ ...	NAME: Jude Vicencio 🎵 📞 📧
NUMBER: 639993794859	NUMBER: 639166326221
ADDRESS: 37F Net Park Building, Taguig City, Metro Manila	ADDRESS: 37th Floor Net Park Building 5th Avenue Bonifacio Global City, Taguig City 1634, Taguig City, Metro Manila, Metro Manila
PICKUP DATE 02/11/2018	BUYER'S REMARKS
COD AMOUNT 50.0	
PICKUP REMARKS	
Courier's Signature	Buyer's Printed Name and Signature



Thank you for shopping with Shopee! Please click "Order Received" and rate this product



Download Shipping Documents
Confirm and print 2 order

If Shipping Labels option is selected, **Download Shipping Documents** downloads all of the selected orders' airway bill in one document



Print and paste the airway bills according to their respective products



Proper Packing: Mass Arrange Pickup



Step-by-step guide to mass shipping - Pick List

Picklist							
Username: uatsellerph							
Download Time: 11:02 AM 03/07/2018							
#	Parent SKU	Product Image	Name	SKU	Variation Name	Qty.	Order ID
1			QWERTY Blender			1	180702183446SU2
2			ABCD Blender			5	180703103646SW9



Download Shipping Documents
Confirm and print 2 order

If Pick List option is selected, **Download Shipping Documents** downloads a list of all the selected orders

Use the Pick List to track products that needs to be picked easily



Ensuring Manpower

Ensuring Manpower: Pre 10.10 Campaign



Warehouse staff must be sufficient enough to be able to accommodate demand of orders for the sale.

Make sure to acquire and train **temporary staff** for additional help needed for the campaign.



Ensuring Manpower: Pre 10.10 Campaign



Seller needs to ensure that there will be dedicated staff members assigned to ensure 100% order fulfillment.

If needed, create **shifting schedules** for staff during the whole campaign period.





Troubleshooting

Troubleshooting: Cannot book order / App not loading



Seller cannot arrange pick up or the app is not loading

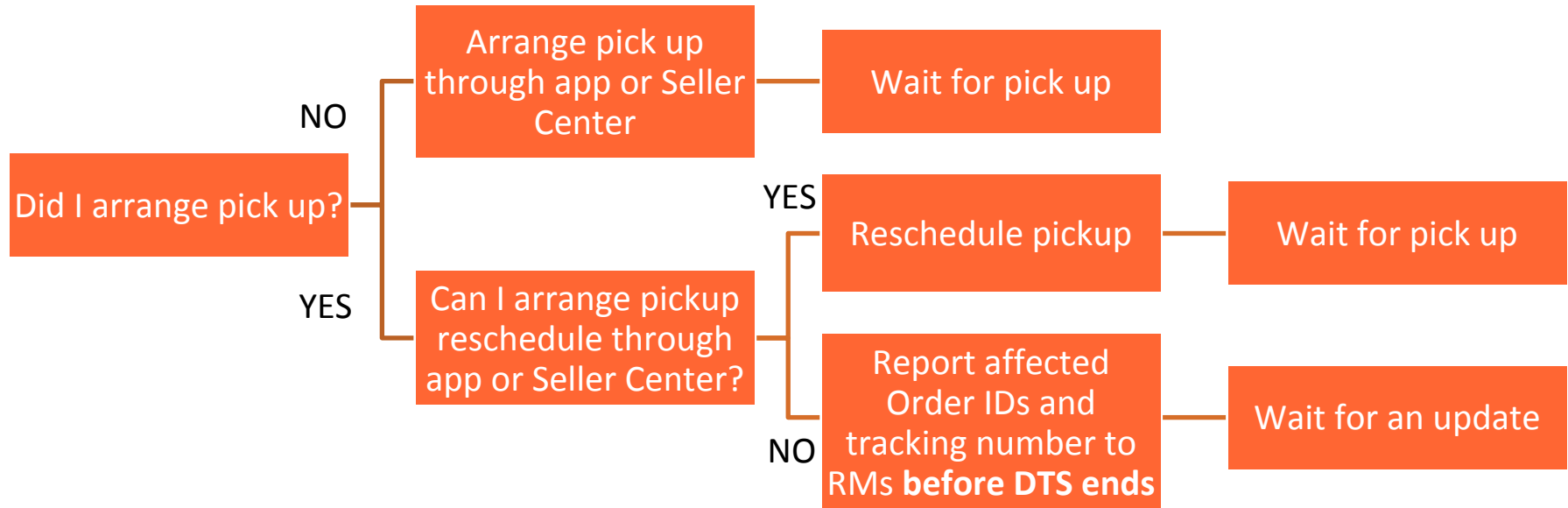
Basic troubleshooting

- Close then re-open the app
- Restart your phone
- Check internet connection
- Logout then login
- Try using a different device
- Clear the app cache
(Me tab > tap Gear Icon > tap "About" > tap "Clear Cache")
- Update the app
- Uninstall and install your app

Report to RM

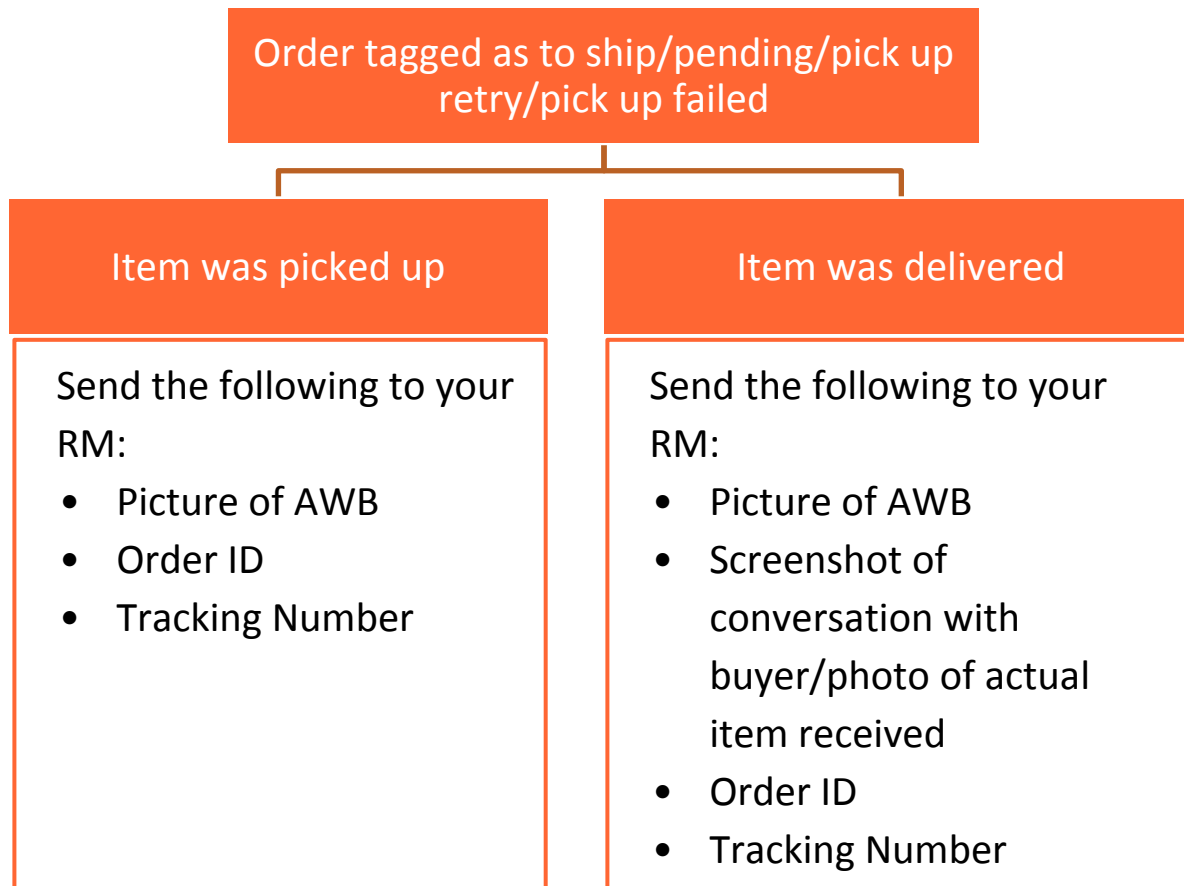
1. Take a screenshot of error
2. Send Order ID and screenshot to RM

