



NEWEGG SELLER PERFORMANCE MEASUREMENT

The latest version is available at:

<https://www.newegg.com/promotions/marketplace/sellers/resourceLibrary/SellerPerformanceReportGuide.pdf>

Newegg Seller Performance Measurement

Consistently offering excellent customer service from beginning to end is the key to the success of your business at Newegg Marketplace.

To maintain a good performance, we review each seller performance on a monthly basis. In the event where a seller does not meet one or more performance metrics during a particular review period, a warning email will be given requiring remedial actions immediately. Depending on the severity of the performance issues, the seller may be at risk of losing their selling privileges on Newegg Marketplace if the seller does not meet performance expectations for two consecutive review periods.

Now, sellers can see how they are performing in **Performance Summary** dashboard.

Performance Summary							
Order Defect Rate	Pre-fulfillment Order Void Rate	On-time Order Fulfillment Rate	Valid Order Tracking Number Rate	On-time Order Delivery Rate	Refund Rate	Customer Message Response Time (Beta)	Policy Violation
							

Understanding Report

Seller Performance Metrics Target

- Average seller rating at 3 eggs or above
- Order Defect Rate < 1%
- Pre-fulfillment Order Void Rate < 2.5%
- On-time Order Fulfillment Rate = or > 98%
- Valid Order Tracking Number Rate = or > 95%
- On-time Order Delivery Rate = or > 95%
- Refund Rate < 2.5%
- Customer Message Response Time (Beta) = or > 98%
- Policy Violation < 1

Rating Symbols

The symbols are used for a quick look at performance rating:



Good to keep



Anything less than “Good” requires attention, assessment, and action

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Evaluation Period

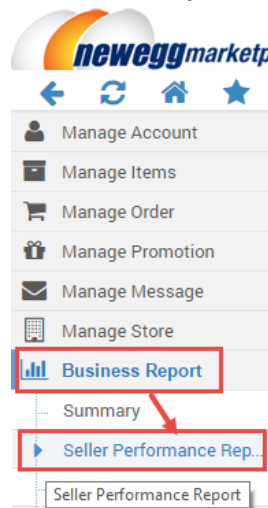
Seller performance is evaluated daily and will be display on three different sections:

30 Days, 60 Days, and 12 Months

Review Seller Performance Report



Seller can review the performance report at

Seller Portal > Business Report > Seller Performance Report



Performance Summary

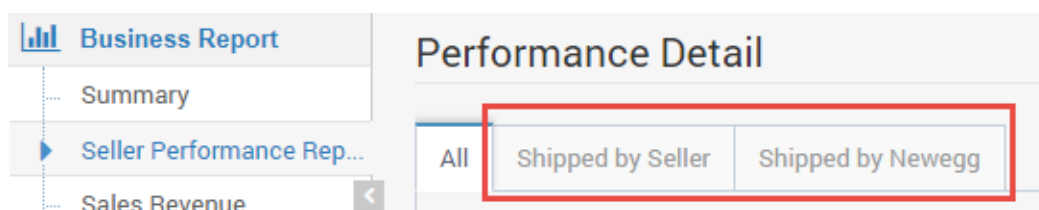
A consolidated view of latest metrics. You can monitor your performance at any time.

Performance Summary							
Order Defect Rate	Pre-fulfillment Order Void Rate	On-time Order Fulfillment Rate	Valid Order Tracking Number Rate	On-time Order Delivery Rate	Refund Rate	Customer Message Response Time (Beta)	Policy Violation
							

Performance Detail

Three tabs are available:

- **All:** Default option. Display the performance Metrics of seller account, including both SBS (Shipped by Seller) and SBN (Shipped by Newegg) orders.
- **Shipped by Seller:** Display the performance Metrics of SBS (Shipped by Seller) orders.
- **Shipped by Newegg:** Display the performance Metrics of SBN (Shipped by Newegg) orders.



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Order Defect Rate

Order Defect Rate is defined as the percentage of orders with negative seller rating, unresolved Newegg Marketplace guarantee claim rate, and chargeback rate.

