

Amazon Seller Feedback Request Template

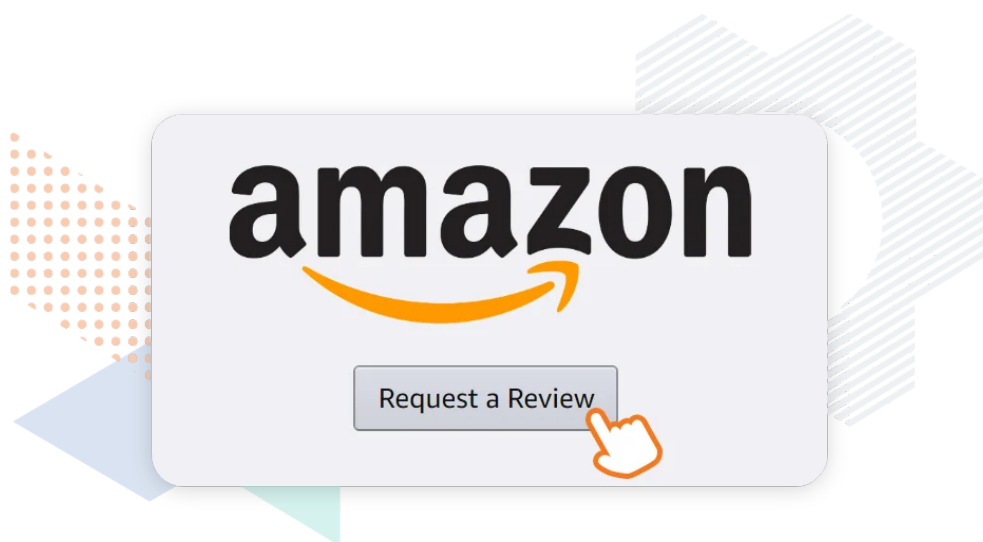
Amazon allows sellers to request feedback from buyers, but it's critical that your messages are compliant with Amazon's Communication Guidelines. There are two main ways sellers can send feedback requests to Amazon customers. (And it's important to remember that feedback is [different from reviews](#)!)

One way to request feedback is to use the Request a Review button in Seller Central. The second option is to automate feedback requests with software that is included in the Selling Partner Appstore, such as our own [FeedbackFive](#). Learn more about each of these options below.

Amazon Request a Review Message in Seller Central

To send a review request with the [Request a Review button](#), follow these steps:

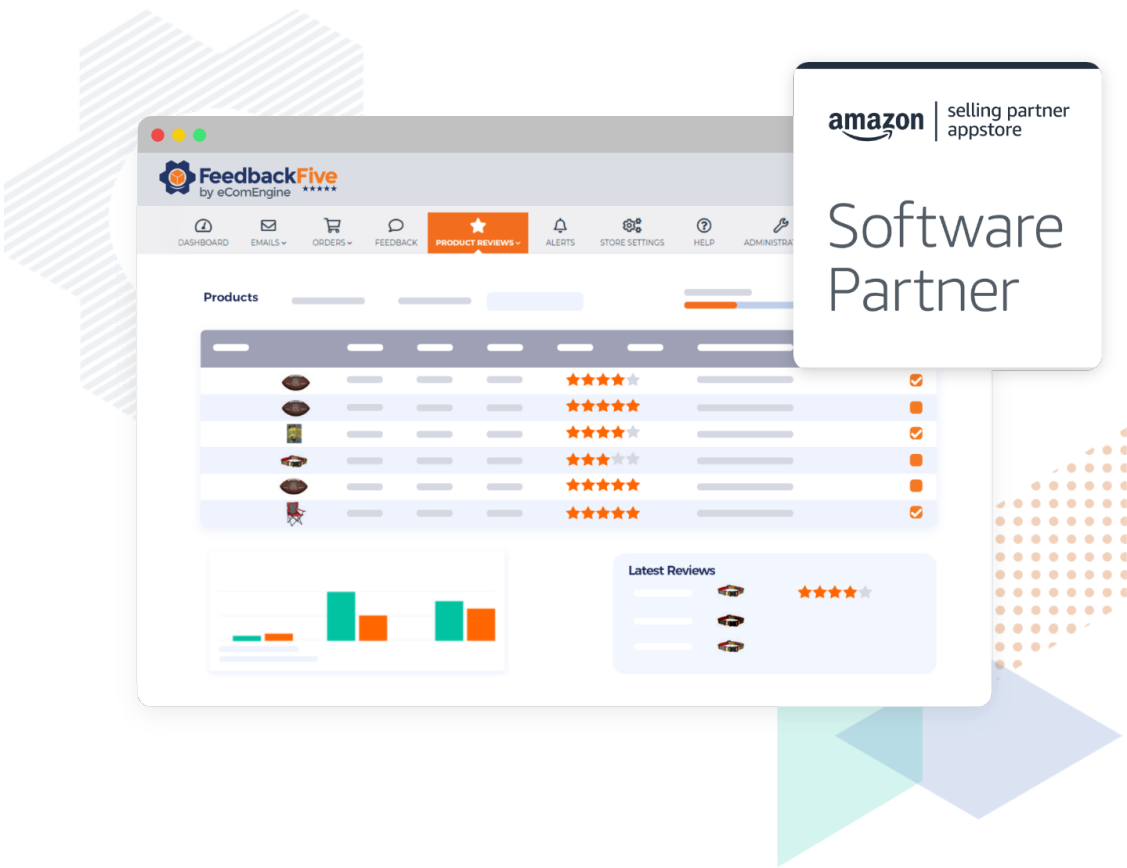
1. Log into your Seller Central account.
2. Go to the Manage Orders page.
3. Select the order that you would like to request a review for.
4. Click the order to go to the Order Details page, and you should see the Request a Review button on the top right side of the page. Requests can only be sent 5-30 days after the order is delivered.
5. Click the Request a Review button. Amazon will send a **seller feedback and product review request** (in the same message) to the buyer for your order. The message will be automatically translated into the buyer's preferred language.



FeedbackFive: The Email Automation Tool That Gets Results

Automating Amazon feedback requests is the most efficient option. Instead of sending manual requests, you'll just need to set up your messaging preferences and let a feedback automation tool such as FeedbackFive do the work for you! You can automate requests through either Buyer-Seller Messaging or Request a Review. Either way, you can customize your message settings at the SKU level so your message arrives at the right time for each of your products.

FeedbackFive automatically excludes refunded orders and includes a link for buyers to leave feedback. It also helps you comply with Amazon Communication Guidelines by including the 17-digit order ID and sending the Request a Review message (which is automatically translated) if the buyer's preferred language differs from the language of your request. Improve your seller feedback to rank higher and increase sales. Start your [free trial](#) today to see how it works!




Sample Feedback Request Email Template



You have received a message from the Amazon Seller - FeedbackFive Demo Account

Order ID: 244-9177592-7877940

| Count | Product Name and ASIN | |
|-------|---|-------------------------------|
| 1 |  | Item 1... ASIN: B000ABC123 |



Dear Customer,

Thank you for your purchase! We'd love to hear your feedback about your buying experience from our Acme Company store on Amazon.

Please leave us feedback about our service by clicking the button below:

Leave Seller Feedback

Our goal is for you to be completely satisfied. If you have any questions about your order, please reply to this email or contact us so we can help.

Thank you,
Jennifer
Acme Company Customer Success Rep

Order ID: 244-9177592-7877940

Was this message helpful?

Yes

No

Report suspicious activity



TRY FEEDBACKFIVE

Additional resources:

- [Amazon Communication Guidelines](#)
- [Amazon Feedback: Best Practices](#)
- [Amazon Feedback Guide for Sellers](#)