VLE training for Amazon Easy

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Contents

- Training Objectives and order
- Training Step by step detail
- FAQs

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Training Objectives

- What is Amazon and Amazon easy
- Benefits of Amazon easy to both the VLE and the end customer
- Earning potential through Amazon easy
- Commission and incentive model
- Ordering process with emphasis on ordering through Dost app
- Explain about the stores app
- The importance of marketing and share tips on how to increase earnings

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Training Step by Step Detail

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1. What is Amazon and Amazon easy

- Amazon is one of world's most powerful brand
- Biggest E commerce portal in India with delivery all over India
- Known for very good customer service, great variety of stock, and on time deliveries
- Very prestigious name worldwide
- Amazon easy is an initiative to help people in rural India with low computer/mobile knowledge and poor internet to shop from amazon

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How does Amazon Easy help the customer?

- Physical Touch point
- Guidance in Local Language
- Simplified with Assistance
- Store Owner Expertise

Amazon Easy Customer Journey

2 Customer and store owner co-browse

1 Customer walks into an Amazon Easy Store

3 Store owner sets up the customer's account and places order basis customer need

4 Payment

5 Product is delivered to the customer's home

OR

Customer pays Cash on Delivery

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2. Benefits of Amazon easy to the VLE and the customer

Customers

- Get access to crores of products at great prices
- Get assistance for shopping on Amazon at a known location from a trusted person
- Get information on great deals and upcoming sales

VLE

- Higher earnings
- Increased business transactions with existing clients
- Additional walk-ins due to the Amazon Easy service, thus benefitting existing store business as well

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3.Earning Potential Through Amazon Easy

- **No limit to the earnings.** Amazon easy stores have earned PROFITS (Not sales/revenue, pure profit) on upto INR 20,000 per week

- **The more you sell, the more you earn.** You get commission on every product sold through your associate page

- **More new customers buy from you, more you earn**. New customers mean their amazon account is created by you and first transaction done through your store

- **More people come back and buy through your store, the more you earn**

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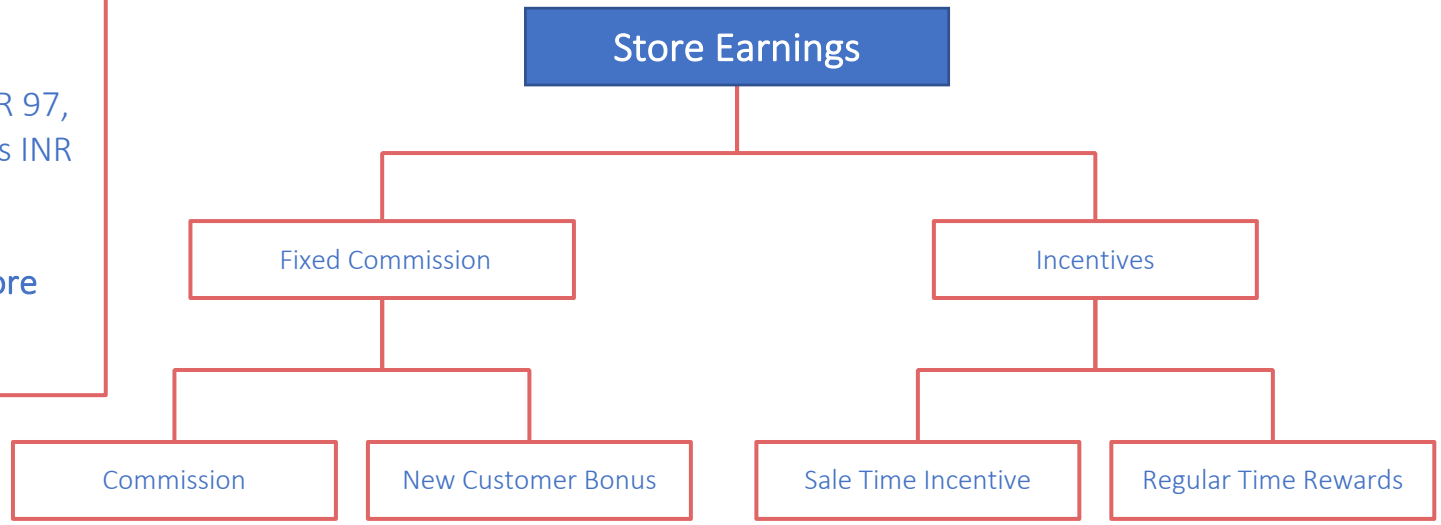
4. Earning Model with Amazon Easy

New customer bonus is paid when a customer purchases something for the first, second and third time from your store.

Incentive for first time is INR 97, 2nd time is INR 37, 3rd time is INR 37.

More new customers, more money



Remember!

Bonus/commission only for orders placed through your store associates page.

Not If the customer places on his own.

So its important you make the customer come back to you by giving great customer service and keeping them engaged

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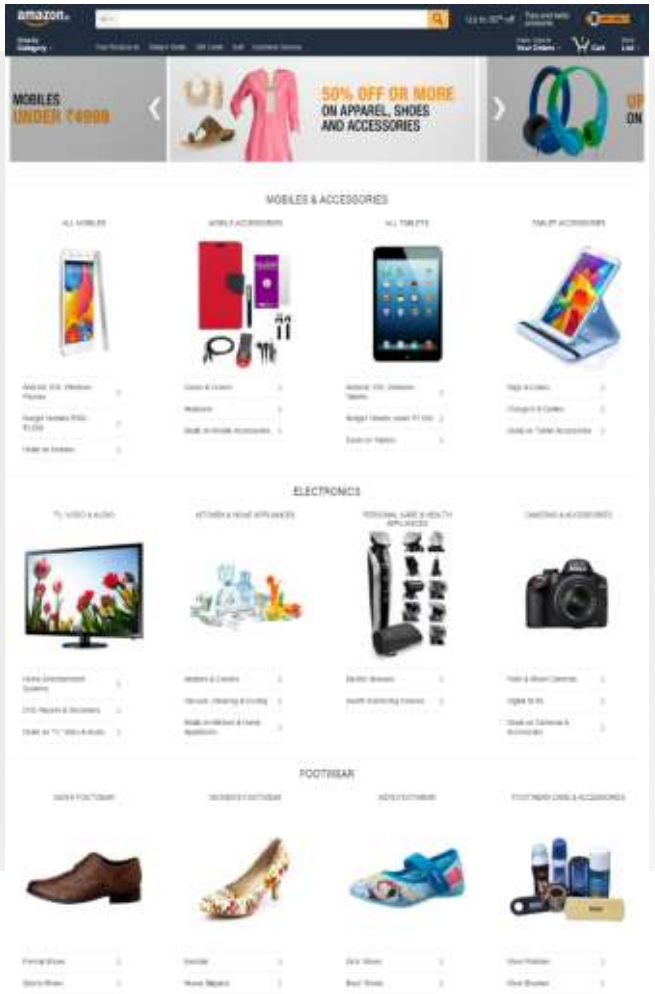
4. Ordering Process with Amazon Easy – Laptop/Desktop



- **store.amazon.in is the homepage for AmazonEasy(Udaan) program**

- Ensure that the product “add to cart” action is done within store.amazon.in. If a product already exists in the customer’s account when he logs in, please delete and re-add the same

- Download and install Chrome Extension to ensure the purchase is always redirected through store.amazon.in
https://chrome.google.com/webstore/detail/associate-store/obbbdandoejbbimhnlfokihemkjlaaim

Note : Always use Dost App for Store login and purchase on Mobile

You can download Dost App from App store.

If you are ordering through Mobile/Tablet, make sure you are ordering through the App or you will not get the commissions

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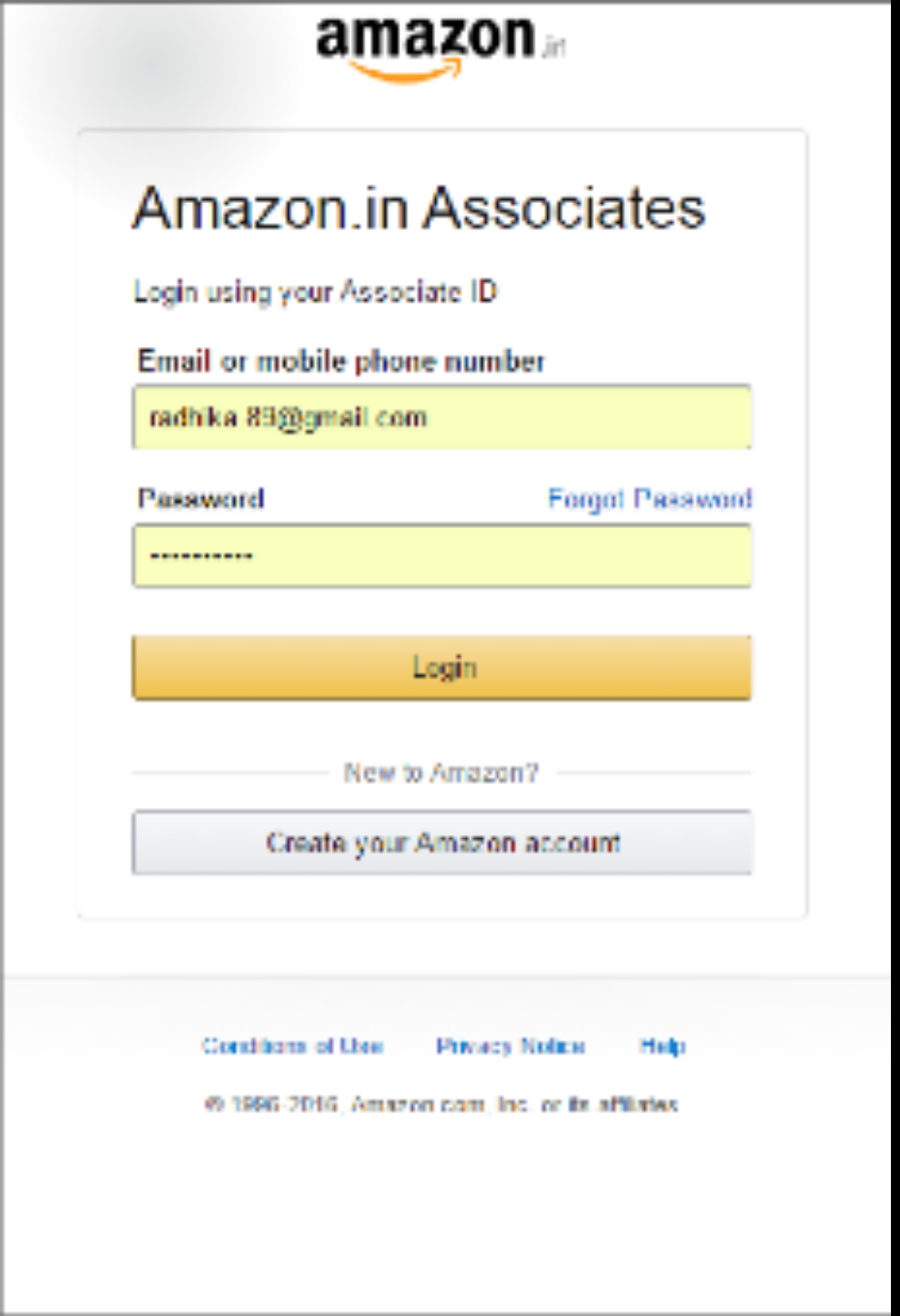