Order Defect Rate				
	30 Days 10/05/2016 - 11/03/2016	60 Days 09/05/2016 - 11/03/2016	12 Months 11/04/2015 - 11/03/2016	Target
Order Defect Rate ?	0% (0/34)	1.35% (1/74)	1.05% (6/570)	< 1%
Negative Seller Rating Rate ?	0% (0)	1.35% (1)	1.05% (6)	--
Un-resolved Newegg Marketplace Guarantee Claim Rate ?	0% (0)	0% (0)	0% (0)	--
Chargeback Rate ?	0% (0)	0% (0)	0% (0)	--

How Newegg measuring:

Order Defect Rate = (Negative Seller Rating Rate + Unresolved Newegg Marketplace Guarantee Claim Rate + Chargeback Rate)

Negative Seller Rating Rate = Total Order Received Negative Rating Count / Total Invoiced Order Count

Unresolved Newegg Marketplace Guarantee Claim Rate = Total Unresolved Claim Order Count / Total Invoiced Order Count

Chargeback Rate = Total Chargeback Order Count / Total Invoiced Order Count

- Orders with negative seller rating are orders getting 1 or 2 eggs seller ratings from customer review.
- Unresolved Newegg Marketplace Guarantee Claim Rate. Customers can file a guarantee claim based on Newegg Marketplace Guarantee Program when they are not satisfied with an order. High unresolved claim rate will result poor seller performance. Seller can find out more details regarding Newegg Marketplace Guarantee program on our [seller FAQ](#) or [customer help](#).
- Order chargeback rate. When a customer disputes an order charged to their credit card with their bank, it's referred to as an order chargeback request.
- Total Invoiced Order Count indicates all orders with payment received.
- When an order was charged back and with negative seller rate, it will be only counted as 1.

Pre-fulfillment Order Void Rate

Pre-fulfillment order void rate is defined as the percentage of orders voided by a seller.

Pre-fulfillment Order Void Rate				
	30 Days 08/30/2016 - 09/28/2016	60 Days 07/31/2016 - 09/28/2016	12 Months 09/29/2015 - 09/28/2016	Target
Pre-fulfillment Order Void Rate ?	1.58% (62/3916)	2.01% (160/7955)	1.86% (1085/58463)	< 2.5%

How Newegg measuring:

Pre-Fulfillment Order Void Rate = Total Void Order Count / Total Order Count

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- Total void order Count include all the order voided either by seller for any reasons or by system auto void before seller's allowable order fulfillment time frame expires
- Total orders include all orders passed to sellers for fulfillment
- Total orders & total void orders are both based on the date seller receives the order

On-time Order Fulfillment Rate

Fast and reliable order processing is one of the key features that lead to ecommerce success. Newegg encourages sellers to fulfill orders within **two business days** for the best customer shopping experience.

IMPORTANT: This measurement is only on Shipped by Seller orders.

On-time Order Fulfillment Rate				
	30 Days 08/30/2016 - 09/28/2016	60 Days 07/31/2016 - 09/28/2016	12 Months 09/29/2015 - 09/28/2016	Target
On-time Order Fulfillment Rate ?	98.46% (3838/3898)	98.79% (7762/7857)	98.87% (56711/57362)	>= 98%

How Newegg measuring:

On-time Order Fulfillment Rate (Shipped by Seller Order Only) = Total Orders Shipped in 2 Business Days after Received / Total Invoiced Order Count

- Total orders shipped in 2 business days after received including all the Shipped by Seller orders fulfilled in 2 business days after received.
- Total Invoiced Order Count indicates all orders with payment received.

Valid Order Tracking Number Rate

A tracking number is a unique number assigned to each package by shipping carrier. Valid tracking information can help customers to monitor package status and when they can expect to receive their packages.

IMPORTANT: This measurement is only on Shipped by Seller orders.