Troubleshooting: No Pick Up

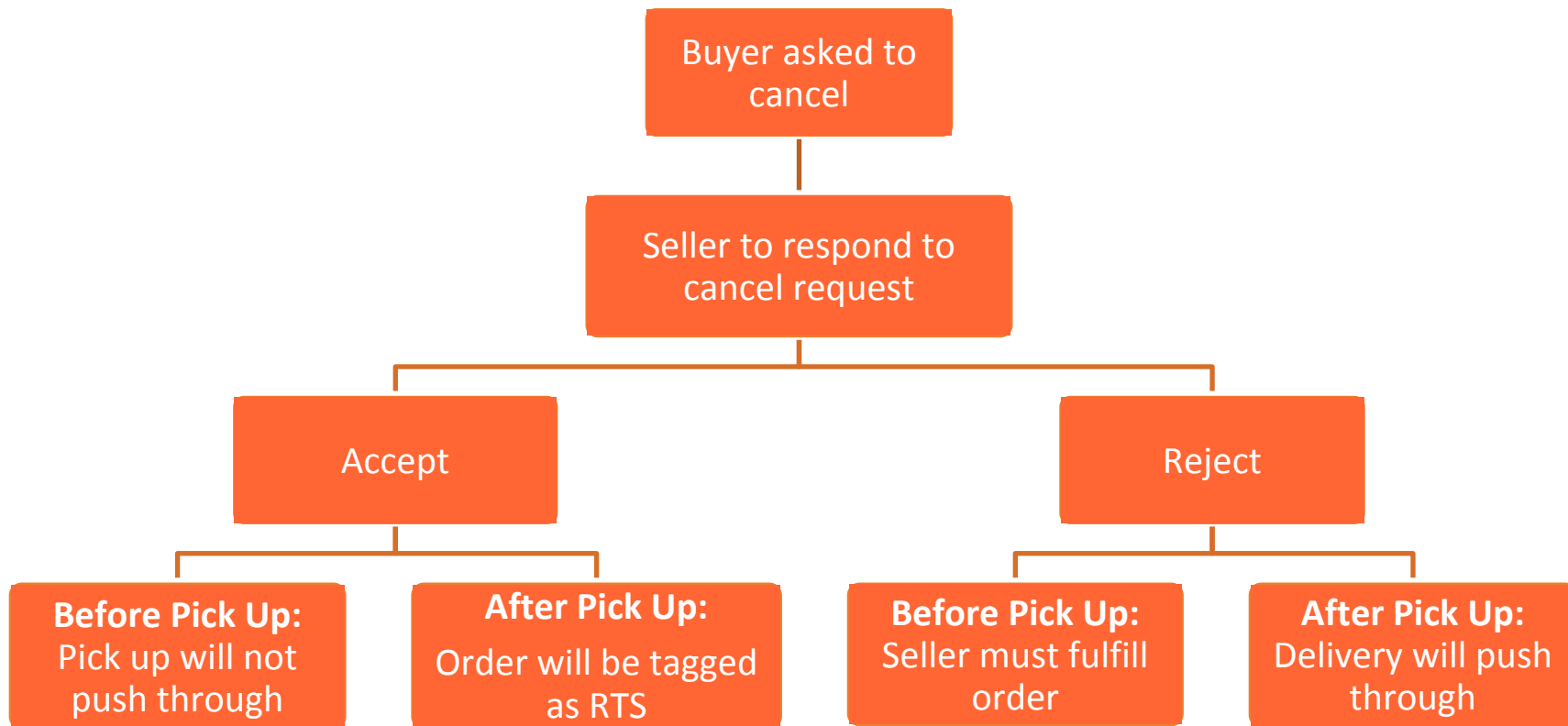


Note: Pick up reschedule is not possible after DTS has already ended.

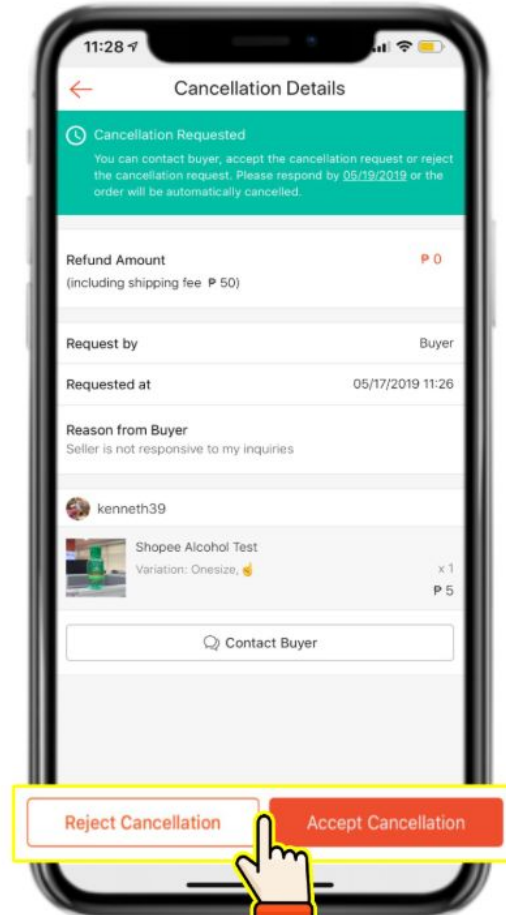
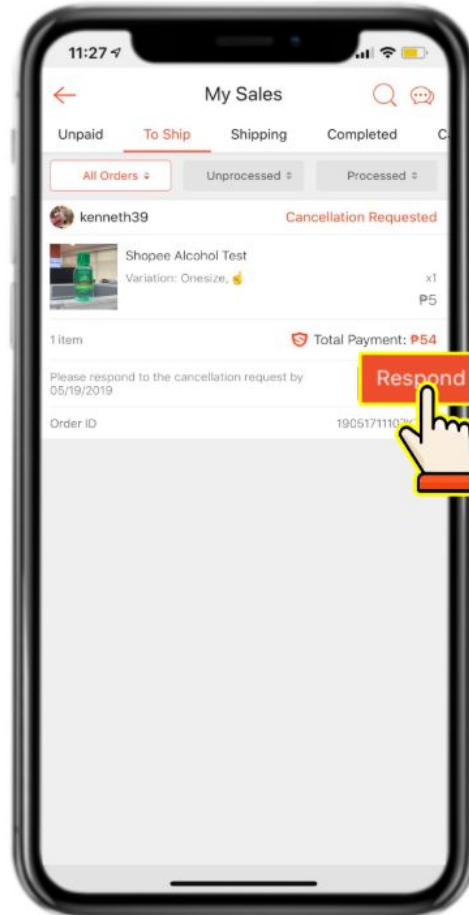
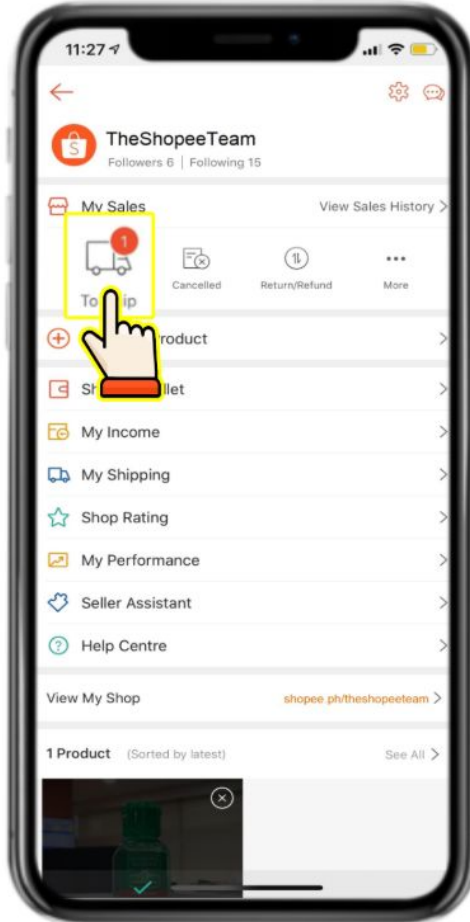
Troubleshooting: Wrong Tagging



