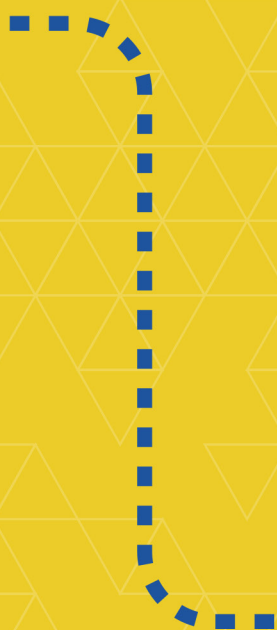


USING **Intelligent Feedback Requests**

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TO
**MAKE
MORE
SALES**

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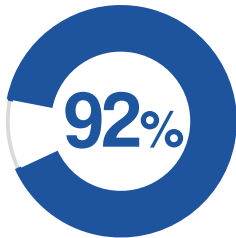
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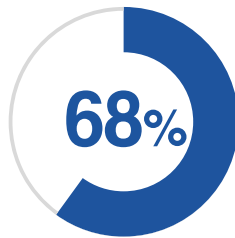


Positive reviews increase sales on Amazon & eBay

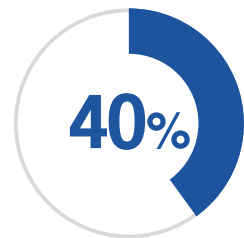
If you're not already obsessing over your marketplace feedback then maybe these numbers will make you think again. A survey of online shopper habits, perception & use of reviews found that:



of consumers now read online reviews



say positive reviews make them trust a business more



of consumers now form an opinion from just 3 reviews

Source: www.brightlocal.com

In 2015, customer feedback was the most influential factor on buying decision for marketplace shoppers.

On both Amazon and eBay, positive feedback score and number of lifetime ratings are visible alongside each and every listing. Buyers use them to judge whether they can trust sellers.

Not only are reviews crucial in influencing online buyers, they also play a key part in both Amazon and eBay's customer-centric strategies:

amazon

Seller rating and feedback scores are a key factor in winning the Buy Box.

82% of Amazon sales are made through the Buy Box.

ebay

Good feedback means better placement in search results.

98% positive feedback is required to be an eBay PowerSeller.

On Amazon and eBay strong feedback and strong sales performance go hand in hand.

How to write a Killer Feedback Request

To proactively encourage more positive feedback, ask for it on the **right products**, from the **right customers**, at the **right time**.

Let's run through how to create the perfect feedback request. We suggest keeping the message short and to the point.

New Message

Recipients

SubjectYour recent #marketplace# order #order_id#

1

- Hi (customer_first_name),

Thanks so much for ordering your (product_name) from us!

2

- We wanted to reach out to ensure that everything arrived on time and you were happy with your purchase?

3

- Positive feedback means the world to us, so we would really appreciate it if you could leave us a review on (marketplace).

4

- To make things easy, here's the [link](#) to where you leave a review.

5

- If any part of your purchase was not up to scratch, please hit reply to this mail and let us know so we can do our best to help.

We can't wait to hear from you!

Thanks very much,
(your_name)

Send

1 Personalize the request and subject line with the buyer's name, product and channel to create a relationship.

3 You can't directly ask for positive feedback. You can use language that encourages a positive review.

2 Ask if everything with the order process, delivery and product is satisfactory.

4 Make it easy for the customer to leave feedback by including a link. The link should be prominent, don't bury it.

5 Avoid negative feedback by inviting the customer to resolve any issues directly with you.

Tips for Smarter Feedback Requests



➔ **Timing is Everything:**

Send a thank you message when you receive the customer's order and follow up with a feedback request when the item is delivered.

Time your feedback requests for when the buyer is most likely to read and act upon them. Analyze when customers are more likely to leave feedback and take advantage of the data to schedule your requests.

As a rule of thumb, for most products, you should schedule the feedback request to send immediately after product delivery.