Valid Order Tracking Number Rate				
	30 Days 06/18/2019 - 07/17/2019	60 Days 05/19/2019 - 07/17/2019	12 Months 07/18/2018 - 07/17/2019	Target
Valid Order Tracking Number Rate ?	97% (2843/2843)	97% (5706/5706)	97% (45160/45161)	>= 95%

How Newegg measuring:

Valid Order Tracking Number Rate (Shipped by Seller Order Only) = Total Trackable Package Count / Total Package Count

- Total Trackable Package Count is the number of all trackable packages. A package is counted as a trackable package when there is at least one physical carrier scan recorded or package delivery time is available.
- Total Package Count indicates the total packages you shipped.


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On-time Order Delivery Rate

It is important for sellers to meet customer's expectations and delivery requirements. On-time deliveries will increase customers' trust and overall customer satisfaction.

IMPORTANT: This measurement is only on Shipped by Seller orders.

On-time Order Delivery Rate				
	30 Days 06/18/2019 - 07/17/2019	60 Days 05/19/2019 - 07/17/2019	12 Months 07/18/2018 - 07/17/2019	Target
On-time Order Delivery Rate 	97% (2843/2843)	97% (5706/5706)	97% (45160/45161)	>= 95%




How Newegg measuring:

On-time Order Delivery Rate (Shipped by Seller Order Only) = Total On-time Delivered Orders / Total Delivered Order Count

- An on-time Delivered Order refers to all packages of an order delivered equal or before the due date. The due date is calculated as the sum of the shipping service selected by customer and the On-time order fulfillment date (2 business days).
- Total Delivered Order Count indicates the number of delivered orders in a specified time period.

Refund Rate

Refund rate is defined as the percentages of refund issued for invoiced orders.

Refund Rate				
	30 Days 08/30/2016 - 09/28/2016	60 Days 07/31/2016 - 09/28/2016	12 Months 09/29/2015 - 09/28/2016	Target
Refund Rate 	2.72% (106/3898) 	2.55% (200/7857) 	2.48% (1420/57362)	< 2.5%






How Newegg measuring:

Refund Rate = Total Refund Order Count / Total Invoiced Order Count

- Total refund order count includes the orders with refund issued.
- Total Invoiced Order Count indicates all orders with payment received.

Customer Message Response Time (Beta)

Customers often asking questions before, during, and after purchases. Respond quickly and with courtesy to all customer messages is considered as a part of good customer service.

Customer Message Response Time (Beta)				
	30 Days 09/21/2016 - 10/20/2016	60 Days 08/22/2016 - 10/20/2016	12 Months 10/21/2015 - 10/20/2016	Target
On-time (under 24 hours) Response Rate 	63.02% (242/384) 	56.05% (449/801) 	79.34% (3022/3809) 	>= 98%
Average Response time 	9 hour(s)	16 hour(s)	16 hour(s)	--

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How Newegg measuring:

On-Time (Under 24 Hours) Response Rate = Total Count of Customer Message Responded under 24 Hours / Total Count of Message Received

Average Response Time = Total Response Hours / Total Count of Message Received

- Total Count of Customer Message Responded under 24 Hours refer to the messages responded equal or less than 24 hours.
- Total Response Hours refer to the total amount of time seller takes to response messages.
- Total Count of Message Received refers to all messages received during certain time period.

IMPORTANT: This measurement is currently in beta phase. All customer metrics will not be used to measure Seller Performance yet. Newegg reserves the right to update the settings in the future without further notice.

Policy Violation

Newegg policies are designed to create a safe and fair environment for all members including customers and sellers. When a policy violation occurs, Newegg team will issue a violation ticket to related seller. Policy violation may cause account suspension.

Policy Violation				
	30 Days 08/30/2016 - 09/28/2016	60 Days 07/31/2016 - 09/28/2016	12 Months 09/29/2015 - 09/28/2016	Target
Policy Violation ?	0	0	0	< 1

How Newegg measuring:

Policy Violation = Total Count of Violation Ticket Received

- **Total Count of Violation Ticket Received** refers to all Violation Ticket received during certain time period.

Contact Us

For technical questions, please email us at datafeeds@newegg.com

For general questions, please reach out to your Category Manager or email us at marketplacesupport@newegg.com

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