MICHIGAN STATE UNIVERSITY Beta Presentation Email Improvement Tool

The Capstone Experience

Team Amazon

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From Students... ...to Professionals

Project Overview

- Goal: Improve quality of Amazon emails
- Compare new emails to pre-existing email templates
- Provide instant feedback on email objective, clarity, and empathy
- Provide email summary and possible duplicates

System Architecture



Homepage

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		(1) AL
ZON Email Improvement Tool	Home	Templa
Email Impr	ovement Tool	
emails The trust improvement foot offers	mprove the quality of your guidance on how to write a better email d clarity analysis, objective assessment.	
Subject: Important Notice Regarding Your Amazon Listings		
Dear (Seller Nante).		
We hope this message finds you well. We would like to inform you that certain listings associated with your seller account have been removed, and we wanted to provide you with the necessary information regarding this action.		
Reason for Removal: Upon our recent review, it has come to our attention that there have been instances of seller-cancelled orders for the following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions Agreement.		
Affected ASINs		
	Paste in the body of your email to get started	
ASIN: BOTDDP7G2K ASIN: AVTDDP7G2K ASIN: 2CTDDP7G2K How to Reactivate Your Listings: You can reactivate these listings by updating the Inventory price for each ASIN. Simply access the "Manage Your inventory" You can reactivate these listings by updating the Inventory price for each ASIN. Simply access the "Manage Your inventory" page in Selete Central and Tokow the guadelines outlined in our Cancellation Rate Help Page for a step-by-step process.	Click submit to generate Al powered analysis for your email and receive instant feedback.	
ASIN: AVIDDP7G2K ASIN: 2CIDDP7G2K How to Reactivate Your Listings:	Click submit to generate Al powered analysis for your email and receive instant feedback.	

Analysis Page - Empathy

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3 Q (i) iccalhost IIID/analyses	siz (2) 🗖 🚭 incognito 📕 40 Kom
ON Email Improvement Tool	Home Template
Email	Category: Create/Manage Products
Subject: Important Notice Regarding Your Amazon Listings	Empathic Descript Mast Standards
Dear (Selier Name) We hope this message finds you well, We would like to inform you that certain listings associated with your selier account have been removed, and we wanted to provide you with the necessary information regarding this action.	Empathy: Doesn't Meet Standards inte The email subject line could be more clear and empathetic. Consider rephrasing to convey empathy and provide clarity on the purpose of the email.
Reason for Removal: Upon our recent review, it has some to our attention that there have been instances of seller-canceled orders for the following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions	The opening paragraph could be more empathetic in tone. Consider acknowledging the inconvenience this may cause the seller. The reason for removal paragraph is unclear. Consider providing more details on the specific policy violation.
AgreemenL Affected ASINs:	- The affected ASINs paragraph could be formatted as a bulleted list for easier scanning.
ASIN: B01DDP7G2K ASIN: AV1DDP7G2K ASIN: 201DDP7G2K How to Reactivate Vour Listings: You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your inventory"	The call to action could be more clear on the exact steps the seller needs to take to reactivate listings. Consider providing a link to the help page. The closing could express appreciation for the seller's partnership and patience.
page in Seller Central and follow the guidelines outlined in our Cancellation Rate Help Page for a step-by-step process. We're Here to Assist: If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here.	Subject: Action Required: Your Amazon Listings Have Been Temporarily Removed Dear (Selier Name).
We appreciate your attention to this matter and thank you for your understanding.	We understand this may be an inconvenience, but certain listings associated with your account have been temporarily removed. We want to provide clear information to help resolve this issue efficiently.
Best regards. Save to Templates	Reason for Removal: - There have been instances of selfer-cancelled orders for the ASINs listed below, exceeding our policy limits. To ensure a positive customer experience, we've temporarily removed these listings per Section 17 of the Amazon Business Solutions Agreement. Affected ASINs: - B01D0P762K - AVID0P762K - ZVID0P762K

Team Amazon Beta Presentation

Analysis Page - Clarity

Email Improvement Tool	Home Te
Email	Category: Create/Manage Products
Subject: Important Notice Regarding Your Amazon Listings	
Dear (Seller Name).	Empathy: Doesn't Meet Standards Info
We hope this message finds you well. We would like to inform you that certain listings associated with your seller account have been removed, and we wanted to provide you with the necessary information regarding this action.	▼ Clarity: Beginner Into
Reason for Removal Upon our recent review, it has come to our attention that there have been instances of seller-cancelled orders for the	Number of Phrases by Reading Level
following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions	Beginer 10
Agreement.	Intermediate: 7
Affected ASINS:	Expert 3
ASIN: B01DDF7GZX	Most Difficult Phrases to Read
ASIN: AVIDD#752K ASIN: 2C1DD#752K	Recognizing the potential negative impact on the customer's shopping experience.
How to Reactivate Your Listings. You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your Inventory"	can reactivate these listings by updating the inventory price for
page in Seller Central and follow the guidelines outlined in our Cancellation Rate Heip Page for a step-by-step process.	Saller Central and follow the guidelines outlined in our Cancellation
We're Here to Assist	
If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here.	Possible Duplicates: 1 inte
We appreciate your attention to this matter and thank you for your understanding.	Proside dupicates. Time
Best regards.	Summary Info