Logging in for the first time

- Associate needs to use his Amazon.in ID/Password. This is to access the Udaan portal. **Please note that this login page says – Amazon.in Associates**
- This is the same ID/PW that he is using currently for all transactions.
- **Please note: This login says "Amazon.in Associates" which means that the store associate needs to use his credentials. This is different from the customer sign in flow.**

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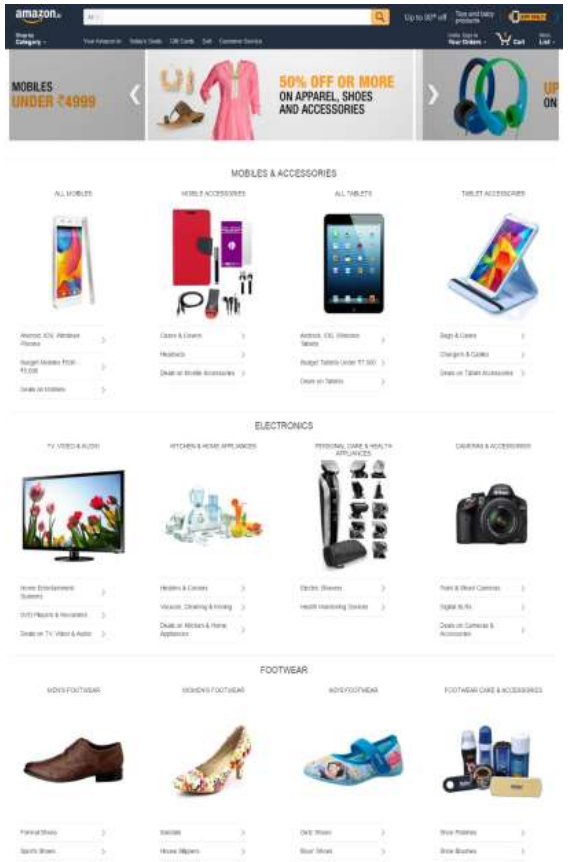
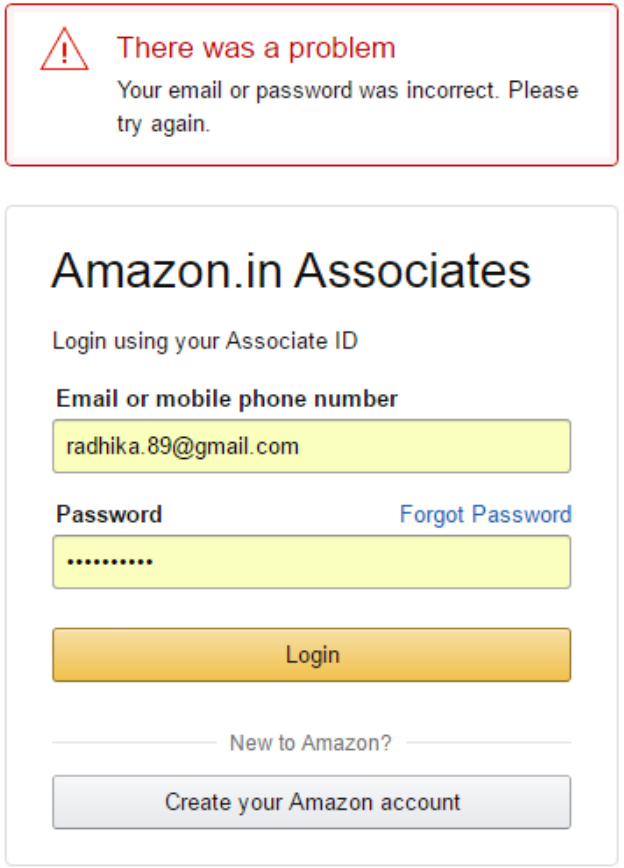
Success – Logged in

Once you login with the right credentials, you will be able to access all links to the Easy store page.



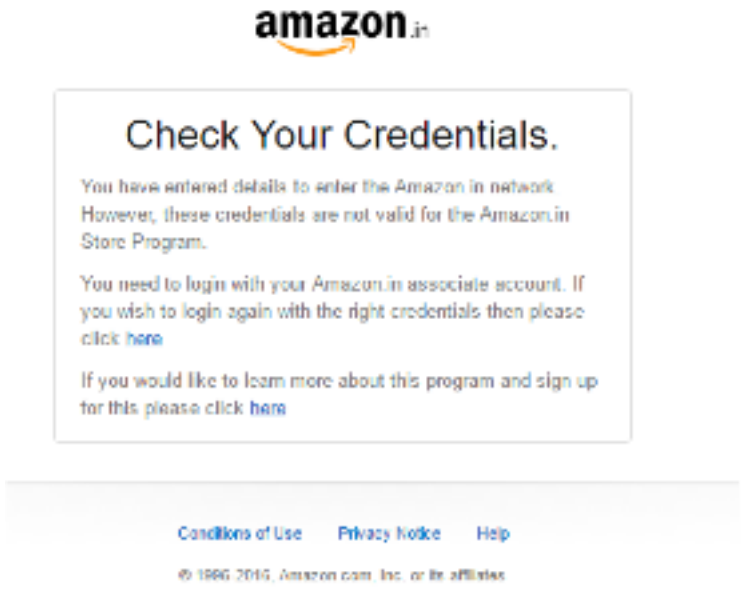
Error – "Incorrect email/password"

Please check the user ID and password if you get this error.
It may be that you are typing it incorrectly.



Error – "Check your credentials"

If you're getting this error, Please reach out to someone from the team
This will also occur if a customer logs in here by mistake. Please note that the ASSOCIATE ALONE logs in



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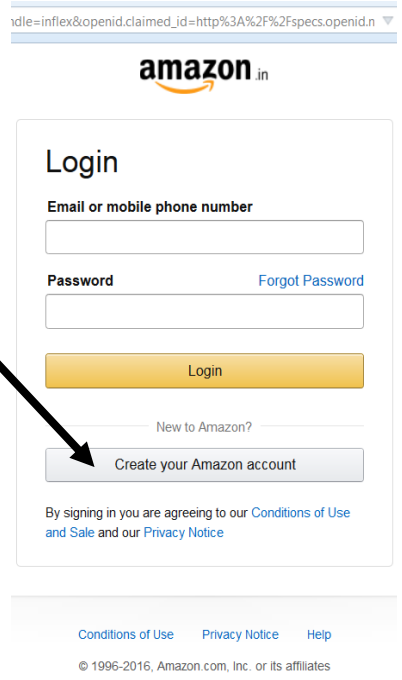
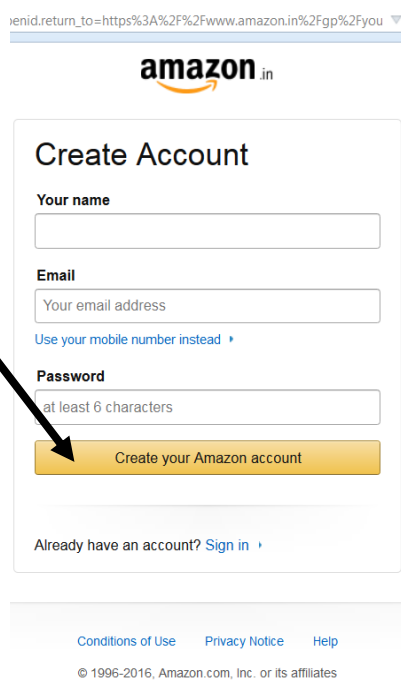
New Customer

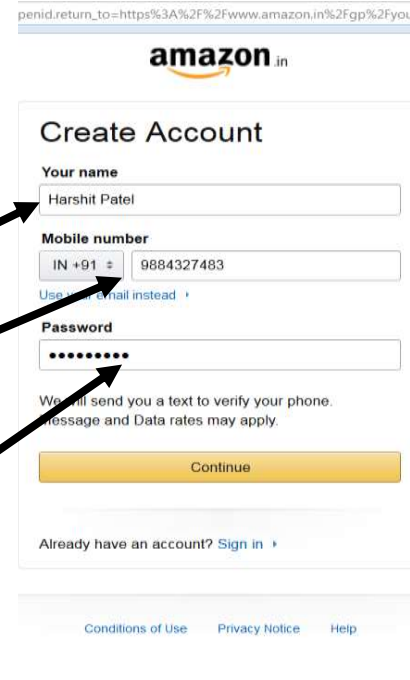
Click “Create your own Amazon Account”



Click “Use your mobile number instead”



Ask the customer to enter his Name, Mobile Number and a Password.



Note:

1. The name has to be the same as what is mentioned in the customer’s Government ID Card. The customer’s full name has to be entered.
2. Do not ask the customer for his password. The customer has to enter the password on his own. Ask the customer to remember the name and the password entered.

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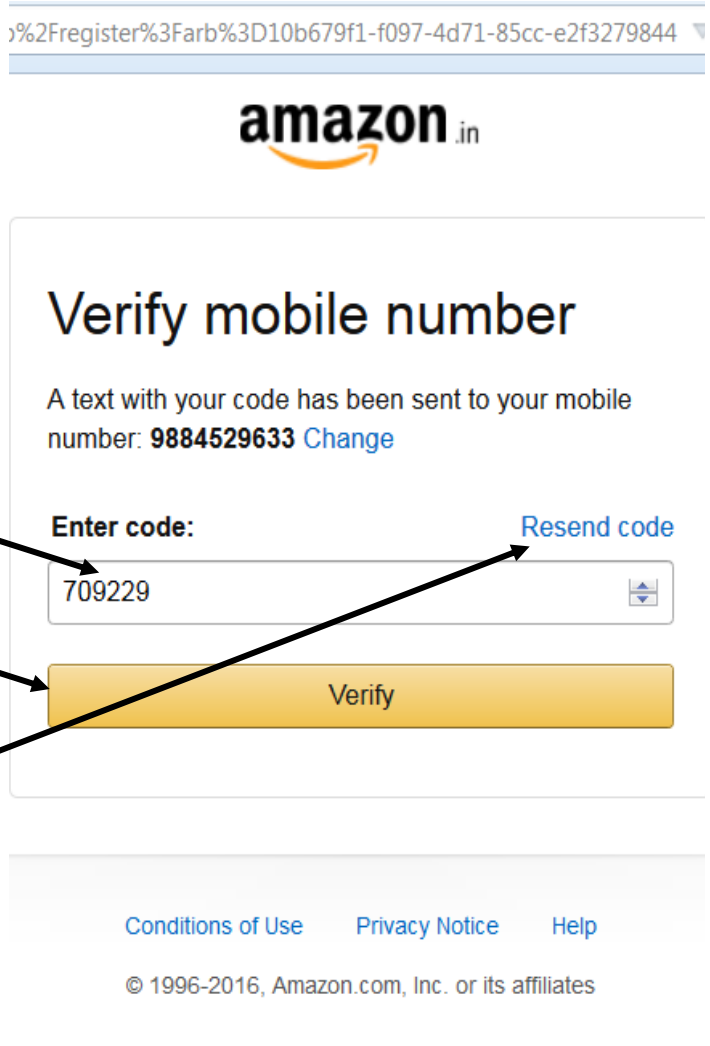
Enter the verification code that the customer will receive in his/her phone and select Verify.

