



SELLER CENTRE
ORDER NON-FULFILMENT RATE

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INTRODUCTION

What is Non-Fulfilment Rate?

Non-Fulfilment Rate (NFR) was introduced to help enhance the credibility of sellers and establish stronger trust between buyers and sellers.

The Order Non-Fulfilment Rate will reflect the percentage of total orders that were cancelled and returned in the past 30 days.

$$\text{Non-fulfilment rate} = \text{Cancellation rate} + \text{Return-refund rate}$$

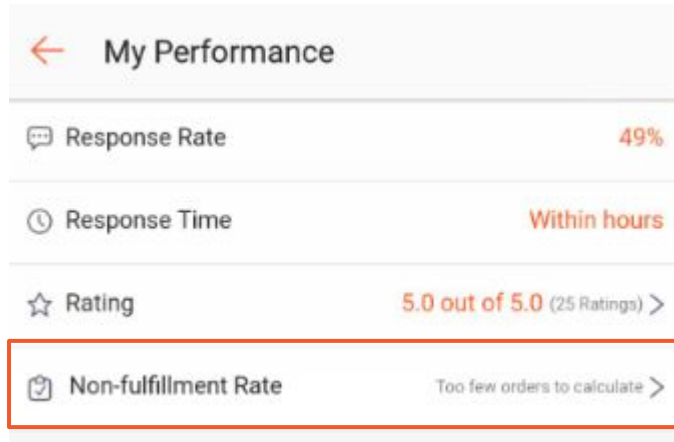
When computing this metric, the system will consider all order cancellations **initiated by the seller or cancelled by our system**. Order cancellations requested by the buyer will not be factored into this computation.

Maintaining a low non-fulfilment rate will help maintain a good selling record, increase positive customer experience, and lead to happier customers, improved ratings, and higher sales.



Where can you find your Non-Fulfilment Rate?

The Order Non-Fulfilment Rate (NFR) is automatically calculated by Shopee and **updated every Monday**. Both recent and historical information are available in the Seller Centre to help you minimize your cancelled and return orders.



NFR will be displayed on your 'My Performance' dashboard in both Mobile App and Desktop.

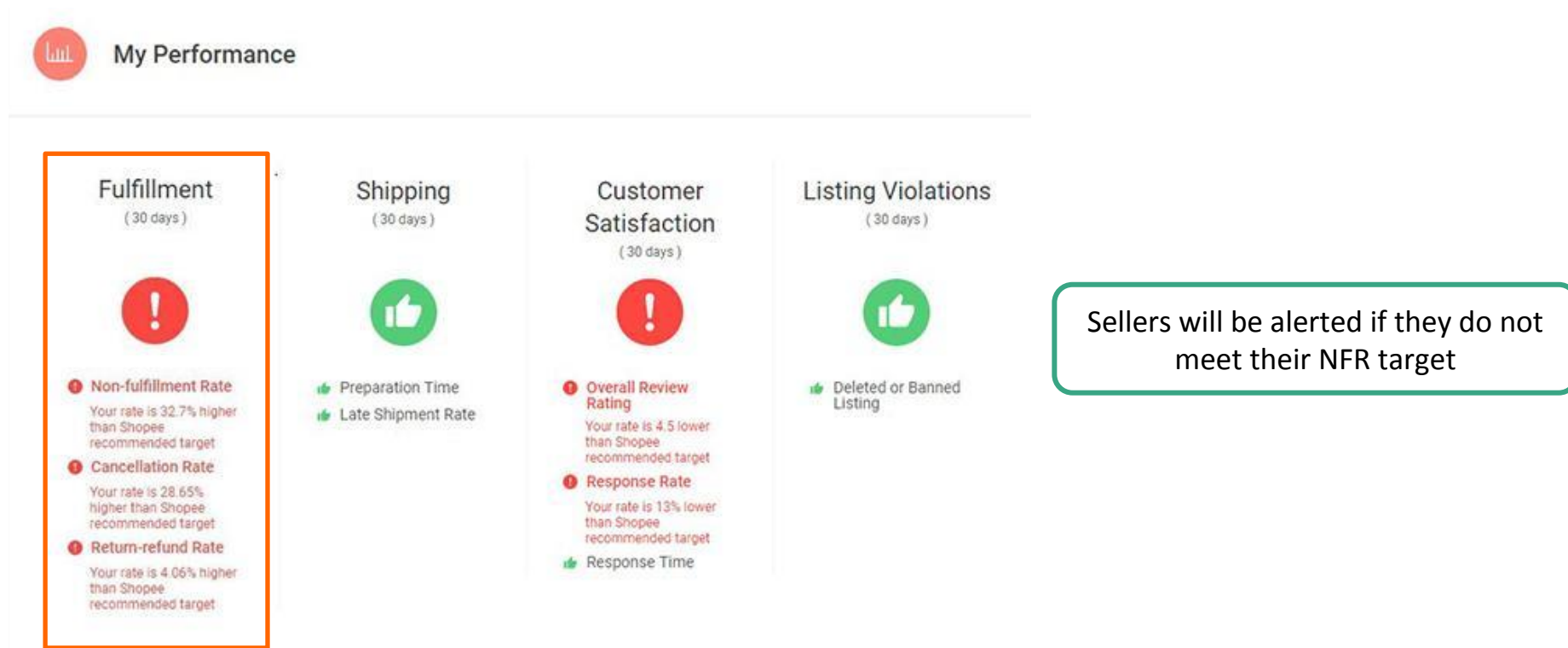
Note: NFR is not calculated if the number of orders is below the minimum orders required for assessment. The minimum number of orders varies per country, and is subject to change over time.