Analysis Page - Duplicates

Email Improvement Tool	Home
Email	Category: Create/Manage Products
Subject: Important Notice Regarding Your Amazon Listings Dear (Seller Name).	Empathy: Doesn't Meet Standards
We hope this message finds you well. We would like to inform you that certain listings associated with your selfer account have been removed, and we wanted to provide you with the necessary information regarding this action.	Clarity: Beginner Infe
Reason for Removal: Upon our recent review, it has come to our attention that there have been instances of selfer-cancelled orders for the following ASINa mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions Agreement.	Possible Duplicates: 1 Info Confidence: 0.81
Affected ASNS: ASIN: ANTODP7G2X ASIN: ANTODP7G2X ASIN: CODP7G2X How to Reactivate Your Ustings: You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your Inventory" page in Seller Central and follow the guidelines outlined in our Cancellation Rate Help Page for a step-by-step process. Were Here to Assist: If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here. We appreciate your attention to this matter and thank you for your understanding. Best regards.	Dear Seller, Based on your past selling performance, we have identified that the below ASIN(s) may potentially lead to order cancellation. Please note that order cancellations can impact your selling polylinges and result in poor customer experience. Therefore, we have temporarily taken down the below ASIN(s) to avoid order cancellation. However, you have the option to reactivate these ASIN(s) on your own. ASIN B010DPPG2X AVIDDPPG2X CIDDPPG2X How do I reactivate my listings? You can reactivate your ASINs by updating inventory quantity of each ASIN from Manage Your inventory page in Seller Central. To learn more about reactivating your ASINs which are suppressed due to order cancellation. Joese wis high Page. To learn more about reactivating your ASINs which are suppressed due to order cancellation please wis still have questions about this, please reach out to Seller Support team for assistance. Thank You Amagon Was this email helpfu? If you have any questions with: Seler Central To change your email preferences with Notification Preferences Copyright 2023 Amazon, Inc. or its affiliates. All rights reserved, Amazon Seller Services Private Limited. Ath floor. Brigade Gateway, 26/1 Dr. Rajiumar Road. Bangelore 560055 (Karnataka)
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Templates Page

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amazon Email Improvement Tool

Q. Filter by category

Saved Templates

Issue of Create/Manage Products76

Email Preview

Dear Seller. The following listings are at the risk of deactivation due to violations of our policies. We are reaching out to you about this issue before it impacts your ability to sell so we can resolve this with limited impact to your...

Category

Create/Manage Products

Amazon.com Selling on Amazon Referral Fees217

Email Preview

Amazon Services Deur Selling Partner, Deur Selling Partner. Here at Amazon, we recognize and appreciate the role that our sellers play in driving our business forward. We are pleased to partner with you on this journey and...

Category

Create/Manage Products

Amazon ASINs - Please Read: Cancellation Rates for Seller-Cancel202

Email Preview

Amazon Services Dear Seller, We have removed the listings at the bottom of this message. Why did this happen? We have noticed that there have been seller-cancelled orders for the ASINs listed below. As seller-cancelled orders...

Category Fix issues with inventory

Issue of Decide How to Grow Business131 Email Preview

This title will display on mobile devices Optional preview text Helio test, vendor.We review our upcoming promotions to ensure we are providing great deals to our customers. We are writing to inform you that some ASINs a...

Category

Decide How to Grow Business

ASIN(s) suppression due to safety and/or non-compliance issue(240

Email Preview

SUBJECT: ASIN(s) suppression due to safety and/or non-compliance issuels) Helio. We are writing to let you know that the products listed at the bottom of this message have been removed from sale on Amazon. Why is this happenin...

Category Create/Manage Products

Issue of Find the next steps to start selling23

Email Preview

This title will display on mobile devices Dear Seller, Good news! Your Selling on Amazon payment account has been activated. We will get in touch with you if we need none information. For any assistance relating to Selling on Amazon ...

Category Find the next steps to start selling

Issue of Create/Manage Products305

Email Preview

Helio test, seller_name. You are receiving this email because we recently sent you an entail in error warning you about a Hold Disbursement that would be applied to your account if you did not take actions by june 8, 2023. We did not...

Category

Create/Manage Products

Your Seller University Webinar Starts in 1 day215

Email Preview

Reminden: Your Seller University webinar starts in 1 day Price Products Competitively in the Amazon Store Webinar date: Thu, Sep 29 1988 Webinar time: 3:00 am PST View Your Webinar Here Want More Webinars? View in Sell...

Category

Know About the Service & Value

Issue of Onboard & Get Started125

Email Preview

Your debit card has been verified for Express Payout Your debit card has been verified for Express Payout Helio from Amazon Selling Partner Support, Your debit card ending in 4343 has been verified successfully and is now ready for...

Category Onboard & Get Started Al Bostmark

Home Templates

What's left to do?

- Stretch Goals
 - CDK deployment for whole application
 - Expand database
- Other Tasks
 - Bug fixes reduce cost of multiple API calls
 - Integrate admin page

Questions?