If the customer hasn't received the code, then select Resend Code.



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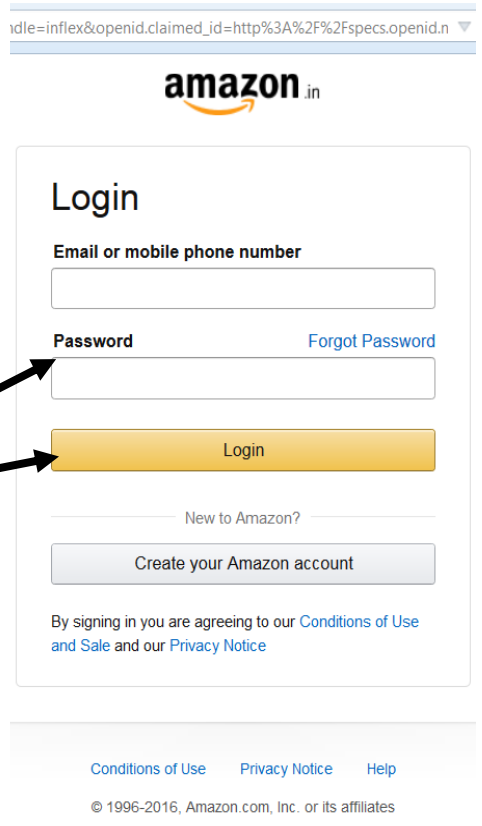
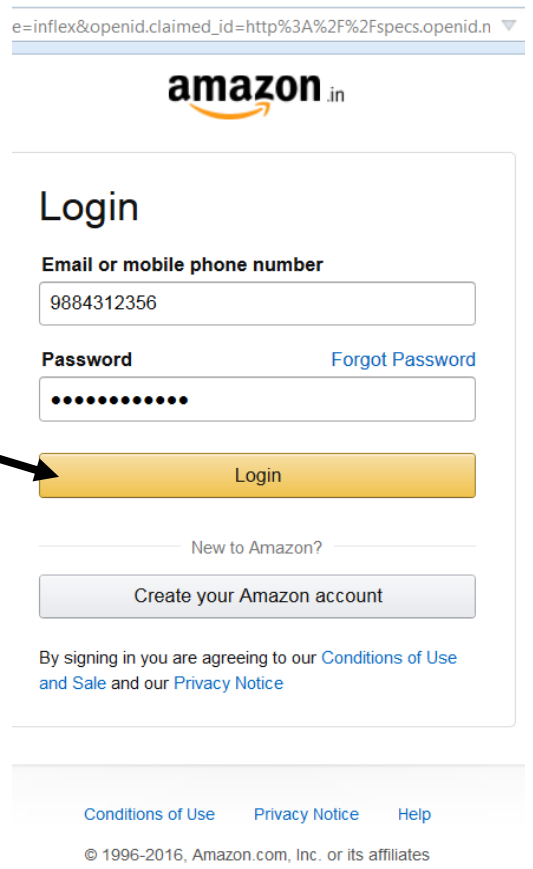
Existing Customer

If the customer already has an Amazon account, ask him/her to enter their mobile number and password.



Once the customer enters his/her details, select Login.



Note:
Only the customer should enter these details. **DO NOT ASK the customer for his password**

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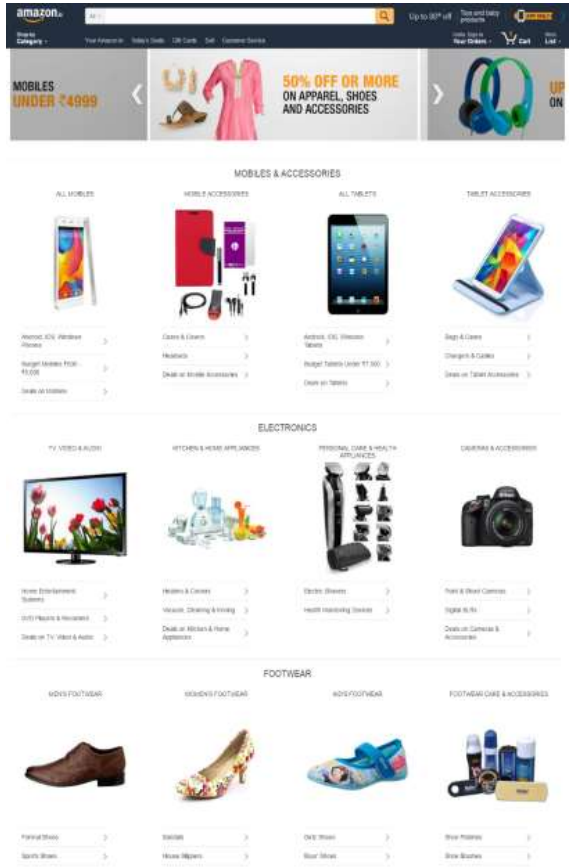
Placing an Order

Home Page

This is your Udaan home page.

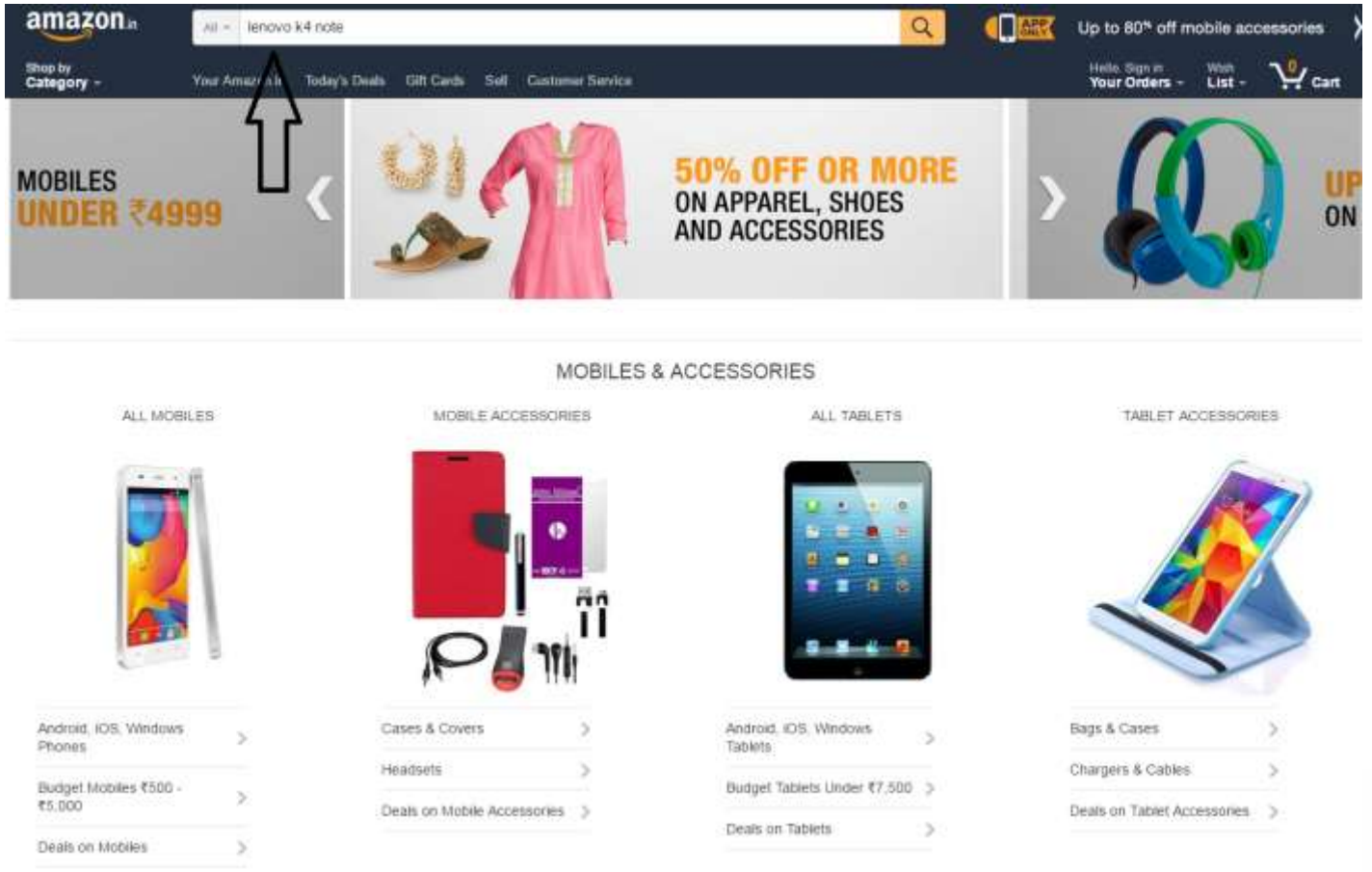
You can begin your purchase journey ONLY from this page – store.amazon.in



Buying a product

You can shop like how you do now for a product.

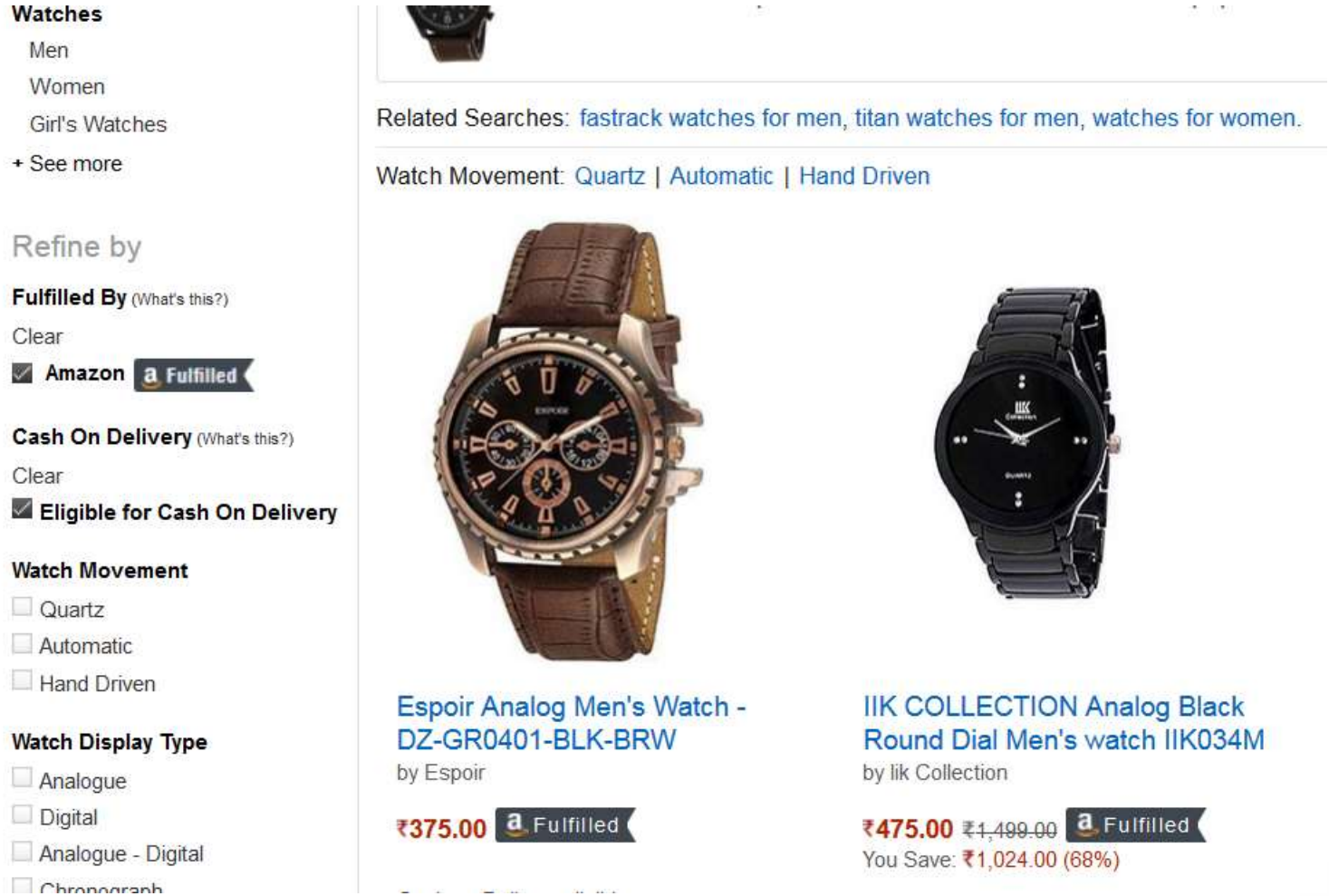
You can search for a product on the search bar



When you search or shop category, you will always land on a page that has a bar on the left.

