

ISOS \_ MARKETPLACE

# BOUTIQUE STANDARDS

# WHAT ARE THE ASOS MARKETPLACE BOUTIQUE STANDARDS?

We want to make sure our customers have a consistently great experience when shopping on ASOS Marketplace, no matter what boutique they are buying from. That's why we have the ASOS 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 ASOS 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

# STOCK

## All stock must be physically owned and genuine

- You must physically own your stock in the quantity and condition listed on ASOS 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 timeframe stated in your listing



Stock:

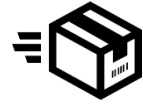
**100%**

owned and genuine

# 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)
- Made-to-order items should be shipped within the timeframe you've given your customers, remember to clearly label any custom products as such in the titles and descriptions
- A shipping note should be included within the parcel
- Shipping estimates must be realistic
- Send customers a shipping confirmation and include: when the parcel was posted and a tracking number



Shipping:

2

working days max

(with a concise shipping confirmation)

# COMMUNICATION

## 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)



Customer replies:

1

working day max

# RETURNS

## 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 ASOS Marketplace returns FAQs for more information



Returns & refunds:

2

working days max

# REFUNDS



Returns & refunds:

2

working days max

## 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 more than 90%



Feedback rating:

**90%+**

to run a boutique

- Your feedback rating is calculated as the 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
- ASOS Marketplace's feedback tool is for genuine customer feedback. ASOS Marketplace will not tolerate manipulation – this includes blackmail, bribery, dummy orders or any other means. False feedback will result in termination of your boutique
- If you want to raise a dispute with a piece of negative feedback, you must do this within one week of the feedback being left by emailing your account manager or [sell@asos.com](mailto:sell@asos.com)

# ISSUE RESOLUTION



Issue resolution:

Friendly

Positive

Can-do

## 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

# 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
- Pearl and mother of pearl
- Real silk (ensure faux silk is described as such)
- Animal imagery: sensitive to animals and their environment
- Anything described as vegan
- Read our full animal welfare policy [here](#)

## OFFENSIVE TEXT & 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 INFRINGEMENTS

- Please read our full copyright policy [here](#)

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**GET IN TOUCH WITH YOUR ACCOUNT MANAGER OR  
SELL@ASOS.COM IF YOU HAVE ANY QUESTIONS.**