➔ **Time Zones:**

Schedule to send your feedback requests carefully for sales channels in different time zones. If you're selling in the UK, Europe and US make sure you send requests at appropriate times.

➔ **Think Product:**

Set realistic dates when sending messages based on product type. Remember to delay your request for products that require further support.

If someone buys a laptop for example, include the shipping period and a few days buffer time for the buyer to begin using the product.

For companies that sell products like creams or supplements, give the product time to work before you request feedback.

For products like flat pack furniture give the customer time to assemble before asking for feedback.

You can ask for feedback up to 3 months after purchase.



Message Content:

Anticipate questions the buyer may have and include helpful information to support the buyer. Send product guides and manuals, as well as asking for feedback.

Use language that evokes positive sentiment in the customer to encourage them to leave favorable feedback.

Open Issues:

Make sure there are no outstanding support issues that need to be resolved for a customer before you ask them for feedback.

Be Selective:

- Don't ask for feedback on items that routinely have problems
- You can choose not to request feedback for fragile products
- Avoid sending requests to customers who repeatedly leave negative feedback
- Don't ask for feedback if something has gone wrong, like late delivery

When you resolve an issue, ask the buyer if they'd be willing to change their feedback. If you believe the feedback is unwarranted or malicious, you can request that Amazon or eBay remove it.

How can XSellco High5 help?



It's estimated that only one in ten Amazon customers ever leave feedback. To improve your feedback score and lifetime ratings, you need to ask for more feedback - there are no shortcuts.

Buyers are open to receiving messages that thank them for their business and encourage them to leave feedback.

By automating the process using an intelligent feedback request tool like XSellco High5, you can ask for it on the **right products**, from the **right customers**, at the **right time**.

XSellco High5 is the leading feedback management tool for marketplace sellers, and the only tool to work with both Amazon and eBay.



“

The High5 mail software works a treat. If there are any amendments I need to make their support staff are always on hand to speak to. Just a good all round experience.

”

Julius Oliveti, Lupo Store

High5 will help you to:

- Increase your sales by improving your feedback scores and attracting more buyers.
- Improve the chances of appearing favorably in product search results and winning the Amazon Buy Box.
- Automate your feedback requests and make the process effortless.
- Quickly and easily personalize messages with all relevant information like customer and product details, order numbers and shipping times.
- Get more responses by optimizing when messages are delivered.
- Tailor your messages to your exact requirements, by SKU, product title, FBA status, country, on-time delivery and more...
- Improve feedback score and limit the impact of negative feedback.
- Monitor feedback performance and seller rating.
- Save time and money while growing sales and revenue.

XSellco

Thanks for reading this guide.
We hope you found it helpful.

Try a 28-day trial of High5

Click here now



Frequently asked Questions

◉ Why should I ask for feedback?

Well worded, timely post-sale messages can greatly improve the quality and quantity of your feedback, which will result in an improved seller rating which will help you sell more.

◉ Can I offer an incentive for positive feedback?

You can't offer a reward to customers for leaving 'positive' feedback, nor can you include marketing materials and links that take buyers away from the marketplace.

◉ Can I send more than one email to customers?

Yes. You can set up a chain of emails to a customer who has bought a particular item. For example, you might firstly send a thank you email, followed later with a feedback request.

◉ How do I get negative feedback removed if it's unjustified?

Complete a form called Customer Feedback Problems on Amazon Seller Central. On eBay, contact Customer Service to request a review.

◉ Can my feedback rating go down by asking for reviews?

In a word, no. Unhappy buyers will leave reviews anyway. You encourage happy customers to leave feedback when they otherwise wouldn't bother.

◉ Is this in line with Amazon and eBay rules?

Yes. It's completely within Amazon and eBay's policies to ask your customers to leave feedback.



◉ How many channels can I add to XSellco High5?

You can add unlimited Amazon and eBay channels to your High5 account. High5 is the only feedback solicitation tool to work with both Amazon & eBay.