



ASOS Marketplace
Boutique standards
2018

What are the Marketplace boutique standards?

We want to make sure our customers have a consistently great experience on Marketplace, no matter what boutique they are buying from. That's why we have a set of Marketplace boutique standards that all boutiques must adhere to. These outline the basic level of service that you must provide to run a boutique on Marketplace.

While we've outlined the basics here, we do encourage all our boutiques to strive for top-rated seller status. Offering great products, communication, reliable shipping and returns.

Boutique standards 101.



Stock:

100%

owned and genuine



Shipping:

2

working days max

(with a concise shipping confirmation)



Customer replies:

1

working day max



Returns & refunds:

2

working days max



Feedback rating:

>90%

to run a boutique



Issue resolution:

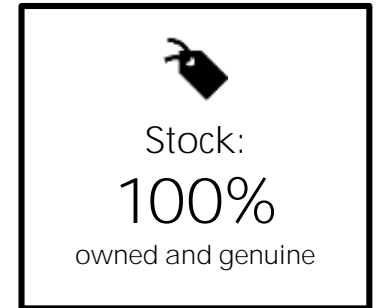
Friendly
Positive
Can-do

Any questions or problems? Contact sell@asos.com or your account manager.

Stock.

All stock must be physically owned and genuine.

- You must physically own your stock in the quantity and condition listed on Marketplace
- All branded stock must be **genuine**
- Pre-order, stock in transit, or “drop-shipping” is not permitted
- Made-to-order or custom items must be shipped and delivered **within the time stated** in your listing



Shipping.

Prompt shipping is key to great customer experience.



- We require orders to be shipped within **two working days** following payment (public holidays are not counted as working days)
- A **shipping note** should be included within the parcel
- Shipping estimates must be **realistic**

Custom products:

- 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 receiving the customer's measurements
- **"Made-to-order"** or **"custom-made"** must be clearly stated in the listing title or description

Shipping confirmation.

Shipping confirmation
is the most important message you'll
send your customer.

Key points to include in your shipping confirmation:

- **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)



Shipping:

Clear and concise
shipping confirmation

Shipping confirmation.



Shipping:

Clear and concise
shipping confirmation

Here's an example.

Hi Claire,

Thanks for your order!

Your parcel was posted today by Royal Mail First Class Signed For. The tracking number is AB123456789GB. You can track your parcel here: www.royalmail.com/track-your-item.

It should be with you in **1-2 days**. **If your order hasn't arrived in two days, or you have any queries, please message us via your Marketplace account.**

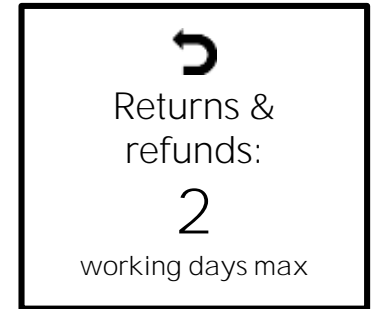
We hope you love it!

Prompt replies to customers are essential.

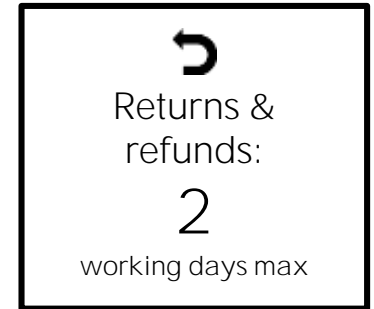
- If a customer has not yet placed an order but has sent you a message, a timely response is recommended to **maximise conversion into a sale**
- Once a customer has placed an order, **respond right away** if possible or within **one working day at the latest** (public holidays are not counted as working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



Processing 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)
- Remember to include a **shipping note** with exchanges
- 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 the Marketplace returns FAQs for more information



Refunds: get it right.

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

What do I have to refund?

- Unwanted or unsuitable items
 - Full item cost (it is optional to also refund the shipping fee)
 - Full item cost and standard shipping fee if returned under the Consumer Contracts Regulations 2013 (**it's optional to include the full shipping fee**)
- Faulty items and items significantly different to description
 - Full item cost plus original shipping fee and return shipping fee

Feedback.

Boutiques must maintain a feedback rating of 90-100%.



- Your feedback rating is calculated as your percentage of **positive and neutral feedback**
- All customers are asked to submit feedback
- It pays to resolve issues. Customers can only revise feedback to be better than their original feedback and comments can be revised up to 45 days after the order date. **Customers are usually happy to revise feedback** if circumstances have improved or been corrected
- **Marketplace's feedback tool is for genuine customer feedback. Marketplace will not tolerate manipulation**, this includes blackmail, bribery, dummy orders or any other means. False feedback will result in termination of your boutique

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 until tomorrow if it can be resolved 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

Items you cannot list.

Animal welfare

Endangered species: materials derived from vulnerable or endangered species

Fur: real fur or pelts must not be used in products sold through any of ASOS' websites

Angora and other rabbit hair

Feathers and down: feathers and down must not be used in products, nor as a background or photoshoot accessory

Bone, shell, horn and teeth: we require proof that the material is a by-product

Animal imagery: sensitive to animals and their environment

Read our full animal welfare policy, [here](#).

Offensive text and imagery

Drugs: illegal drugs, drug lords, glamorising drugs in any form

Guns, weapons and violence: in any form (unless fantasy/cartoon)

Cigarettes and alcohol: content that promotes unhealthy behaviour

Mental health: designs or slogans that trivialise mental health issues

Body image: designs or slogans that promote body shaming

Religion: defacing or making fun of religious leaders, festivals or leaders/gods/deities or religious symbols

Race and culture: designs or slogans that could cause offense to people of different races or cultures

Copyright

Trademarked words: or words that make you think of a particular brand (e.g. LYCRA, PERSPEX or PUFFA) on a product/in the product description

Graphics/photos found on the internet, Pinterest, wall art, emojis, etc.

Song lyrics or text from books or celebrity images

Referring to a celebrity: using a celebrity name or likeness

Parody brands: using any element of a genuine brand to create a parody

Distinctive shapes: e.g. the shape of the HERMÈS "Birkin" bag, the Coca-Cola bottle or the Chanel No.5 bottle

Read our full copyright policy, [here](#).



Any questions?

Contact your account manager or email sell@asos.com