Always apply the “Fulfilled By Amazon” filter and the “Eligible for Cash on Delivery” filter immediately by clicking

Before you start looking at the page, **ALWAYS** apply “Fulfilled by Amazon” filter and “Eligible for Cash on Delivery” filter



Find relevant products by applying filters

Use filters to find products that your customers want.

Filter by category

Filter by Brands

Filter by customer rating

Filter by Price

Show results for

Computers & Accessories

- Accessories (8,027)
- Components (356)
- Desktops (42)
- External Devices & Data Storage (518)
- Keyboards, Mice & Input Devices (579)
- Laptops (312)
- Monitors (65)
- Networking Devices (451)
- PC Speakers (99)
- Printers (119)
- Scanners (18)
- Tablets (193)
- Webcams & VoIP Equipment (213)

Refine by

Fulfilled By (What's this?)

Clear

☑ Amazon Fulfilled

Cash On Delivery (What's this?)

☐ Eligible for Cash On Delivery (12,072)

Brands

- ☐ SanDisk (62)
- ☐ Samsung (47)
- ☐ TP-Link (78)
- ☐ WD (18)

See available choices

SanDisk Cruzer Blade 8GB USB 2.0 F (Black/Red)
by SanDisk

₹199.00 ~~₹399.00~~ Fulfilled
You Save: ₹200.00 (50%)

Cash on Delivery eligible.

#1 Best Seller in Computers & Accessories

★★★★½ ▾ 14,274

TP-LINK TL-WR841N 300Mbps Wirel
by TP-Link

☐ Strontium (33)
☐ D-Link (42)
☐ Toshiba (14)
+ See more

Avg. Customer Review

★★★★☆ & Up (2,878)
★★★☆☆ & Up (4,321)
★★☆☆☆ & Up (4,821)
★☆☆☆☆ & Up (5,240)

New Arrivals

Last 30 days (508)
Last 90 days (1,407)

Price

Under ₹1,000 (6,895)
₹1,000 - ₹5,000 (4,031)
₹5,000 - ₹10,000 (552)
₹10,000 - ₹20,000 (262)
Over ₹20,000 (430)
₹ [ ] to ₹ [ ] GO

Seller

- ☐ Cloudtail (928)
- ☐ AmzerEstore (890)
- ☐ BooyahChicago (882)
- ☐ Cart2india SLP (801)

₹980.00 ~~₹2,799.00~~
You Save: ₹1,819.00

Cash on Delivery elig

#1 Best Seller in Ro

★★★★☆ ▾ 2,45

See available choi

Strontium 8GB M
by Strontium

₹176.00 ~~₹230.00~~
You Save: ₹54.00 (23

Cash on Delivery elig

★★★★½ ▾ 6,05

Choosing a Product

- Once you choose a product, add to cart and proceed to checkout

- **Please remember to only buy FULFILLED BY AMAZON products**.

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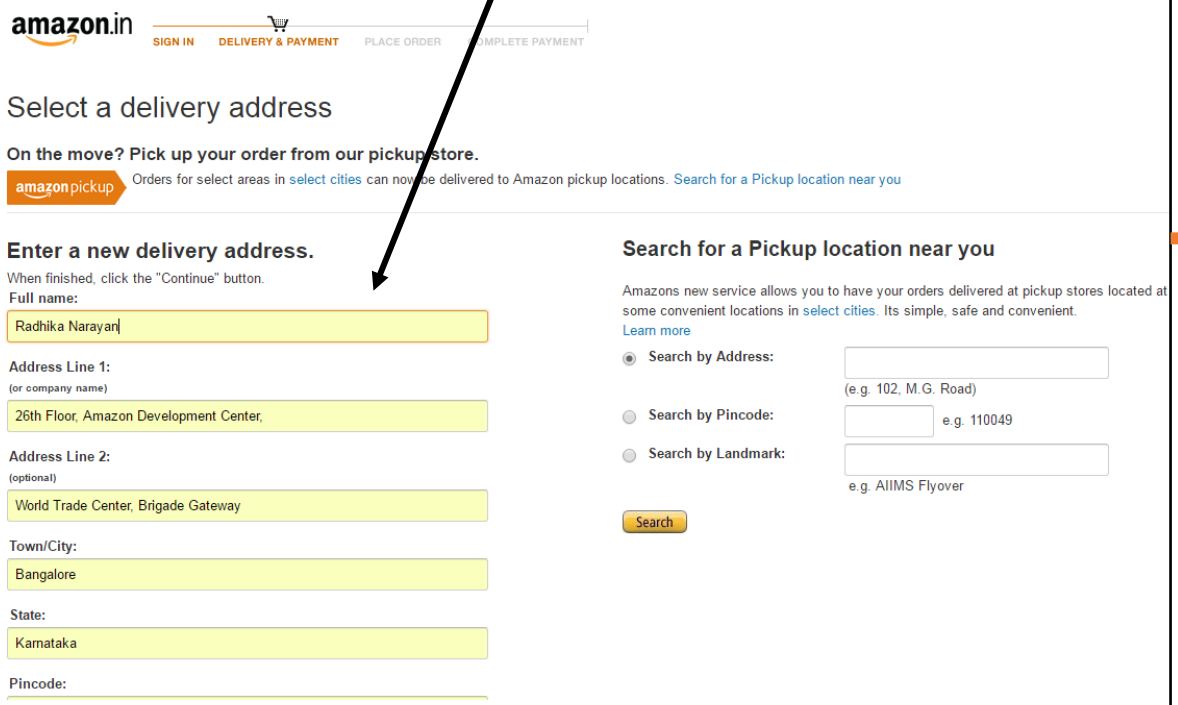
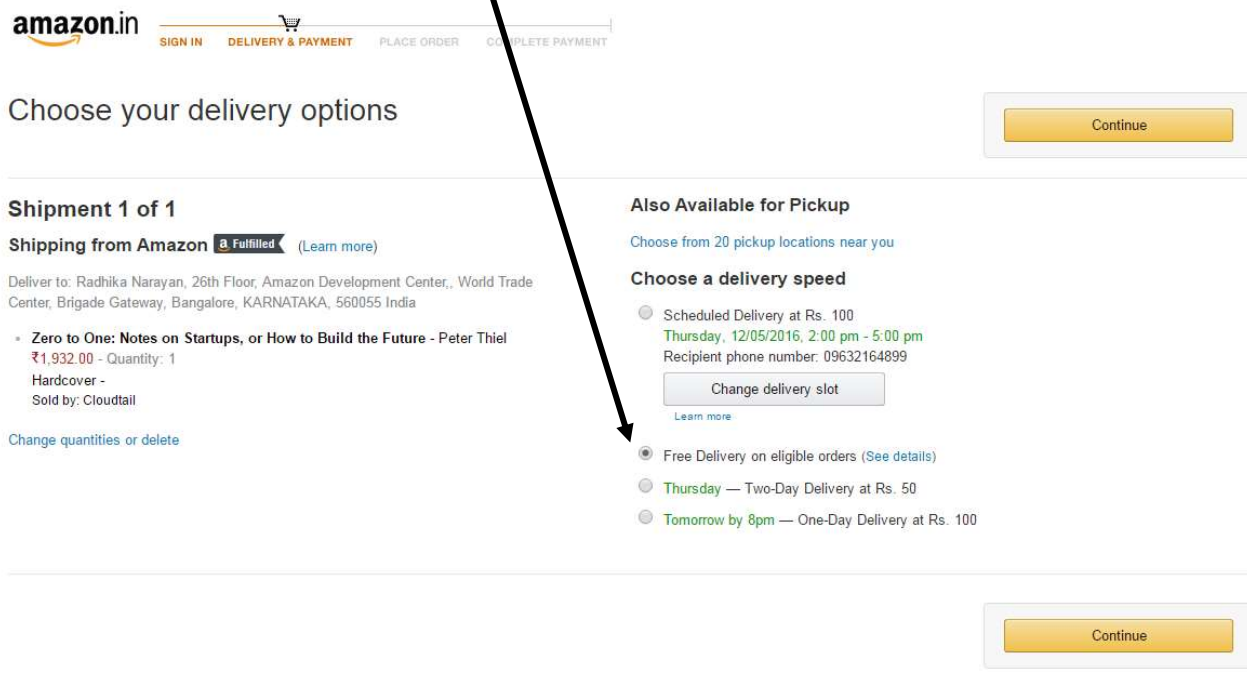
Please enter the customer's full name along with complete address with pincode and mobile number.



Please choose the standard free delivery option.