What happens if you have a high NFR?

You should maintain a healthy operational performance and keep your **NFR below 5%**

Each time your **NFR goes above 5%**, you will receive one penalty point in the Penalty Point system.



Main Causes of a High Non-Fulfilment Rate

High Cancellations:



Product is out of stock

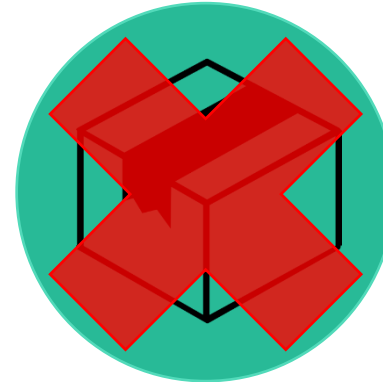


System cancellation of orders
due to inactivity for 7 days



System cancellation of orders due to failure
to ship within Days to Ship period

High Returns:



Wrong item



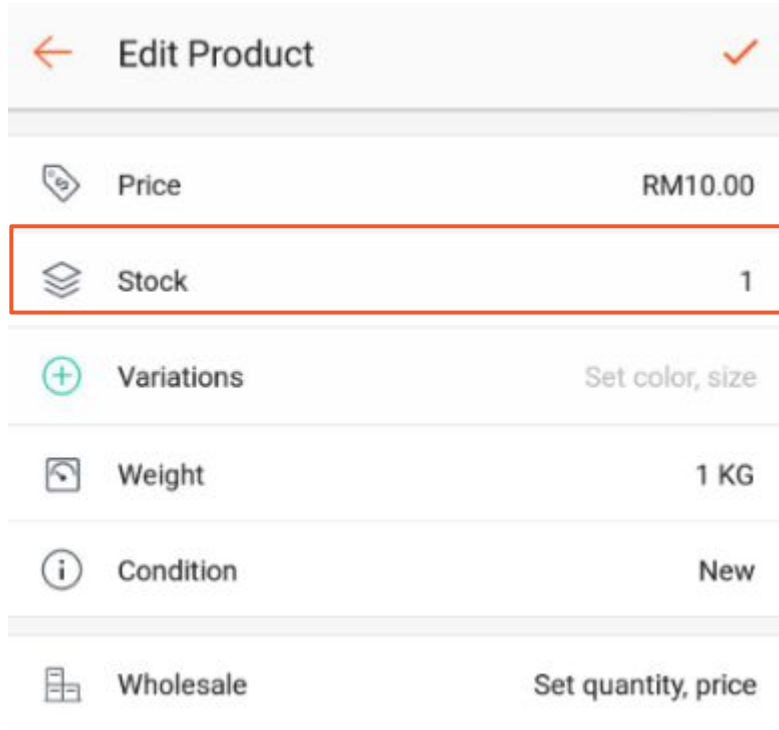
Item not received



Damaged item



REDUCE CANCELLATION RATE



Edit Product	
Price	RM10.00
Stock	1
Variations	Set color, size
Weight	1 KG
Condition	New
Wholesale	Set quantity, price

1. Avoid Out of Stock Situations

Track your inventory and stock levels carefully and ensure stocks are up to date.