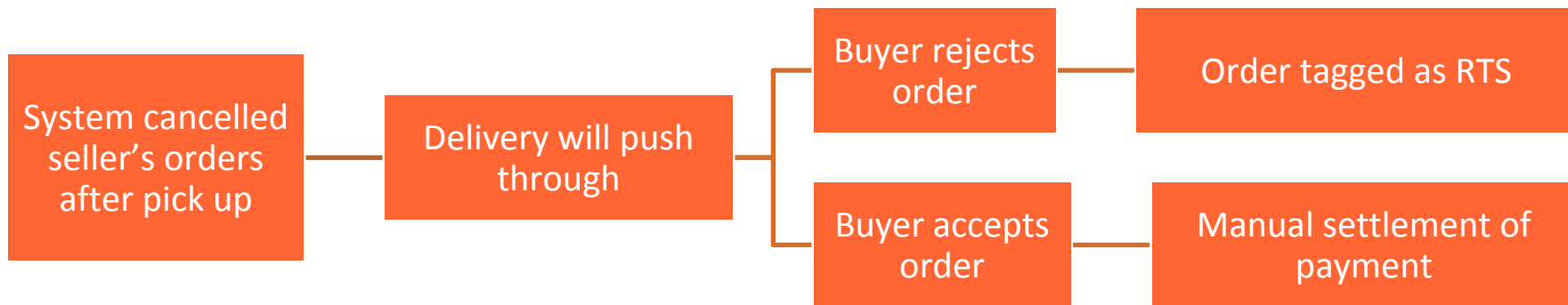
Troubleshooting: Buyer asked to Cancel



Troubleshooting: Buyer Asked to Cancel



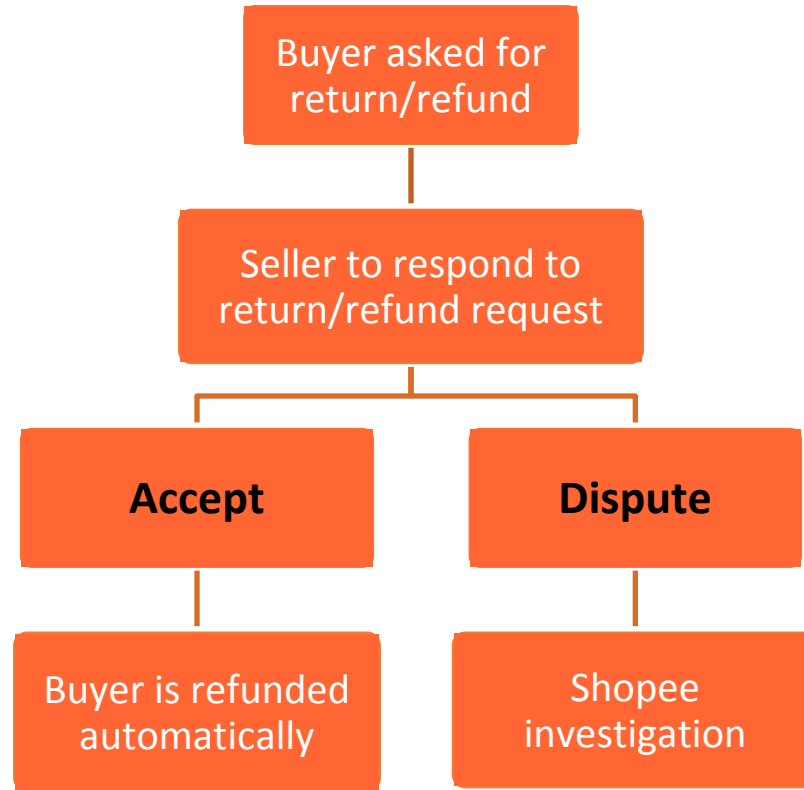
Troubleshooting: System-Cancelled Orders



If not settled, send the following to your RM:

- Picture of AWB
- Screenshot of conversation with buyer/photo of actual item received
- Order ID
- Tracking Number

Troubleshooting: Return/Refund



Troubleshooting: **Lost Parcel**



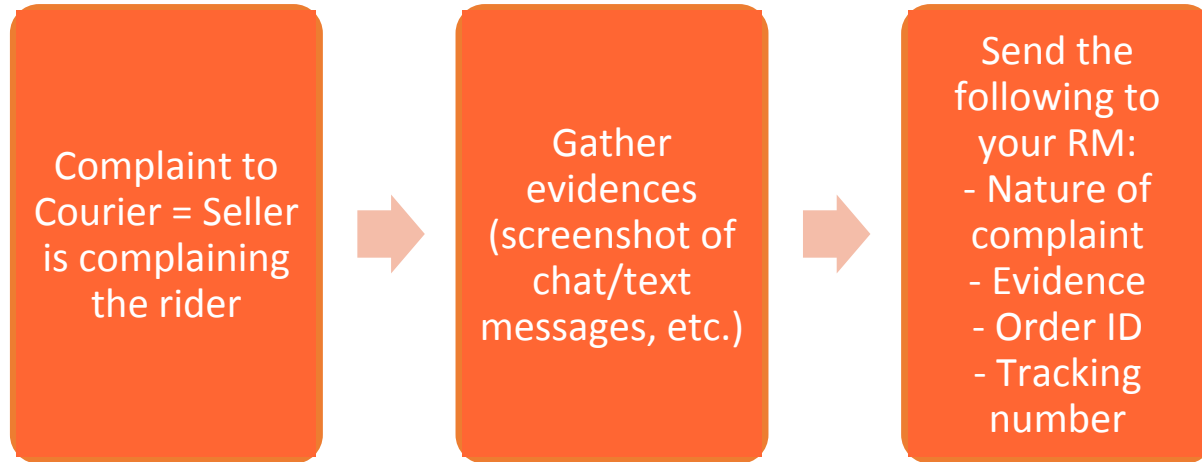
Shopee
tags an
item as
Lost

Wait for
24-48 hours
for
settlement.

Check
Income
Statement in
My Income.

Follow up
with RM if
necessary.

Troubleshooting: Complaint to Courier



Troubleshooting: Missing/Wrong/Damaged RTS/Delivered Items



Seller
complains that
orders for
delivery or
RTS is
missing/wrong
/damaged

**Send an email to support@shopee.ph
with the following details:**

1. How did the seller/buyer receive the parcel? Was the packaging/pouch/parcel sealed and intact?
2. Photo of the received parcel, including its pouch/package and AWB.
3. Kindly check the pouch received if it has any marking or written tracking ID.
4. Who packed the parcels upon pickup?
5. Who attached the AWB during pick-up?
6. Photo of the parcel including its packaging with AWB, prior to pick-up/shipment (before shipout).

Wait for
24-48
hours for
response.

Report to RM if
there is no
response. Give
case number.

Troubleshooting: Payment Discrepancies (ASF-ESF)



Seller is complaining payment discrepancy due to ASF-ESF



Send the following details to your RM:

- Order ID
- Tracking Number
- Quantity
- Dimensions of the product in cm (L, W, H)
- Actual weight in kg
- Link with pictures of product being measured and actual weight

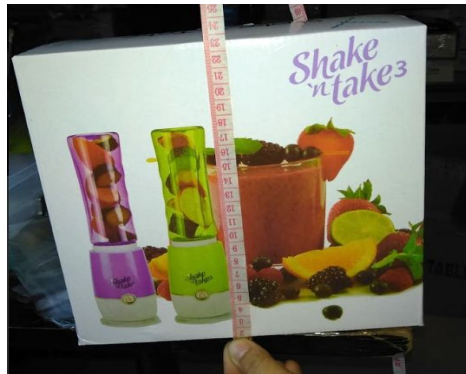
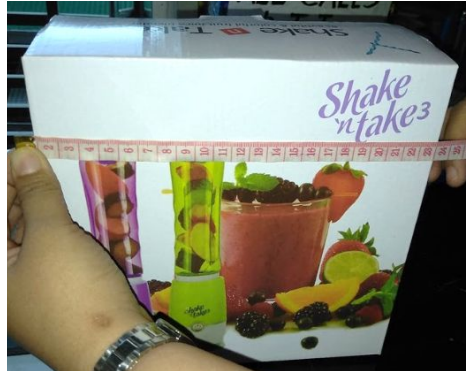


Wait for an update.