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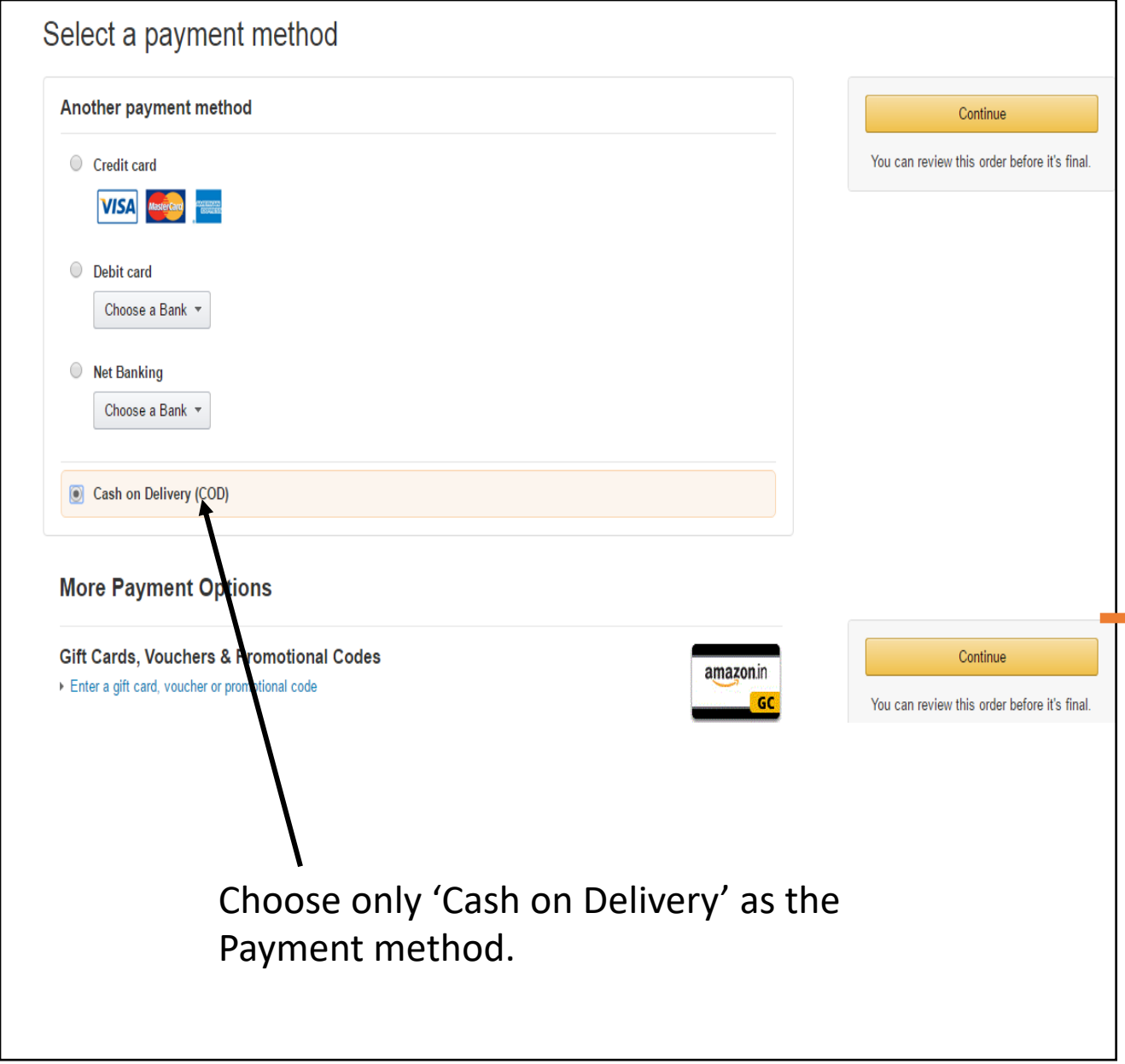
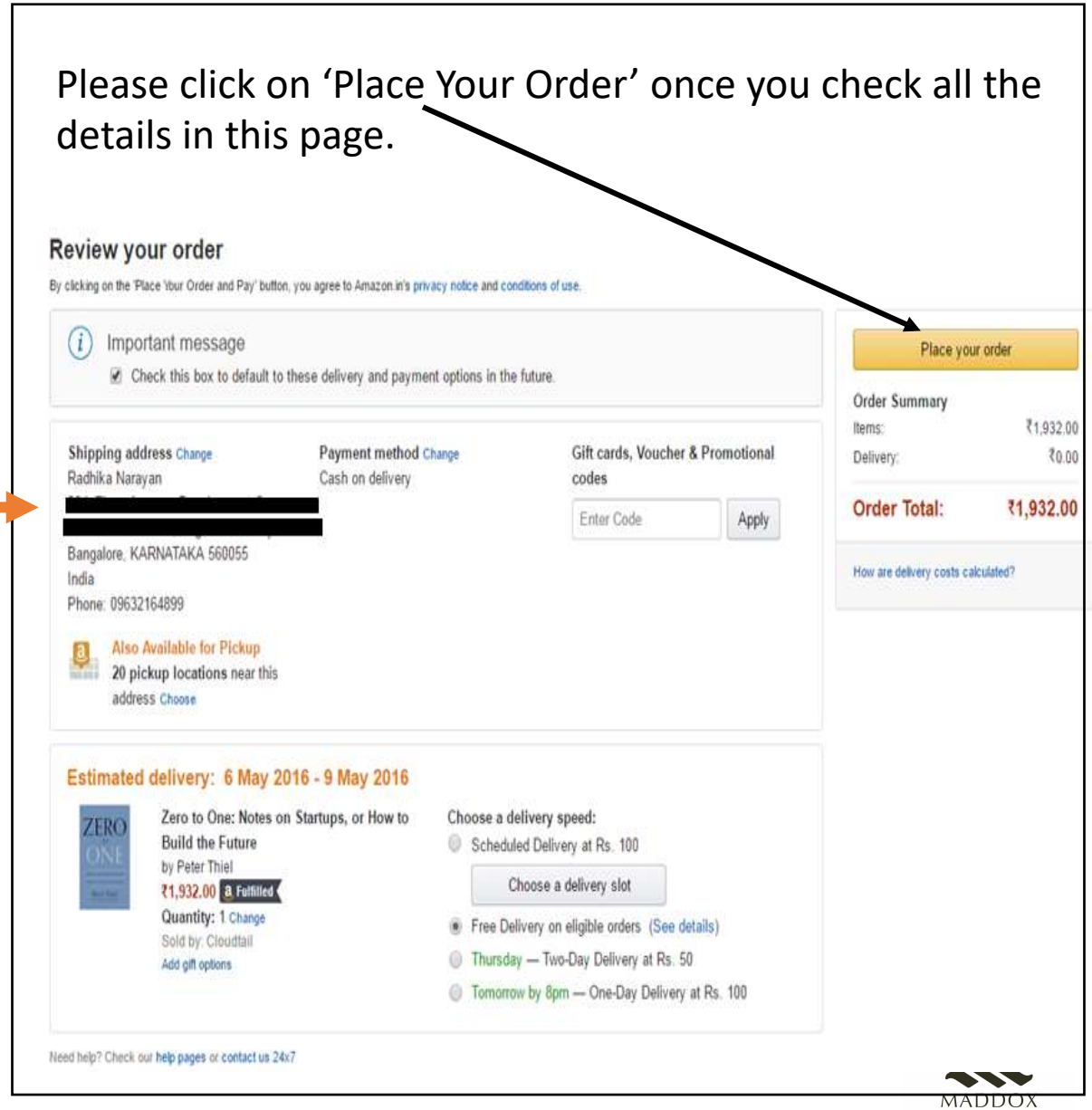


Choose only ‘Cash on Delivery’ as the Payment method.

Please click on ‘Place Your Order’ once you check all the details in this page.



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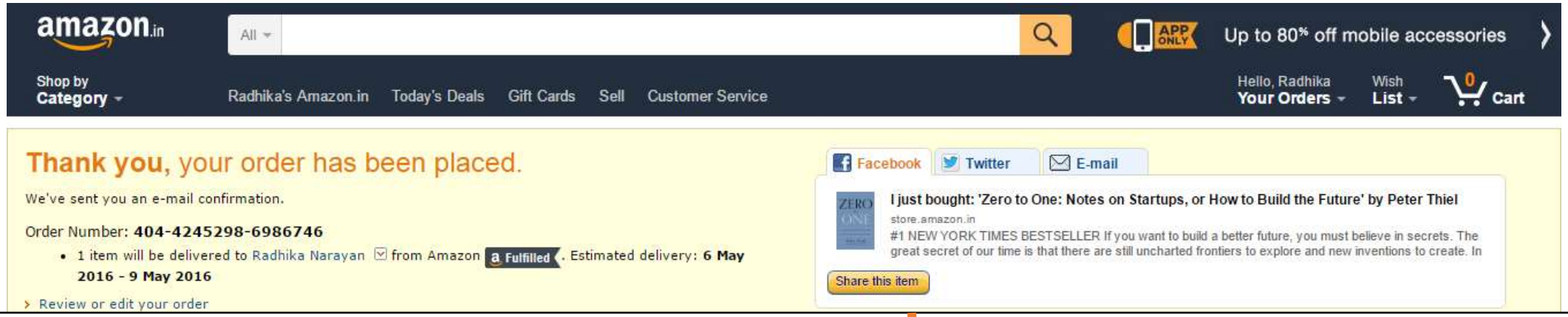
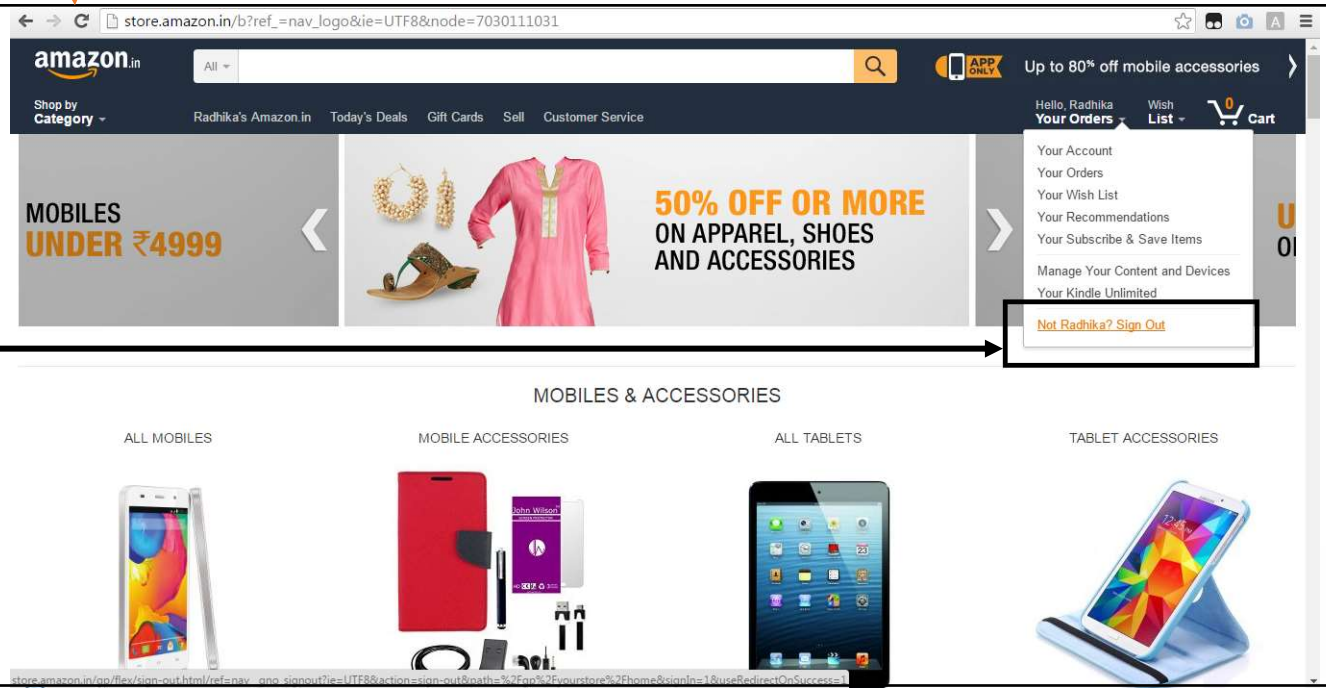
You will see an ORDER NUMBER once you place this order.
The customer will receive a SMS with the order details. Kindly share the approximate date range of arrival of package.
Please inform the customer to check his SMS for delivery updates.