Update your inventory regularly in Mobile App or Desktop (at least once a week). Ensure stock is updated for all variations.

Do not overstate your stock quantity or include stocks that have yet to arrive, unless they are for pre-orders.

Allocate only physical stock to Shopee. Avoid cross-docking, if possible.



2. Ship your orders on time

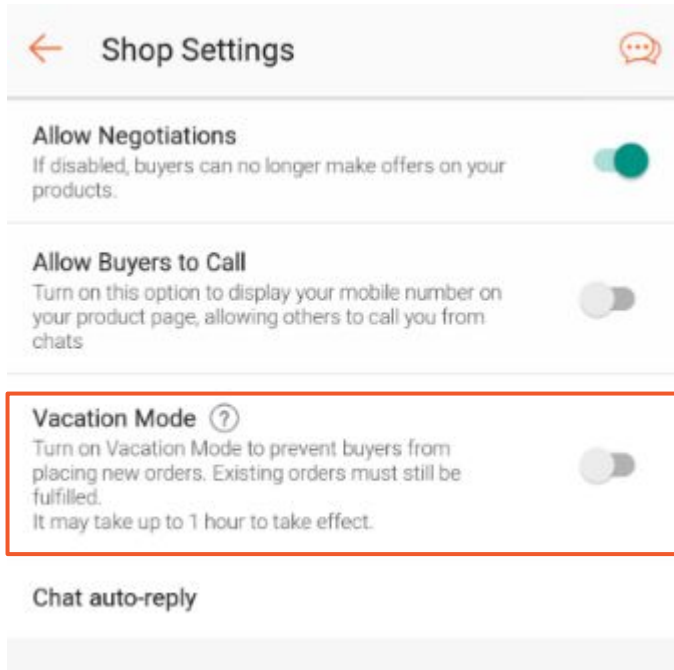
Our order system will automatically cancel your order if you fail to ship **within 2 days after your Days to ship**.

Do monitor your email and app notifications regularly for new order alerts. If more time is needed for shipping, please update product status to pre-order. Pre-order products have a longer “Days to ship” period of 7 or more days.

The screenshot shows the 'Add Product' screen in a mobile app. At the top, there's a status bar with 'Singtel', '6:35 PM', and '44%' battery. Below the status bar, there's a header with a close button (X), the title 'Add Product', and a 'SUBMIT' button. The main content area has several sections: 'Stock' with a 'Set Stock' link, 'Variations' with a 'Set color, size' link, 'Weight' with a 'Set Weight >' link, 'Condition (Optional)' with a 'Set Condition >' link, 'Wholesale' with a 'Set quantity, price >' link, and a note: 'Wholesale price is only available when all variations are of the same price.' Below this is 'Shipping Fee' with a 'Set Shipping Settings >' link. The 'Pre-Order' section is highlighted with a red box, showing a green toggle switch turned on. Below it, 'Days to ship (Min 7 days)' is set to '7 days'. A note below this says: 'You have to ship out ready stock product within 3 days. Switch on Pre-Order tag if you need more time to ship.' At the bottom, there are social sharing options: 'Share to Twitter', 'Share To Facebook', and 'Facebook Page' with a right arrow.



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REDUCE CANCELLATION RATE



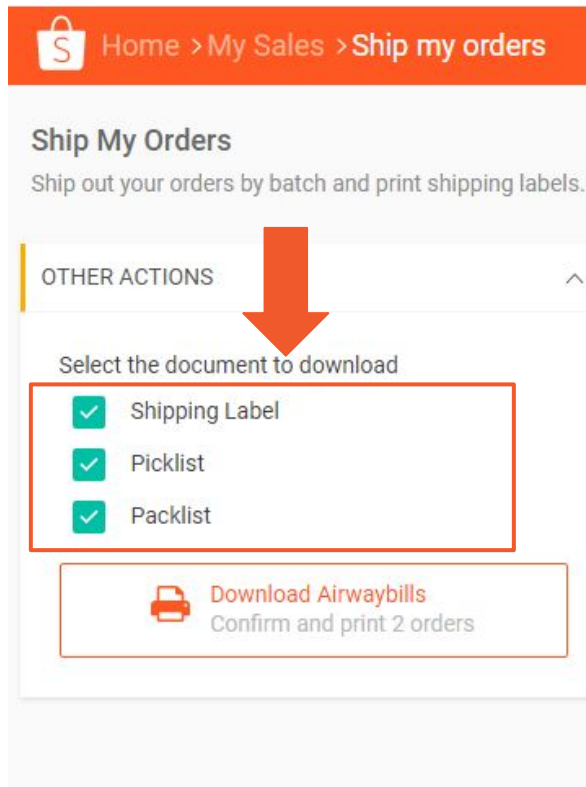
3. Turn On Vacation Mode when You are Away