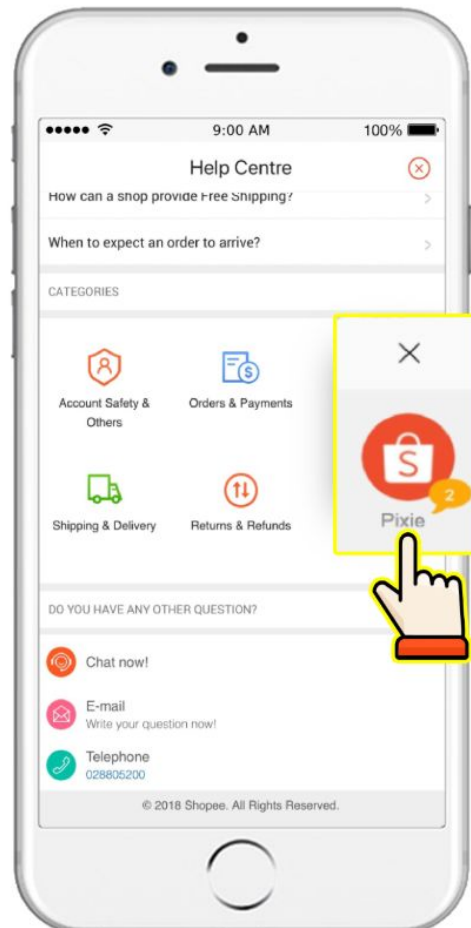
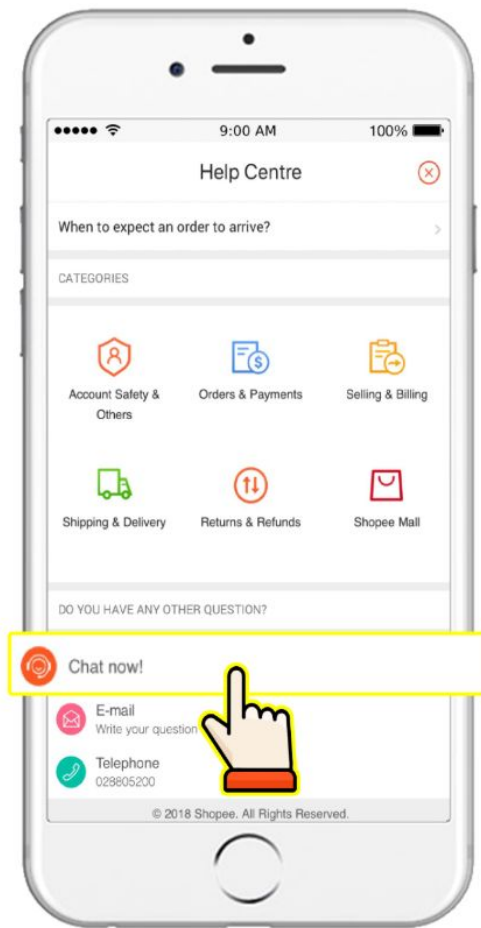
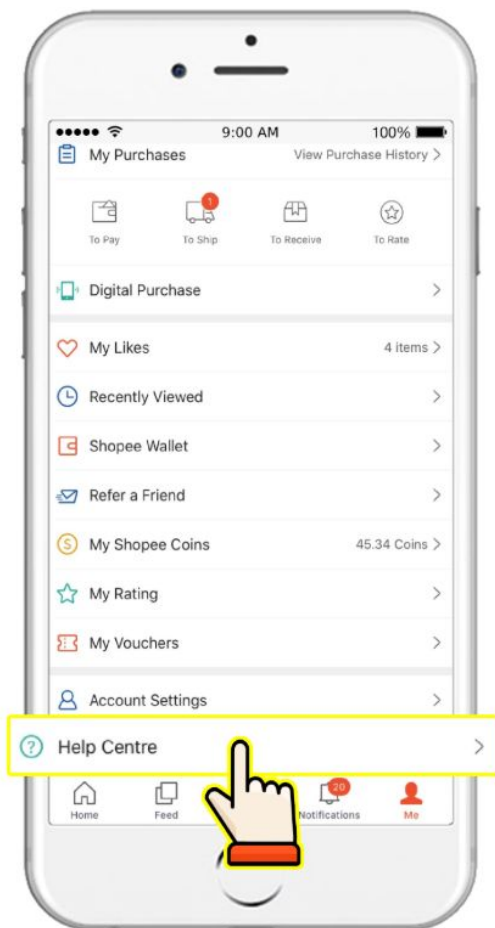
Troubleshooting: Payment Discrepancies (ASF-ESF)



Sample Photos:



Troubleshooting: Contacting Shopee Customer Service





Best Practices

Basic Troubleshooting: **Best Practices**



- Arrange pick up before DTS ends.
- Take a picture of the following before sending out the package:
 - Item before being shipped out
 - AWB
- **Report cases of no pick up before DTS ends.**
- Keep track of the latest order statuses.
- Communicate with buyers regarding cancellations, returns, or refunds.
- Contact your RMs or Shopee customer service (support@shopee.ph) for any questions.



DTS Guideline

The estimated number of days it takes for you to prepare shipment and arrange orders for pickup, also called **“Days to Ship”** is **2 days plus Sunday**



Days To Ship: Updated Guide



ORDER VERIFIED	DAYS TO SHIP
Monday	Tuesday & Wednesday
Tuesday	Wednesday & Thursday
Wednesday	Thursday & Friday
Thursday	Friday & Saturday
Friday	Saturday, Sunday + Monday
Saturday	Sunday, Monday + Tuesday
Sunday	Monday & Tuesday

Days To Ship Guideline: DTS vs EDT



Expected Delivery Time Frame

Refers to the number of days the buyer should wait for her/his order upon pick-up from the seller

Origin	Destination			
	Metro Manila	Luzon	Visayas	Mindanao
Metro Manila	2-5 days	3-7 days	3-8 days	3-8 days
Luzon	3-7 days	3-7 days	3-8 days	3-8 days
Visayas	3-8 days	3-8 days	3-8 days	3-8 days
Mindanao	3-8 days	3-8 days	3-8 days	3-8 days

Courier	Delivery Days
Black Arrow	Mon - Sat
Xpost	Mon - Sat
Ninja Van	Mon - Sat
Zoom Courier	Mon - Sat
2Go	Mon - Sat
Entrego	Mon - Sat

Fulfilment Lead Times

DTS

DAYS TO SHIP

Refers to the number of days a seller needs to prepare the item (Seller-determined).

Non-Pre Order Items: Automatically set to 2 days

Pre Order Items: 7 to 30 days

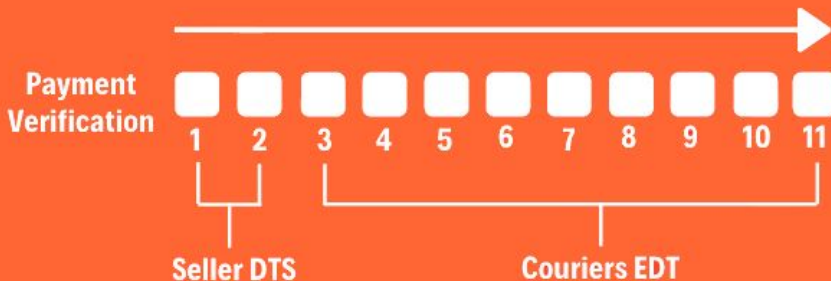
EDT

ESTIMATED DELIVERY TIME

Refers to the number of days it takes for orders to be delivered based on its origin and destination

It is generally counted from 1-8 calendar days from the point of the courier's receipt of the item.

TOTAL DELIVERY TIME Days to Ship + Estimated Delivery Time





Penalty Points Driver



Misleading Discounts



Misleading discount refers to the situation where sellers
“increase product prices just before a promotion”
to exaggerate the discounts given. Such price manipulation is not
allowed on Shopee as it intentionally creates a false impression of
the size of the discount.

How is misleading discount identified?