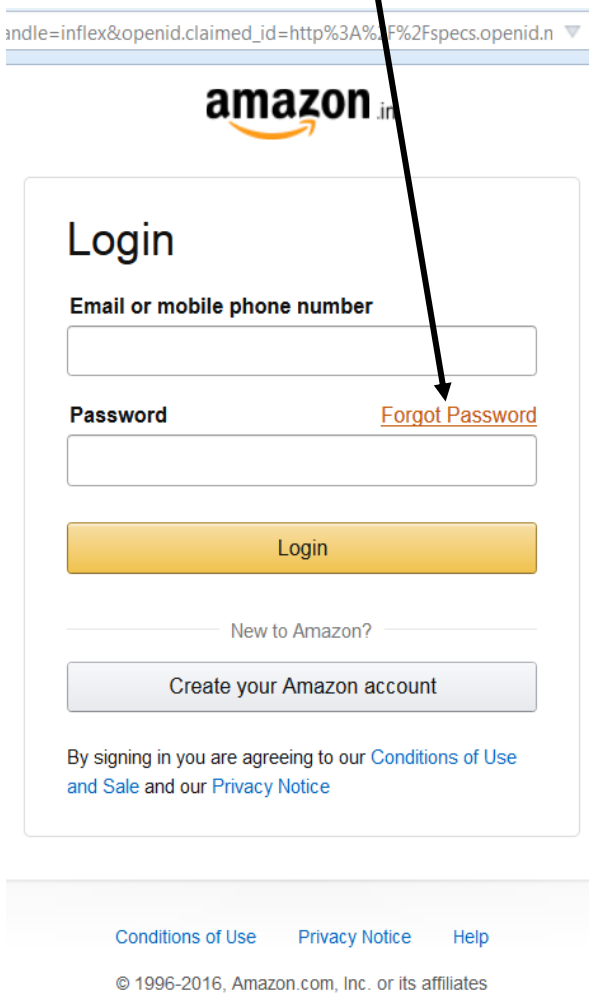


Logging out – Please note that once an order has been placed, you will need to log the customer out completely for security purposes.
Please click on the home page after you logout.

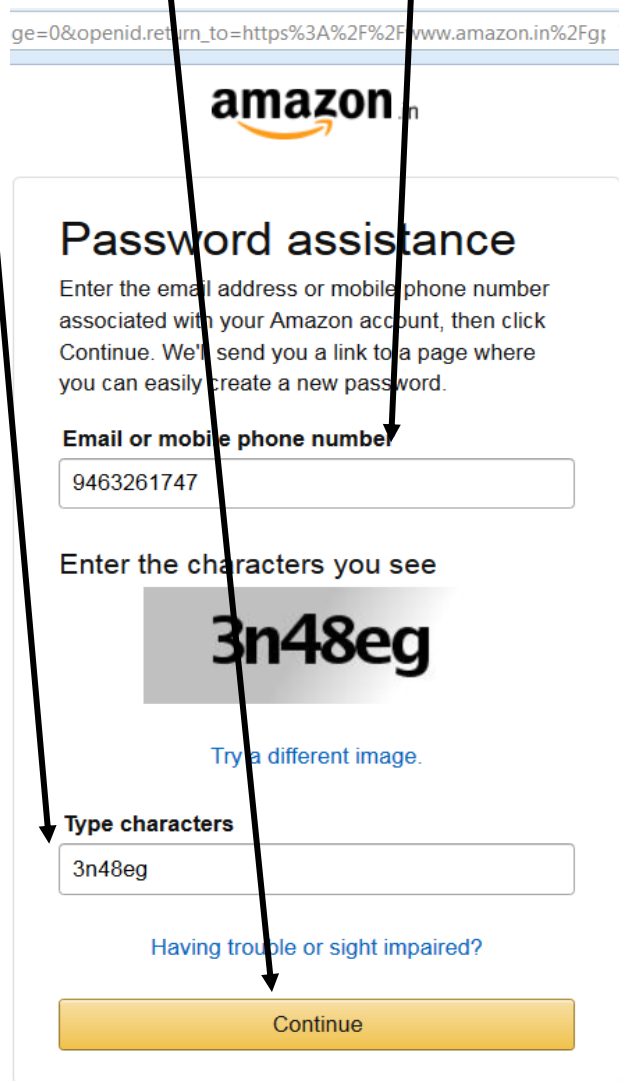


Customer forgets Password

Select “Forgot Password”

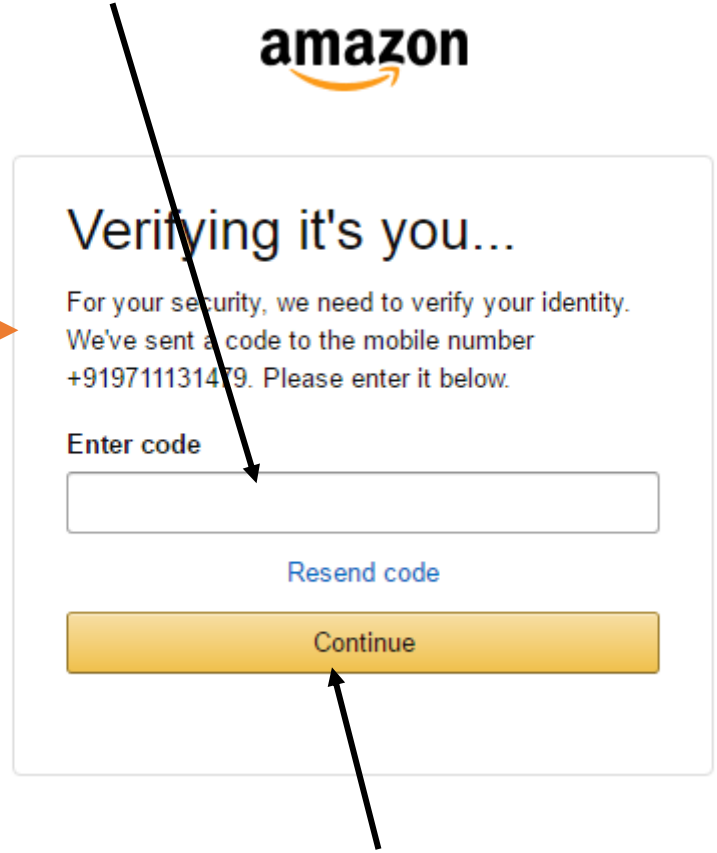


Enter the customer’s mobile number and enter the characters in the box below and select “Continue”



Ask the customer to check if he/she has received an sms on their phone from Amazon with a code.

Please enter the code here



Click continue

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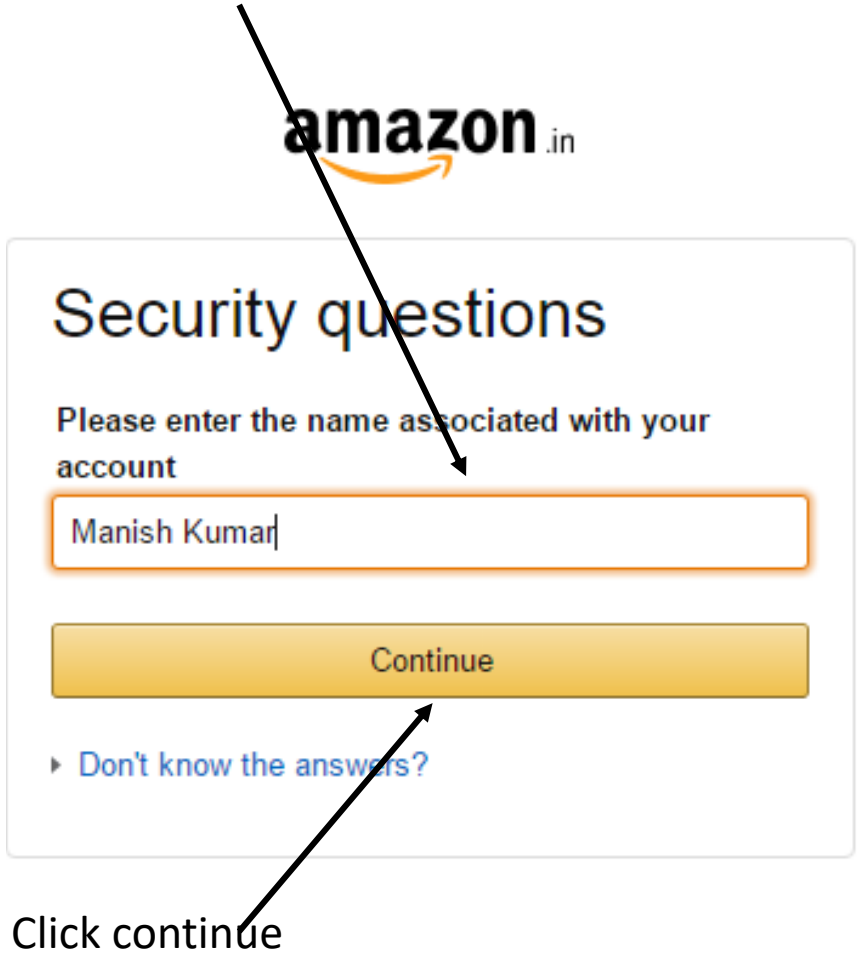
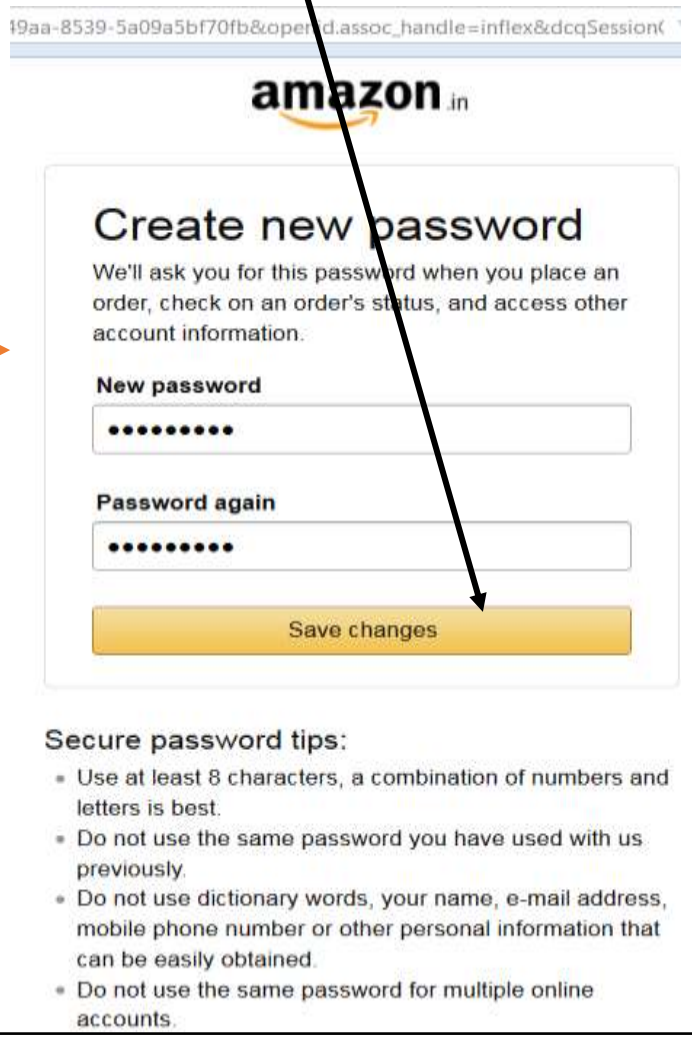
Please enter the customer's FULL NAME associated with Amazon when he created the Amazon account.