Activate Vacation Mode if you are away (e.g. leisure trip, medical purposes, etc.) and will be unable to fulfil your orders during this period of time.

This will ensure that you do not receive any additional orders during this period. However, do note that you must continue to fulfil existing orders while in Vacation Mode.



REDUCE RETURN-REFUND RATE



1. Pack the Right Products

Ensure that you have packed the correct item and shipped it to the correct address. Check that you have included all items ordered in the package.

You may download the **Picklist** and **Packlist** from Seller Centre as a guide. You may also download and use the **shipping label** to help ensure your items are shipped to the right address.



1. Pack the Right Products

Picklist



Username: poslajusell
Download Time: 07:08 PM 30/08/2017

#	Parent SKU	Product Image	Name	SKU	Variation Name	Qty.	Order SN
1	parent sku 2		Pick pack sample 2	var112746 var21274	Variation 1 Variation 2	2 1	17082817322BWTN 17082817272BWTJ 17082817082BWSJ
2	Parent SKU 1		Pick pack sample 1	12984612	Variation 2	1	17082817092BWSQ
3			Poslaju mug			2	17082816592BWRU 17082418362BWBQ
4			I will cover shipping fee			1	17082418362BWBQ
5			Tiered W2 RM30			1	17082816532BWRQ

LIST OF ITEMS

#	Parent SKU	Name	SKU	Variation Name	Qty.	Unit Price	Total
1	parent sku 2	Pick pack sample 2	var112746	Variation 1	1	30.00	30.00
BUYER'S COMMENT							



LIST OF ITEMS

#	Parent SKU	Name	SKU	Variation Name	Qty.	Unit Price	Total
1	parent sku 2	Pick pack sample 2	var21274	Variation 2	1	30.00	30.00
BUYER'S COMMENT							



LIST OF ITEMS

#	Parent SKU	Name	SKU	Variation Name	Qty.	Unit Price	Total
1	Parent SKU 1	Pick pack sample 1	12984612	Variation 2	1	5.00	5.00
BUYER'S COMMENT							

LIST OF ITEMS

#	Parent SKU	Name	SKU	Variation Name	Qty.	Unit Price	Total
1	parent sku 2	Pick pack sample 2	var112746	Variation 1	1	3.00	3.00
BUYER'S COMMENT							

Pick List

The **Pick List** is a summary of items a seller has to pick up from the warehouse for a batch of orders.

Pack List

The **Pack List** is a summary of items a seller has to pack for each order after picking up the items from the warehouse.