To identify and judge if there was a discount exaggeration to a listing price, Shopee will look at 2 main things:



Historical price
changing log



Promotional
Price

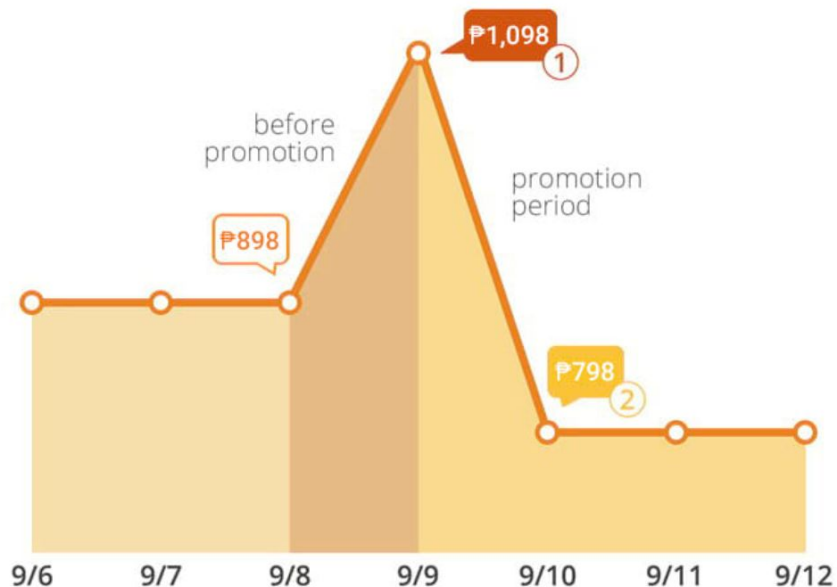
What happens if you have a misleading discount?

Sellers with misleading discount listings may have their listings deleted. In addition, sellers will also incur penalty points under the Seller Penalty Point System. Seller who accumulated a high number of penalty points will have certain selling privileges removed.

Misleading Discounts



Misleading Discount : Product Price



Original Price



Promotional Price



NFR and LSR



What is Order Non-Fulfillment Rate?

Non-Fulfillment Rate is the percentage of **total orders** that were either **cancelled or returned in the past 30 days**.

Orders cancelled by sellers, Shopee system, and buyer cancellations due to **“seller asked to cancel”** will be taken into consideration when computing non-fulfillment rate.

What happens if you have high Non-Fulfillment Rate?

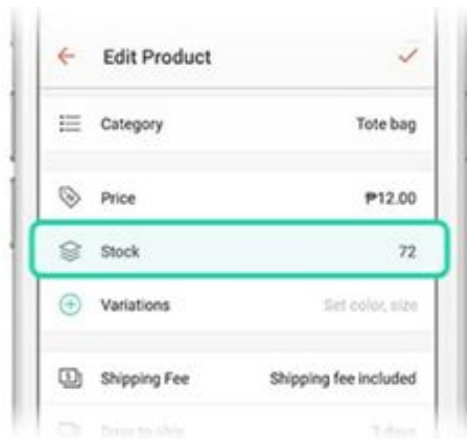
You will receive **1 penalty point** under the Seller Penalty Point System each time your Non-Fulfillment Rate is **above 15%**.

Sellers who are unable to meet the NFR target and have more than 30 non-fulfilled orders in the last 30 days will receive **1 additional penalty point**.

Note: A more stringent target will be set to 10% for sellers with higher orders.

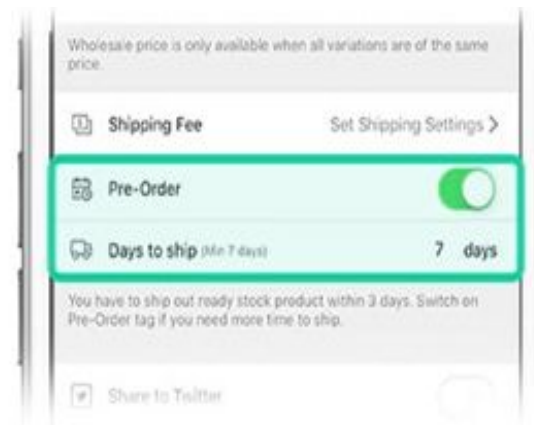
NFR	
NFR 1st Threshold	15%
NFR 2 - Layer	
Min. Orders	50
NFR 2nd Threshold	10%

NFR: How to reduce Non-Fulfillment Rate?



1. Reduce order cancellations by enough stock

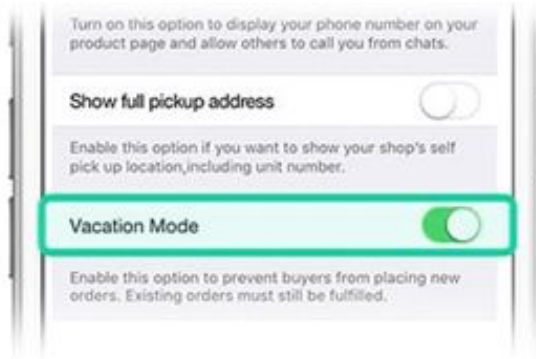
- Track your inventory and update your stock levels regularly to ensure stock sufficiency



2. Ship all orders on time

- Our order system will automatically cancel your order if you fail to ship within 3 days after your Days to Ship. If more time is needed for shipping, please list your product as 'pre-order'

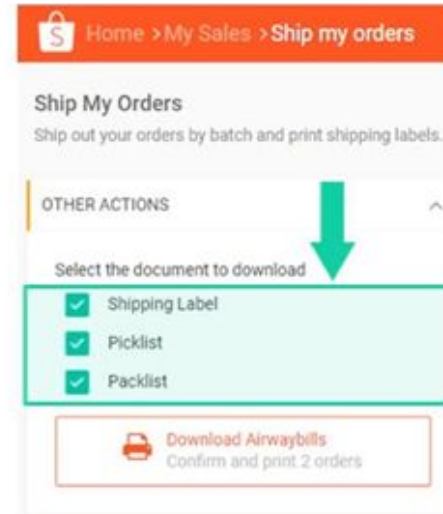
NFR: How to reduce Non-Fulfillment Rate?



3. Turn on Vacation Mode when you are away

- Activate Vacation Mode if you are away for extended periods of time. This will ensure that you do not receive any additional orders while you're gone.

Private & Confidential



4. Pack your orders carefully

- Use a picklist and pack list to ensure that you have packed the right items for shipment. Don't forget to double-check that the shipping address is correct.

What is Late Shipment Rate?

Late Shipment Rate is the percentage of **your total orders that were shipped late in the past 30 days**. Your LSR is computed and updated **every Monday**.



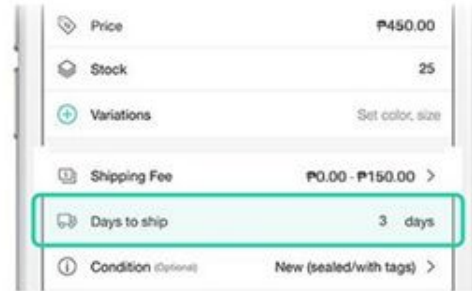
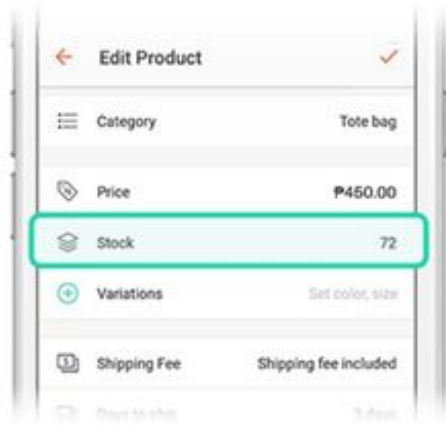
What happens if you have high Late Shipment Rate?

You will receive 1 penalty point under the Seller Penalty Points system each time your Late Shipment Rises **above 15%**.

Sellers who are unable to meet the LSR rate and have more than **30 late shipped orders** in the **last 30 days** will receive **1 additional penalty point**.

LSR	
LSR 1st Threshold	15%
LSR 2 - Layer	
Min. Orders	50
LSR 2nd Threshold	10%

Shopee Policy: How to reduce Late Shipment Rate?



1. Avoid out-of-stock situations

- Track your inventory and update your stock levels regularly to ensure stock sufficiency

2. Ensure your 'Days to ship' is accurate

- 'Ready-stock products' should be shipped within 2 days. If more time is needed for shipping, please list your product as 'pre-order.'

Shopee Policy: **How to reduce Late Shipment Rate?**



3. **Hire sufficient manpower for packing**

- Ensure you have sufficient manpower to manage expected order demand. Train the team to pack and handle orders correctly. It also helps to familiarize the team with the Shopee platform and how it works.