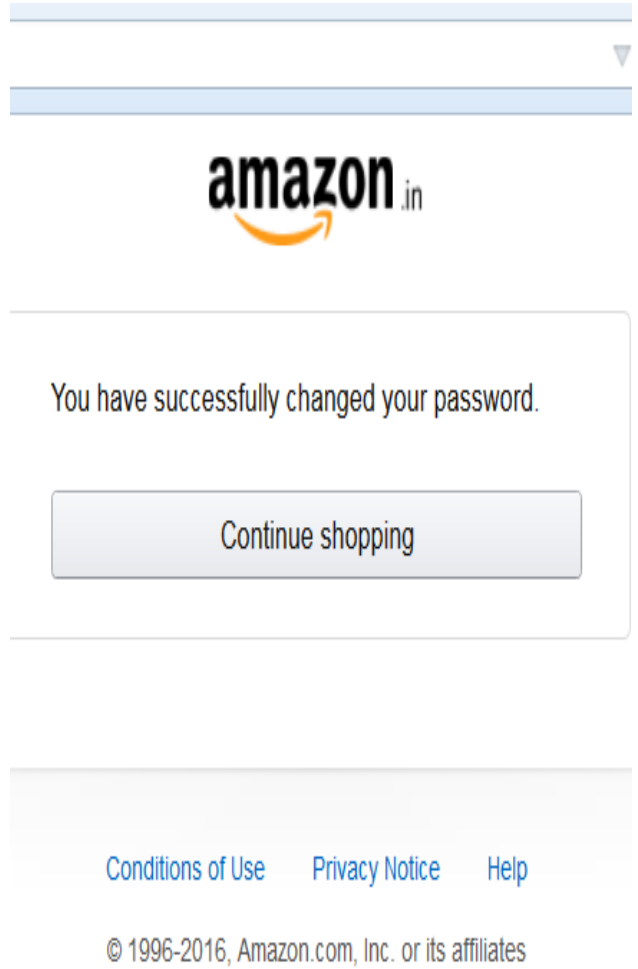


Click continue

Ask the customer to enter his/her new password below and select "Save Changes"



The customer's password has been successfully updated. Select "Continue Shopping".



NOTE: Do not ask the customer for his/her password. The customer has to enter it on his/her own

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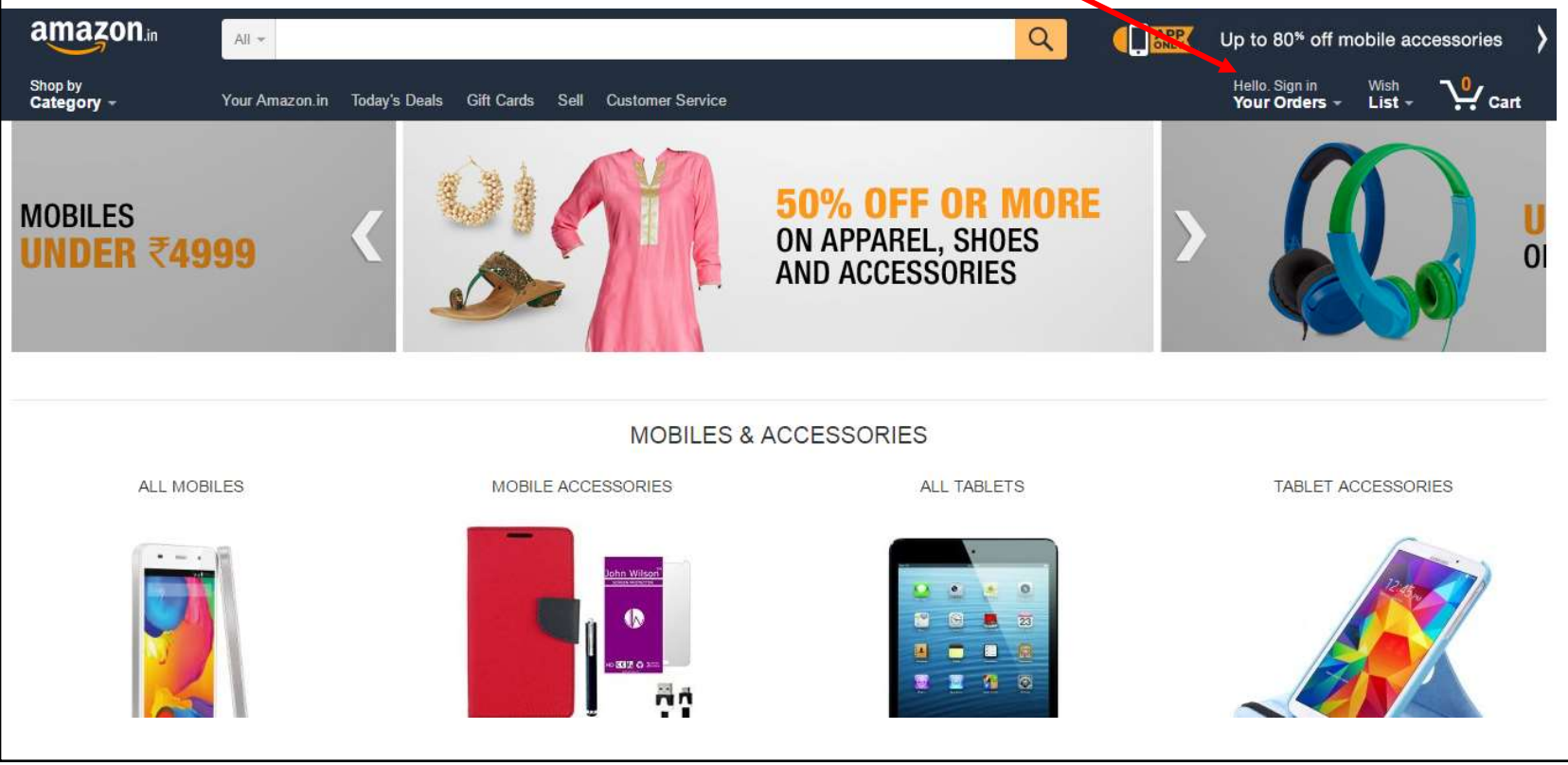
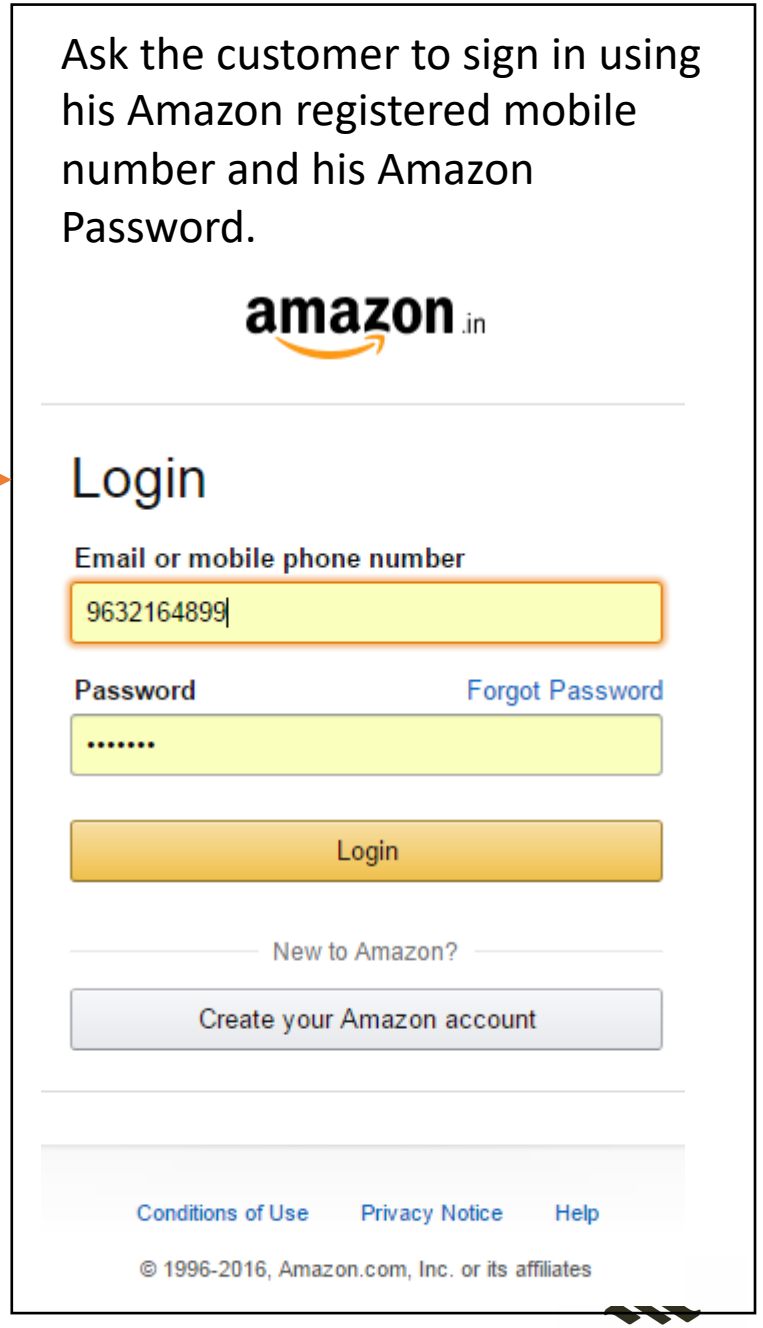
Returning a Product

