

amazon

SELLER NEWS

MOVING THE DIAL

Benevolence is a major component of trust (Colquitt et al. 2007). How might we leverage communication design to enhance sellers’ perception of Amazon’s benevolence through Seller News?

SELLER PAIN POINTS

- Content is percieved to have ***fine print***
- Amazon feels like a ***“black box”*** to Sellers
- High volume*** of content can be difficult to parse

SELLER NEEDS

- Be able to ***digest*** content effectively
- Feel a ***human connection*** with content
- Receive ***relevant content*** to their business

Sellers value information accuracy above all else. But information alone is not enough to move the dial on benevolence if it is not effectively delivered. Seller News Central – a centralized news portal concept with curated content specific to Seller needs – empowers news content by fostering human connection and enabling digestibility.

amazon


seller

NewsCentral

All

Return to Seller Central

Good Afternoon, Scott



Holiday Rush

We understand that November and December are especially busy months for sellers like you. We at Amazon want to ensure that you have all the resources you need to be able to make these 2 months as profitable as you can. Content this month is handpicked to help you get through the holidays. Seeing sellers succeed feels just as great to us as buyers purchasing on Amazon.

Curated Articles

Curates news content to sellers based on seller data (e.g, tenure, level, products sold) using machine learning. Ensures content delivered to sellers is desirable and helpful.

Theme-Oriented

Ties content around a theme that pertains to individual Seller needs. Groups news content to allow Sellers to digest information effectively.

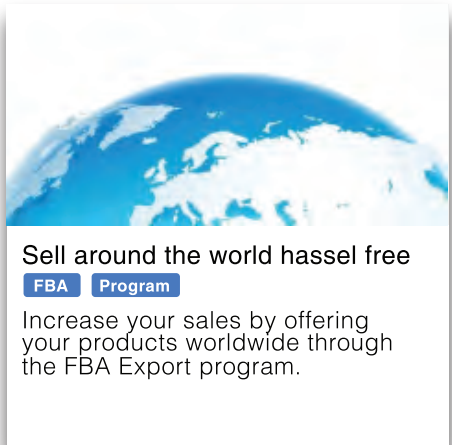
Tags

Visual markers for different Seller types, topics, and activities. Gives Sellers a way to parse through large volumes of news content.

Seller Mail

Displays a response from an appropriate Amazon employee to a popular Seller question. Creates engagement with the Seller community and provides public clarification to reduce confusion over“fine print”.


Helpful Articles for You



Sell around the world hassle free

FBA Program


Increase your sales by offering your products worldwide through the FBA Export program.



Buy Shipping labels in bulk

Shipping Feature

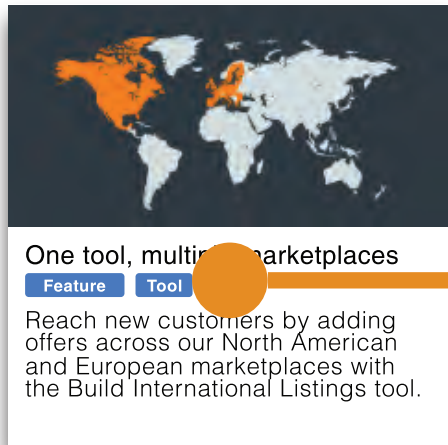
To help with the busy season, if you purchase shipping from Amazon, you can now buy up to 100 shipping labels at once with the Buy Shipping in bulk feature.



Accelerate your FBA sales

FBA Shipping Tips

Learn the skills and knowledge to become a more successful seller with these tips on how to boost your business on Amazon.



One tool, multiple marketplaces

Feature Tool

Reach new customers by adding offers across our North American and European marketplaces with the Build International Listings tool.


Seller Mail

Q: How can I deal with fraudulent buyer claims?

My team and I have thought about this issue a lot recently especially given the holiday season. Buyers try to defraud our sellers in a variety of ways (e.g, order not received claims, false advertisement, broken product, etc.) that unnecessarily bring down the seller score.

Our team has put together a list of tips and tricks sellers can take to ensure that buyers are not constantly in a position to take advantage of them. This article details how sellers can effectively report issues in a way that helps them sustain their seller score.

[Click here to see the article in more detail](#)




Jenna Han

Sr. Manager

Seller Success


Seller Stories



Holiday Season: 5 Shipping Mistakes to Avoid

Listen to Benny and Mark discuss the issues they ran into and how you can avoid them.

Hear their story



Holiday Tips: How to be prepared when things don't go to plan.

Listen to Sharon discuss contingency plans she made when her holiday season did not go to plan the first time.

Hear her story

Author Bylines

Shows faces and names of authors behind content. Communicates to Sellers that Amazon is allocating resources to address their needs. Builds a human connection between the news and the Seller.

Q/A

Method for Sellers to communicate confusion about news to Amazon. Reduces the perception of Amazon as a “black box” by providing Sellers with an avenue to be heard by Amazon.

Want to know more about something?

Ask

Secondary Research

Review of four online ecommerce marketplaces and their seller news communication

Participatory Design

Research using participatory design and focus group methodologies with 8 Amazon Sellers to uncover perceptions of benevolence around news

Stakeholder Check In

Share out insights and designs with Seller News product team

Design

Ideating, sketching, and prototyping different concepts based on research and stakeholder input

Testing

One-on-one concept tests with 4 Amazon Sellers to evaluate the prototypes and their impact on benevolence perception

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