4. **Prepare for potential increase in order volume during campaigns and peak seasons**

Estimate major campaigns and holiday demand based on:

- Past sales data and experience
- Insights from Shopee's Business Development team

Seller Penalty Point Policy: **Seller Fulfillment Targets**



To encourage sellers to maintain high performance and to provide buyers with good buying experience, we have updated our targets for **3 key seller performance metrics**:

- 1 Seller fulfillment targets
- 2 Listing violations
- 3 Customer service

Every Monday, sellers will be evaluated and updated on how well they have performed in the previous week. Sellers who do not meet the performance targets will incur corresponding penalty points.

Shopee designated the Penalty Points system to help you grow your business and build customer loyalty through excellent service. The majority of our sellers will be able to meet out performance targets and enjoy full access to their selling privileges. For some sellers, their selling privileges may be temporarily limited to provide them with additional time to make operational improvements.

Seller Penalty Point Policy: Seller Fulfillment Targets



Learn more about Seller Penalty Points system

[Go to Seller Penalty Points](#)

1. Seller Fulfillment Targets

1. Non-fulfilment rate (NFR)

1 Point

- Orders cancelled or returned due to seller's fault (last 30 days)

Seller Type	Criteria	Target
Normal Sellers	Sellers with orders less than 50 in the last 30 days	15%
Big Sellers	Sellers with orders more than 50 in the last 30 days	10%

NEW!

Sellers who are unable to meet the NFR target **AND** have more than 30 non-fulfilled orders in the last 30 days will receive 2 points.

2. Late Shipment Rate (LSR)

1 Point

- Late shipped orders from seller (last 30 days)

Seller Type	Criteria	Target
Normal Sellers	Sellers with orders less than 50 in the last 30 days	15%
Big Sellers	Sellers with orders more than 50 in the last 30 days	10%

NEW!

Sellers who are unable to meet the LSR target **AND** have more than 30 late shipped orders in the last 30 days will receive 2 points.

Seller Penalty Point Policy: Listing Violations



2. Listing Violations



- 1. Prohibited listings / advertisements** (last 7 days) **1 Point**
- 2. IP infringement and counterfeit** (last 7 days) **1 Point**
- 3. Listing spam (e.g. keyword/price spam, duplicate listings)** (last 7 days) **1 Point**

Sellers with severe listing violations will earn **2 penalty points**

- NEW!** Sellers who reupload listings previously banned due to spam (wrong category, keyword spam, wrong attributes etc.) without editing will have their listings deleted and earn **1 penalty point**
- NEW!** Sellers who reupload previously deleted listings will earn **1 additional penalty point**
- NEW!** Sellers who upload listings in prohibited categories will have their listings deleted and earn **1 additional penalty point**

Listing Quota for Sellers with Listing Violations

Listing quota will be temporarily capped for 28 days for sellers who have accumulated a **high number of penalty points** due to **Listing Violations**. After 28 days, your listing quota will be reset to your default listing quota according to seller type.

Criteria	Quota
Sellers who have accumulated penalty points due to listing violations for 3 points	200
Sellers who have accumulated penalty points due to listing violations for 6 points	50

Example: Seller has 1,000 live listings. Seller accumulated 3 penalty points for listing violations and his listing limit will be reduced to 200. 800 of his **oldest listings with the lowest sold count** will be **"delisted"** by system. After 28 days, seller can relist these 800 listings.

3. Customer Service



- NEW!** 1. **Chat response rate (target 20%)** **1 Point**
 - Percentage of new chat conversations and/or offers that were replied to within 12 hours of receiving them
- NEW!** 2. **Rude replies to product reviews** **2 Points**
 - Sellers reported by other users for having abusive replies on product reviews

3. **Rude or Abusive chat** **2 Points**

- Percentage of new chat conversations and/or offers that were replied to within 12 hours of receiving them

4. **Request buyer to cancel** **2 Points**

- Sellers who are detected by Shopee's system to be requesting buyer to initiate cancellation

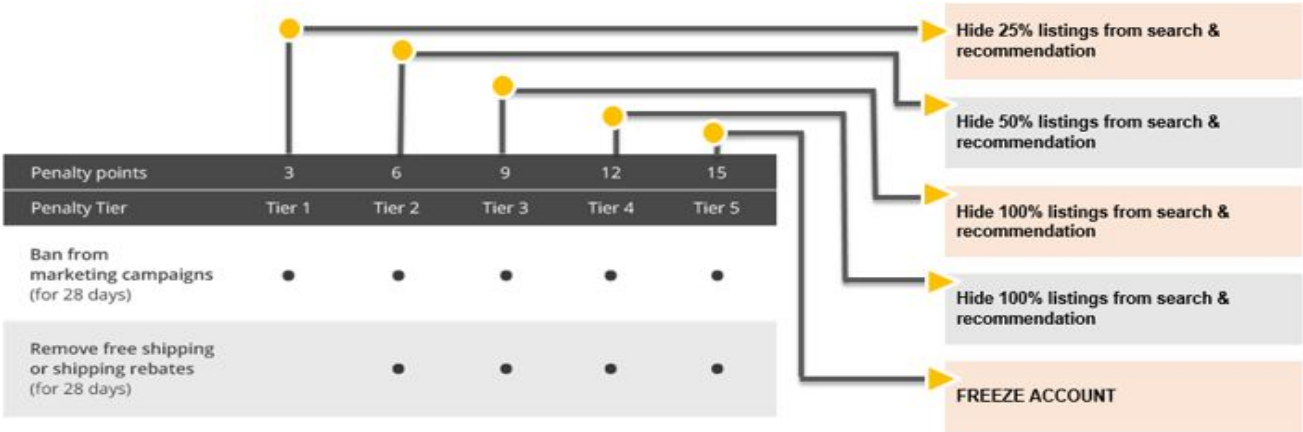
Seller Penalty Point Policy: **Penalty Tier**

NOTE: Additional hiding of listings only applicable to Mall Sellers.



The more points a seller accumulates, the fewer privileges the seller will get to enjoy. Depending on the penalty tier reached, selected seller privileges will be temporarily suspended (for 28 days) as shown in the table here.

We will reinstate any lost seller privileges after 28 days as long as you take steps to improve and stay on target. However, any points accumulated will remain on record until the quarter ends. Points will reset to 0 at the start of each quarter (1st Monday of Jan, Apr, Jul, Oct).



NEW SELLER PENALTY POLICY FOR OS

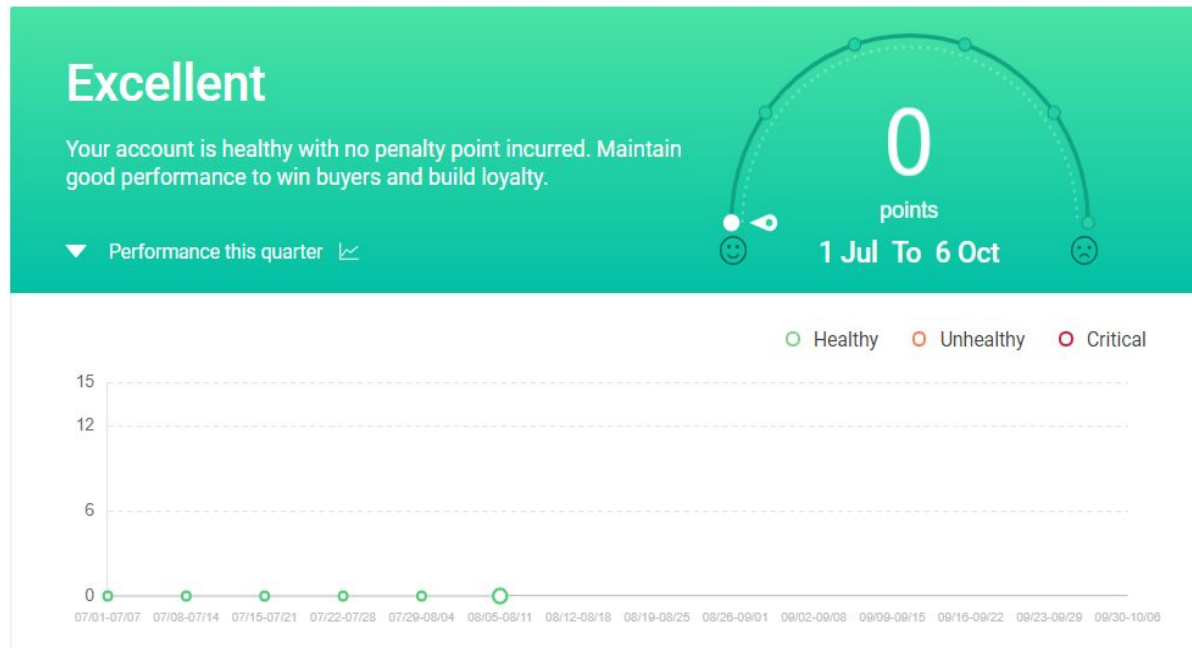
1. OS will not be off-boarded if they accumulate ≥ 6 penalty points.
2. However, OS will be subjected to reduction in their traffic once they hit a penalty tier, in addition to existing penalties under the seller penalty system.



