



ASOS
marketplace

BOUTIQUE STANDARDS

2017

The best experience is the most important thing our boutiques can offer.

We encourage all boutiques to strive for **Top Rated Seller** status, offering **great products, great communication, reliable shipping and returns.** These are the **basic standards** required of all ASOS Marketplace boutiques.



BOUTIQUE STANDARDS 101



STOCK:

100%

OWNED & AVAILABLE



SHIPPING:

2

WORKING DAYS MAX

WITH A CONCISE SHIPPING MESSAGE



CUSTOMER REPLIES:

1

WORKING DAY MAX



RETURNS/REFUNDS:

2

WORKING DAYS MAX



FEEDBACK RATING:

>90%

TO RUN BOUTIQUE



ISSUE RESOLUTION

FRIENDLY

POSITIVE

CAN-DO

QUESTIONS? PROBLEMS? CONTACT sell@asos.com OR YOUR ACCOUNT MANAGER

STOCK OWNERSHIP

All stock must
be physically owned

- › You **physically own stock** in the quantity and condition listed on ASOS Marketplace.
- › Pre-order, stock in transit, or 'drop-ship' is **not permitted**.
- › Made-to-order or custom-made items must ship and be delivered **within the time stated** on your listing.



STOCK:

100%

OWNED & AVAILABLE

SHIPPING

Prompt shipping
is key to providing
a great customer
experience

- › We require orders to be shipped within **two working days** following payment.
(Public holidays are not counted as working days.)
- › Include a **shipping note** with the order.
- › Shipping estimates must be **realistic**.



SHIPPING:

2

WORKING DAYS
MAX



The Details...

- ✓ **Made-to-order** items should be shipped within five working days following the date of payment.
- ✓ **Custom-made** items must be shipped within five working days of supply of customer measurements.
- ✓ “Made-to-order” or “Custom-made” must be **clearly stated** in the listing title or description.

SHIPPING MESSAGE

Your shipping message is the single most important message you'll send your customer

Key points to include:

- › When the parcel was posted and by what delivery service, speed and carrier
- › A tracking number and/or delivery estimate (be honest and realistic with estimates)
- › Call to action: If an order hasn't been received by a certain time, ask the customer to contact you (this could save you a PayPal dispute or bank chargeback)
- › You're welcome to use our example as a template or create your own



SHIPPING:

CLEAR & CONCISE
SHIPPING MESSAGE



Our Example...

Hi **Claire**, thanks for your order!
Your parcel was posted today by **Royal Mail First Class Signed For**. The tracking number is **AB123456789GB** using **www.royalmail.com/track-your-item**. It should be with you in **1-2 days**. If you are waiting longer, or have any queries, please message us via your Marketplace account.
We hope you love it! **Your boutique name**

MESSAGING

Prompt replies to customers are essential

- › If a customer has not yet placed an order, a timely response is recommended to **maximise conversion into a sale**.
- › Once a customer has placed an order, **respond right away** if possible, one working day at the latest.
(Public holidays are not counted as working days.)



CUSTOMER REPLIES:

1

WORKING DAY MAX

RETURNS

Processing of returns for refund or exchange

- › Refunds or exchanges must be processed **within two working days** following receipt of returned goods. (Public holidays are not counted as working days.)
- › Include a **shipping note**.



RETURNS/REFUNDS:

2

WORKING DAYS
MAX



The Details...

- ✓ Depending on the nature of the return (unwanted/wrong item/not as described/faulty), you may need to **refund original postage charges** and additional return postage charges.
- ✓ See **returns FAQs** for more information.

REFUNDING

Refunding: Get it right


› Unwanted or unsuitable items:

Full item cost.
(It is optional to include the shipping fee)

Full item cost and standard shipping fee if returned under the Consumer Contracts Regulations 2013.
(It is optional to include the full shipping fee)

› Faulty & significantly 'not as described' items:

Full item cost plus original shipping fee and return shipping fee.


RETURNS/REFUNDS:
2
WORKING DAYS
MAX

The Details...

- ✓ Returns are part of doing business online. While you are not obliged to accept returns in other situations, it is usually **better to accept a return**.
- ✓ This increases the chance of repeat custom and/or positive feedback rather than leaving a disgruntled customer who **may open a PayPal dispute** and/or leave **negative feedback**.

FEEDBACK

Boutiques
must maintain
a feedback
rating of 90-
100%

Feedback is calculated:

Your % of positive
or neutral feedback

All customers are asked to
submit feedback



FEEDBACK RATING:

>90%

TO RUN BOUTIQUE



The Details...

- ✓ **It pays to resolve issues:** Customers can only to revise feedback upwards. Comments can be revised up to 45 days from the order date. Customers are usually happy to revise feedback if circumstances have improved/corrected.
- ✓ ASOS Marketplace's feedback tool is for genuine customer feedback. ASOS Marketplace will **not tolerate manipulation**. This includes bribery, blackmail, dummy orders or other means. False feedback will result in boutique termination.

ISSUE RESOLUTION

Tips for providing great issue resolution

- › **Be friendly:** The reputation of your boutique is your most valuable asset. A friendly approach to issue resolution strengthens your customer experience.
- › **Be positive:** Give your customer the benefit of the doubt. Most issues are usually the result of a simple miscommunication or mistaken assumption.
- › **Can-Do:** Stay focused on resolution. Don't put off an issue to tomorrow if it can be done today. A small sacrifice now will build customer trust, save you time and be beneficial to your business in the long-term.



ISSUE RESOLUTION
FRIENDLY
POSITIVE
CAN-DO



ASOS
marketplace

AND FINALLY...

Questions?

Contact your boutique account manager
or email sell@asos.com

