

Negative Amazon Feedback Removal Request Template

Negative seller feedback can really harm your reputation as a merchant on the Amazon marketplace. Consider this: if you have five seller feedbacks for a newer product and one is negative, it's going to bring down your star rating. A lower star rating can affect conversion by decreasing customer trust, and this metric can also impact your overall standing as an Amazon seller.

If you're regularly receiving negative seller feedback, be sure to take a close look at your current processes and determine if there are ways to improve the overall customer experience.

Amazon will remove or strike-through buyer feedback in some cases, such as:

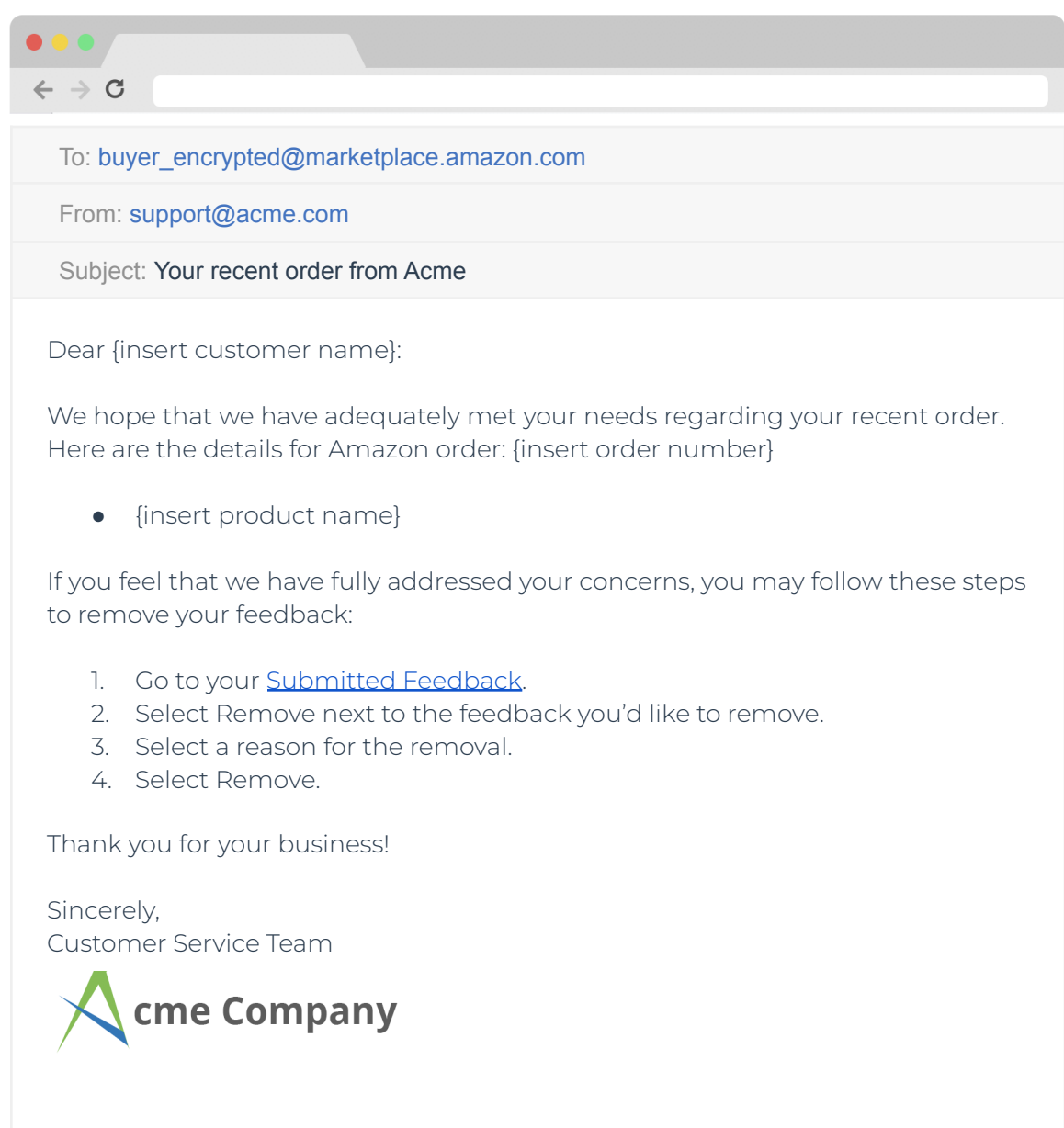
- **The feedback includes obscenities or profane language.**
- **The feedback contains personally identifiable information that is specific to the seller, like a full name, email address, or phone number.**
- **The entire feedback is actually a product review. (Note that if the comment contains feedback in addition to a product review, Amazon will not remove or strike-through it.)**
- **The entire feedback relates exclusively to the fulfillment and service for an order that was fulfilled by Amazon.**
- **The entire feedback is related to a delayed or undelivered order which was shipped on time using Buy Shipping services.**

If any of these criteria apply to your negative feedback, you can contact Amazon to request removal. In the Feedback Manager in your Seller Central account, select "Request removal" from the dropdown menu next to the buyer's name and negative feedback. Note that the feedback must have been received in the past 90 days in order for you to request removal.

1	<div></div>	Product not delivered. Called customer service and it was promised to be delivered the next day. It wasn't.	Choose one ▾
<div>Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfillment experience."</div>			
2	<div></div>	I don't feel it's worth the money I paid	Choose one ▾
1	<div></div>	This product says it was delivered but I never received it. I checked with my neighbors and the front gate security and I still cannot locate this item. I would like a refund on this please.	<div>Contact customer</div> <div>Post a public reply</div> <div>Request removal</div>

On the other hand, if you want to contact the buyer to resolve any issues with their order, you can find the order in the Feedback Manager in your Seller Central account. A dropdown menu is displayed next to the buyer's name and feedback. You have three options: contact the customer, post a public reply, and request removal, which we already covered. Many sellers prefer to post a polite and professional public reply to illustrate that they listen to their customers in addition to contacting the customer directly to attempt to resolve the negative experience.

After the situation has been resolved, you may want to send a follow up message to request that the buyer consider changing the negative feedback rating. You can use the following template as a reference:



Responding to negative feedback and resolving the issue quickly provides the best chance at negative feedback removal. To get automated alerts on neutral and negative feedback so you can take action faster, give [FeedbackFive](#) a try.

Additional resources:
[Amazon Best Practices: Resolving Negative Feedback](#)
[How to Respond to Negative Feedback on Amazon](#)
[Set Up Alerts for Negative Feedback](#)