Seller Penalty Point Policy: Seller Center checking



How do I check if I have incurred penalty points?






Chat Response Rate: Overview and Improvement


Chat Response Rate: Overview and Improvement



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CHAT RESPONSE RATE UPDATED FORMULA



Effective July 10, 2019

A chat message is considered responded to when you reply within 12 hours of the message being sent. Chat messages received after you have enabled Vacation Mode are not included in the calculation. Auto-replies are not considered as responses.





Chat Response Rate: **Overview and Improvement**



Make sure to have **a dedicated member of your staff** focused on **answering chat messages** to avoid penalty points!



Good Seller Performance



Good Seller Performance: **Three Pillars**

Shopee encourages sellers to deliver high service standards. By providing a great buying experience to their customers, seller benefits from **improves sales, increased customer loyalty, and higher positive reviews.**

There are **three pillars of good performance** for sellers on Shopee:



Fulfillment: Fast shipping and a seamless shopping experience **build customer trust and loyalty.**



Listing/Content: Buyers shop **with confidence** when they trust that products are authentic and described accurately.



Customer Service: Prompt, informative, and friendly replies help buyers to make **informed decisions about their purchases.**

Good Seller Performance: Rewards



Marketing Campaigns

- Access to My Campaigns on Seller Center
- Eligible to participate in daily Flash Sales



Free Shipping

- Eligible for free shipping & shipping rebates



Search and Browse

- Improved search rankings

Top-performing sellers are eligible to be Preferred Sellers and enjoy exclusive benefits


1. Assure buyers of your store's quality with the Preferred Sellers tag on your product and store
2. Attract buyers with a lower minimum spending requirement for discounted/free shipping
3. Gain a further boost to your search ranking so that more buyers discover your products
4. Reward buyers for shopping at your store with Shopee coins for every purchase






Best Practices

Best Practices: My Performance





 Shopee Seller Center | [Go to new Seller Centre >](#)


   prostoreph


Welcome to Shopee Seller Center


Manage your shop with ease. Designed for you to seamlessly organize products, track orders, manage customers & measure shop performance - all in one go.


 Introducing the Shopee Suki Program. Join now to earn up to P15,000 a week by inviting new buyers to Shopee! Sign up now! [<](#) [1 / 2](#) [>](#)



My Products



My Shop Categories



My Sales

 NEW
Marketing Center


My Income


My Wallet

 BETA
My Data

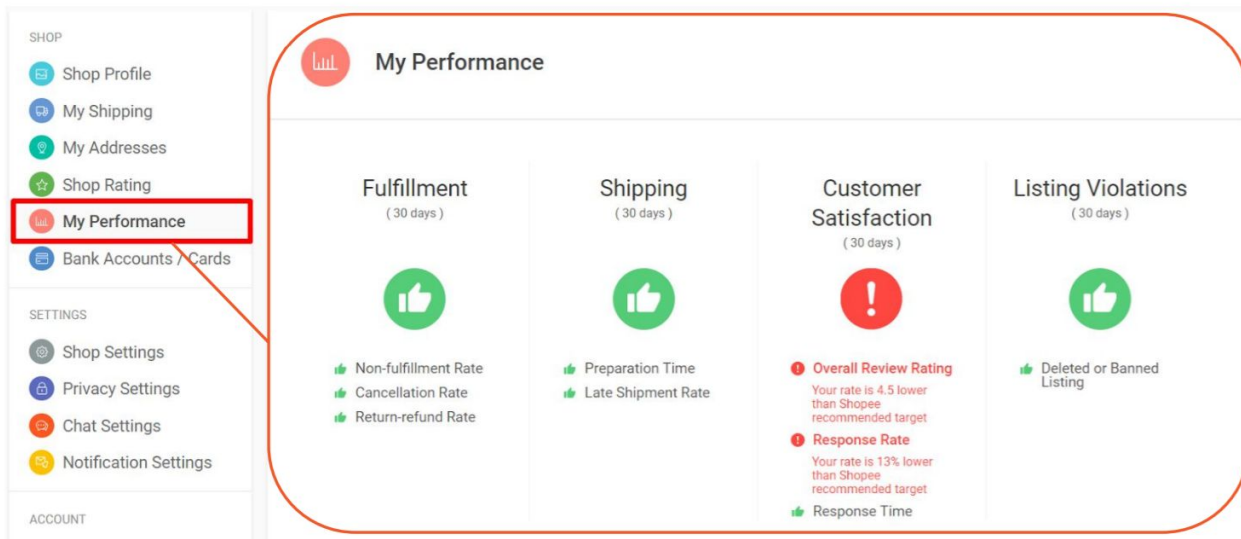

Shop Settings

Need help? Visit our [Seller Education Hub](#) for tips, FAQs and guides.

1. Login to Seller Centre

1. Go to Shop Settings

Best Practices: My Performance



Check your My Performance dashboard at least once a week in order to:

1. Identify which areas of your performance require attention
2. Compare current performance against historical performance
3. Learn about recommended best practices for operational excellence

Best Practices: My Performance



My Performance

Fulfillment

(30 days)



- ✔ Non-fulfillment Rate
- ✔ Cancellation Rate
- ✔ Return-refund Rate

Shipping

(30 days)



- ✔ Preparation Time
- ✔ Late Shipment Rate

Customer Satisfaction

(30 days)



- ✔ Overall Review Rating
- ✔ Response Rate
- ✔ Response Time

Listing Violations

(30 days)



- ✔ Prohibited Listing
- ✔ Counterfeit/ IP infringement
- ✔ Spam Listing
- ✔ Other Listing Violations

Fulfillment:

Measures how well a seller completes all orders (minimal return/refund or cancellations initiated by sellers).

Shipping:

Measures how fast a seller prepares and ships orders within the Days to Ship period

Customer Satisfaction:

Measures buyer experience by analyzing customer reviews and seller chat response rate.

Listing violations:

Measures how well a seller observes good listing practice.



Sellers will be alerted if they do not meet their target.

Best Practices: Seller Penalty and Payment Escrow



Excellent

Your account is healthy with no penalty point incurred.
Maintain good performance to win buyers and build loyalty.



1. Update your stock regularly to avoid 'out of stock'
2. Ship all orders within your days-to-ship period
3. Pack all orders carefully to avoid wrong shipment or damage during delivery
4. Describe your products accurately to avoid misrepresentation and unnecessary refund requests
5. Reply to customer's chat promptly and in a friendly manner to earn a good impression
6. Check your **My Performance Dashboard** weekly for any 'red flags' and take the appropriate action

How frequently are my performance metrics updated?

What is the calculation cycle?

No.	Performance Metrics	Calculation Cycle	When is it updated
1	Fulfillment	Last 30 days	Every Monday
2	Shipment	Last 30 days	Every Monday
3	Customer Satisfaction	Historical	Daily
4	Listing Violations	Last 7 days	Every Monday



1

Check the penalty points and identify gaps for improvements

- Check the accumulated penalty points in this quarter
- Check penalty points details to see which operational areas need improvement

2

How can I track my ongoing penalty?