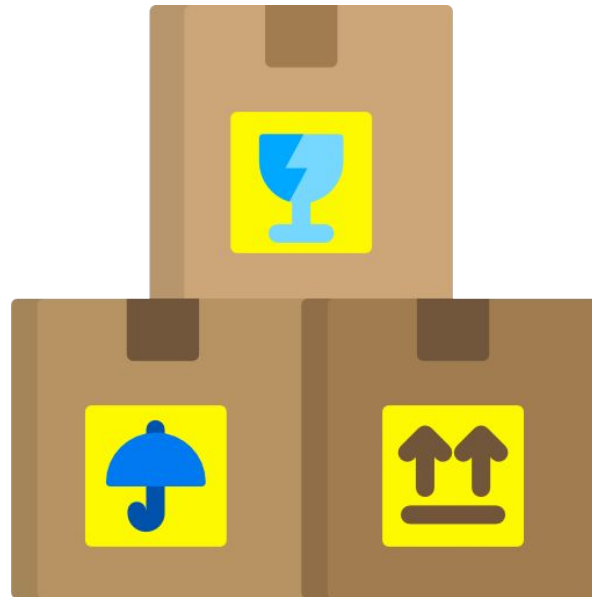


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REDUCE RETURN-REFUND RATE

2. Check for Damage and Defects when Packing

Make sure that all orders are packed properly

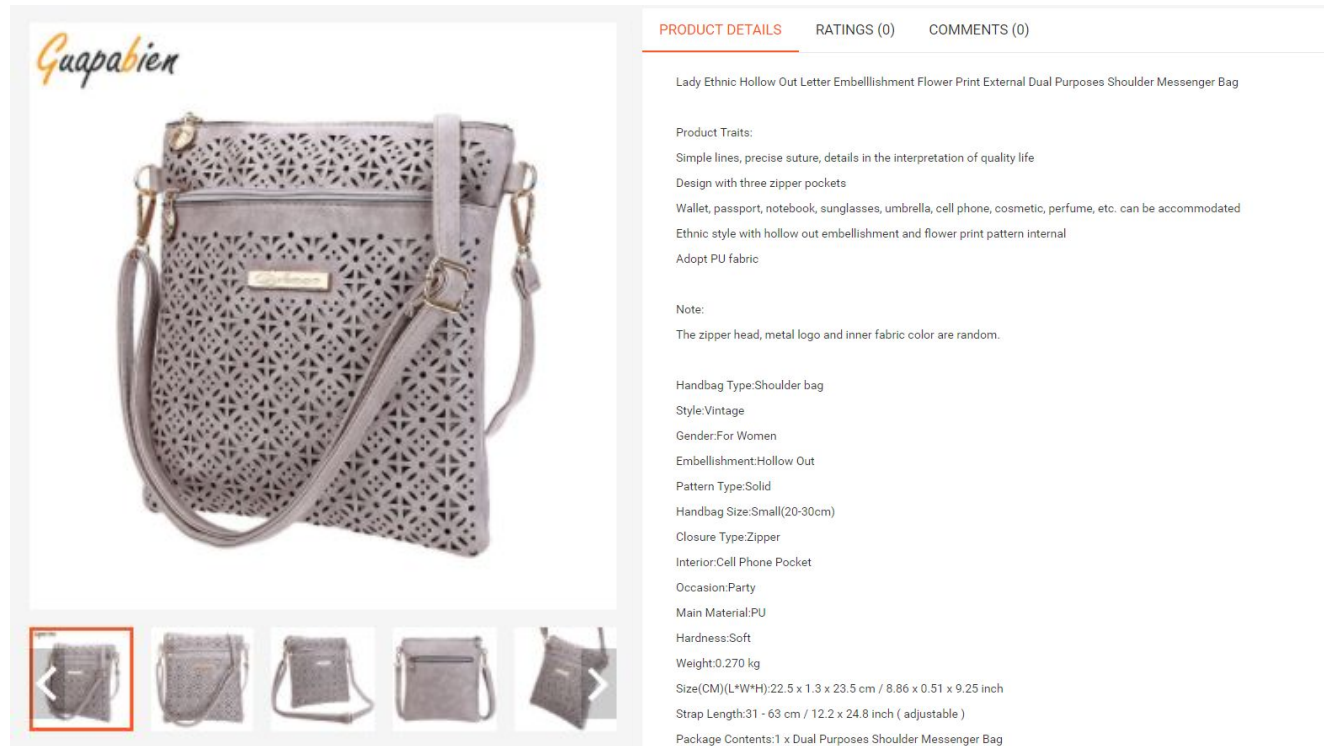
- Fragile products should be labelled and packed with extra cushioning materials e.g. bubble wrap or foam paper to prevent damage
- Shipping labels should be clearly displayed and secured outside the package, ideally in the document sleeve or in a separate pouch



3. Provide Accurate Descriptions

Provide accurate, detailed descriptions of your product so buyers know exactly what to expect

1. Include information such as the dimensions, colour, material, accessories included, warranty period etc. and fill up all attribute fields
2. Include multiple images of your product in different angles to help buyers better visualize the product



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REDUCE RETURN-REFUND RATE

4. Monitor Return Patterns by SKU

Proactively monitor your return patterns by SKU to identify troubled product and suppliers. For products with high return rates, do consider de-listing them.

Preventing returns will reduce customer churn and increase overall customer satisfaction.





THANK YOU