- Check temporarily removed privileges and days to resume

3

Learn more about the Seller Penalty Points System

- Learn more about how the seller penalty points work and how you can improve your performance

Best Practices: Regular checking of My Performance Dashboard



Home > My Shop



letmeberobby

SHOP



Shop Profile



My Shipping



My Addresses



My Performance

NEW



Seller Penalty Points

NEW



My Reports

SETTINGS



Shop Settings



Privacy Settings



Chat Settings



Notification Settings



My Performance

Fulfillment

(30 days)



- Non-fulfillment Rate
- Cancellation Rate
- Return-refund Rate

Shipping

(30 days)



- Preparation Time
- Late Shipment Rate

Customer Satisfaction

(30 days)



- Overall Review Rating
- Response Rate
- Response Time

Listing Violations

(30 days)



- Prohibited Listing
- Counterfeit/ IP infringement
- Spam Listing
- Other Listing Violations

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Please reach out to our Customer Service team or your Relationship Manager (if applicable) if you have questions or if you would like to raise an appeal.

We will remove any Penalty Points issued and restore any withdrawn privilege if your appeal is successful.



Track your performance on Seller Centre now

Go to Seller Centre

<https://seller.shopee.ph/>

Learn more about Shopee's policy

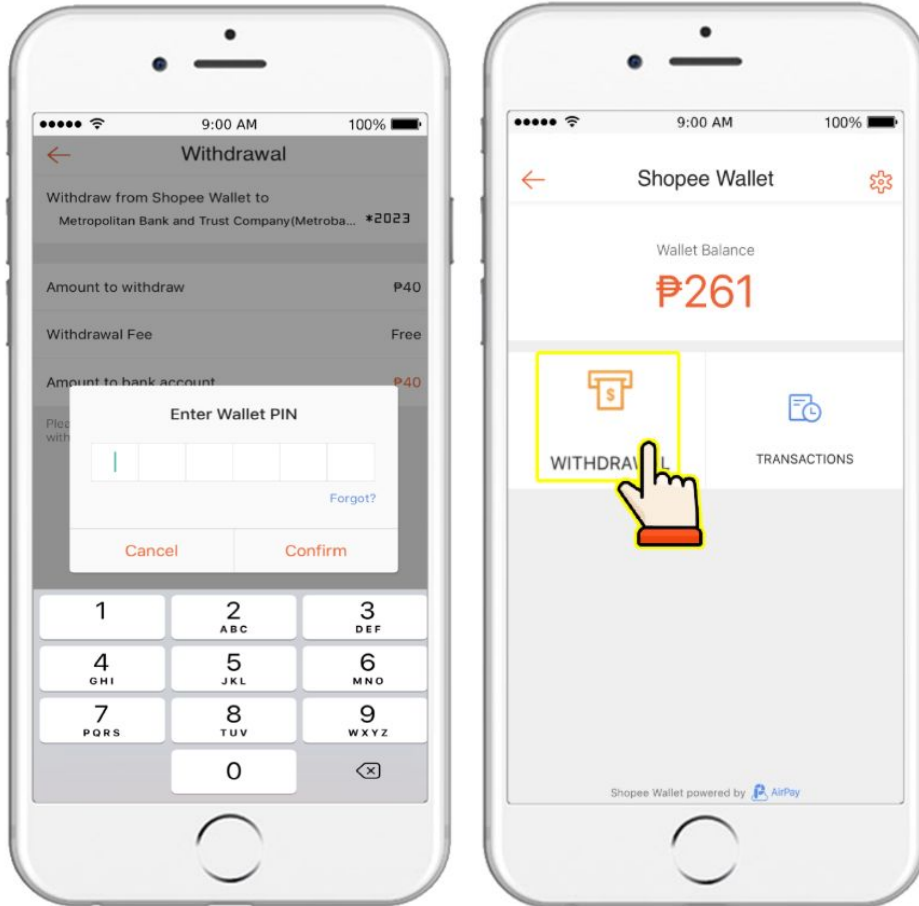
Go to Seller Education Hub

<https://seller.shopee.ph/help/start>



Payments and My Wallet

Payments and Shopee Wallet: **Process**



Conditions

- Escrow amounts will remain in the wallet if no verified bank account is linked to the Shopee account
- Maximum withdrawal amount is Php500,000/Day unless requested otherwise

Withdrawal Types

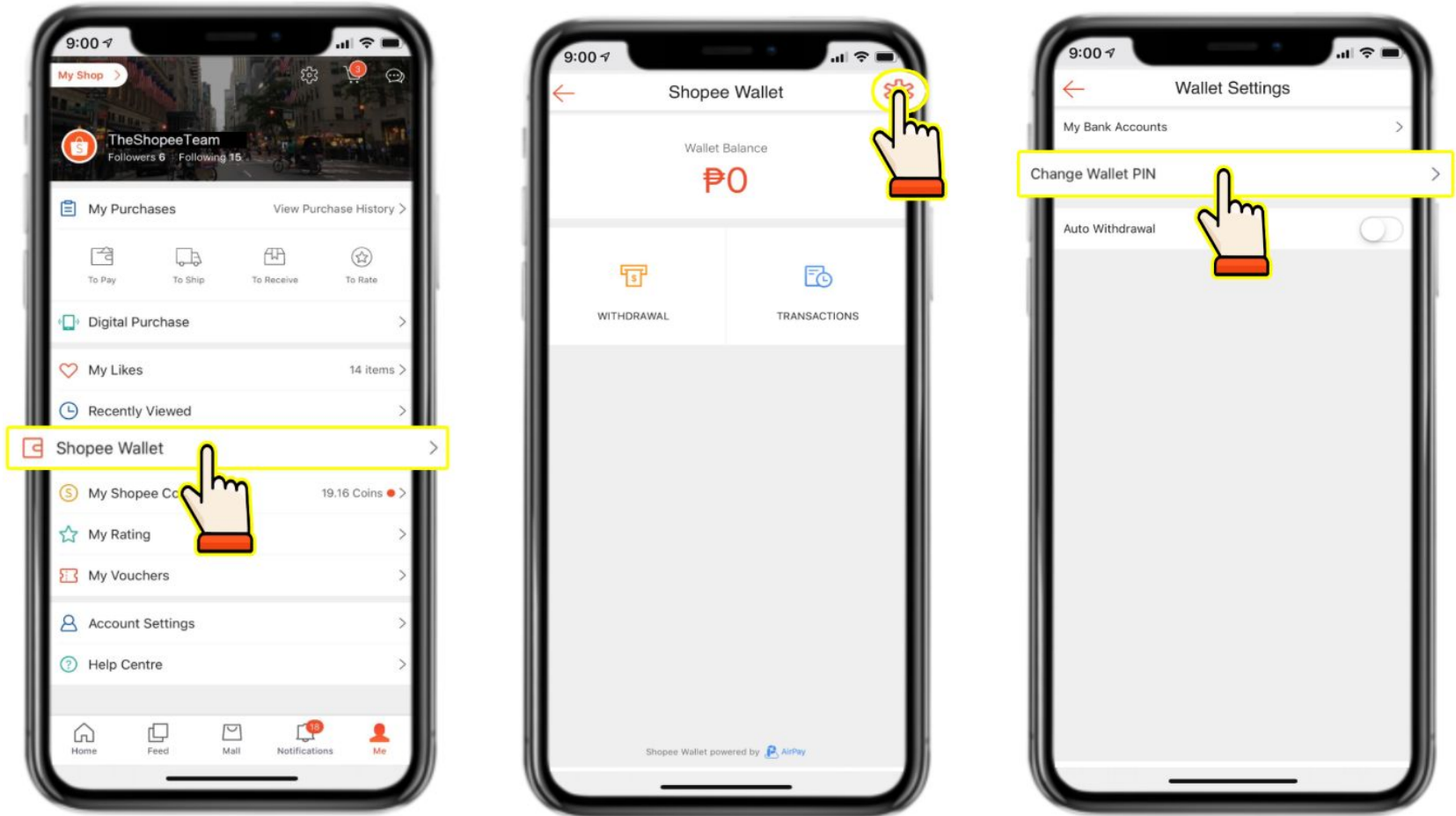
Automated

- Once every week: every Tuesday of the week
- Once every month: every 16th of the month

Manual

- Seller-triggered
- Maximum 1 time per week
- Additional P15 charge if more than once a week

Payments and Shopee Wallet: **Resetting Shopee Wallet PIN**





Salamat

Terima kasih | ขอบคุณ | Cảm ơn bạn | Thank You |
ありがとうございます! | 謝謝 | 감사합니다!