Click on ‘Your Orders’ button at the top of the home page

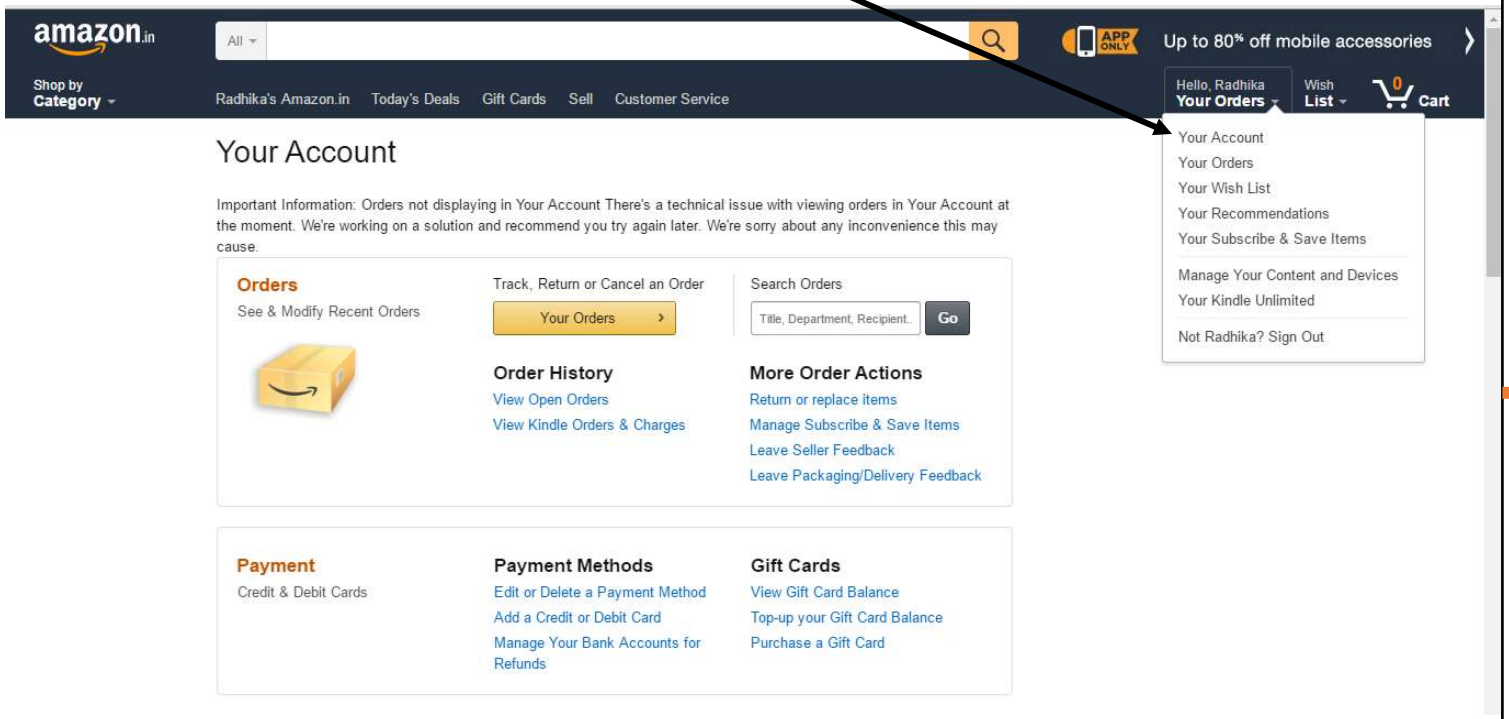


Ask the customer to sign in using his Amazon registered mobile number and his Amazon Password.

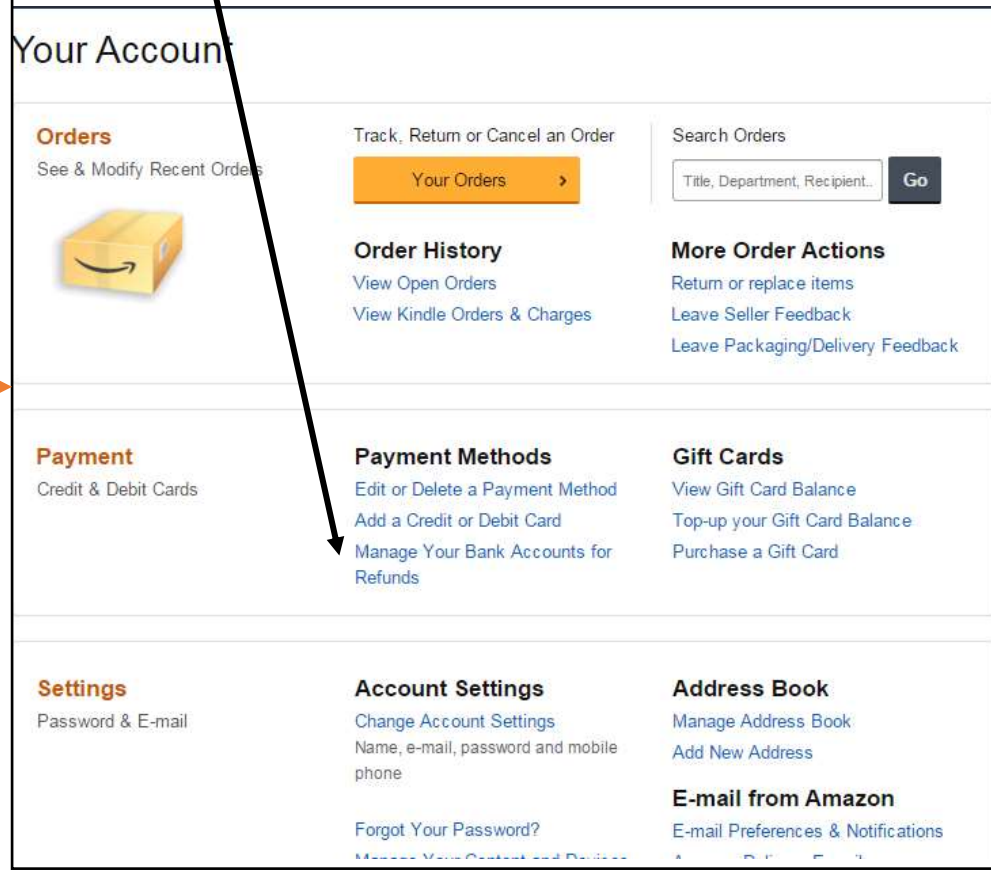


If the customer does not remember his password please follow the ‘Reset password’ from Slide 25

Once the customer logs in, you would need to update his bank details for returning items. Click on ‘Your Account’



Click on “Manage your Bank Accounts for Refunds”



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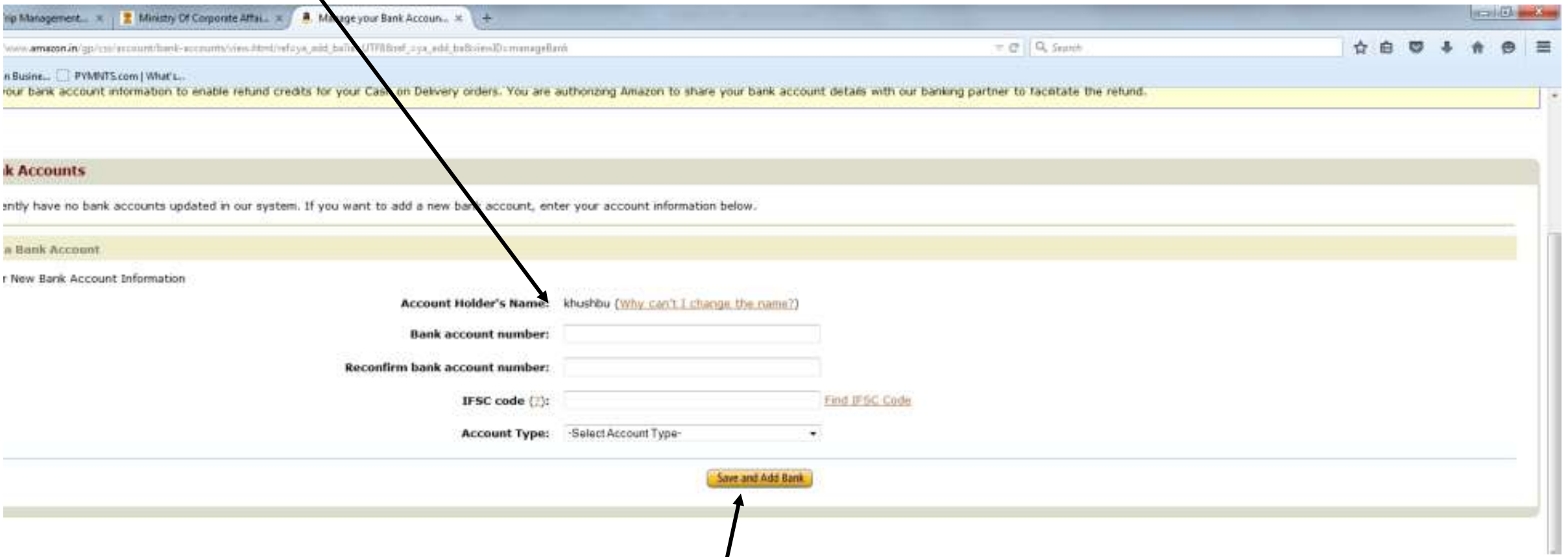
Enter your bank details, in which you want to receive the refund money in case of returns of orders.



Click on “Save and Add Bank”.

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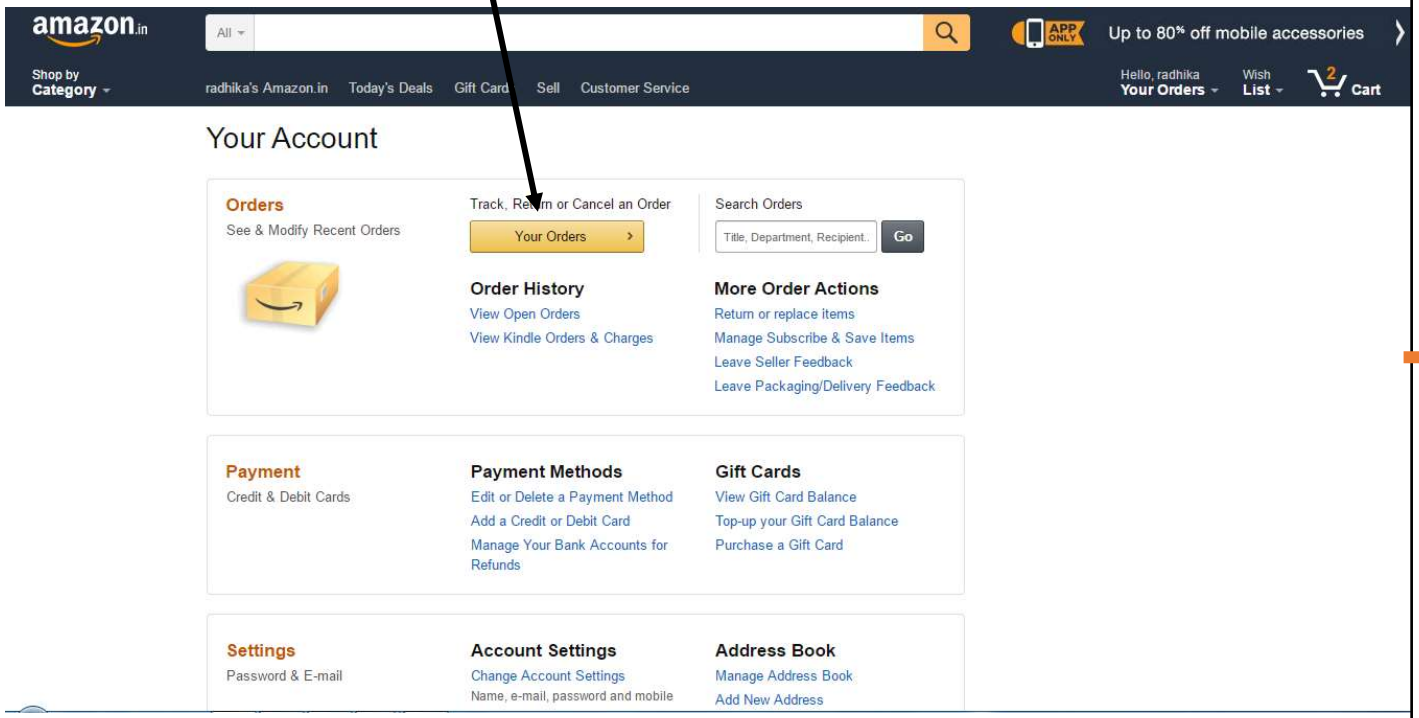
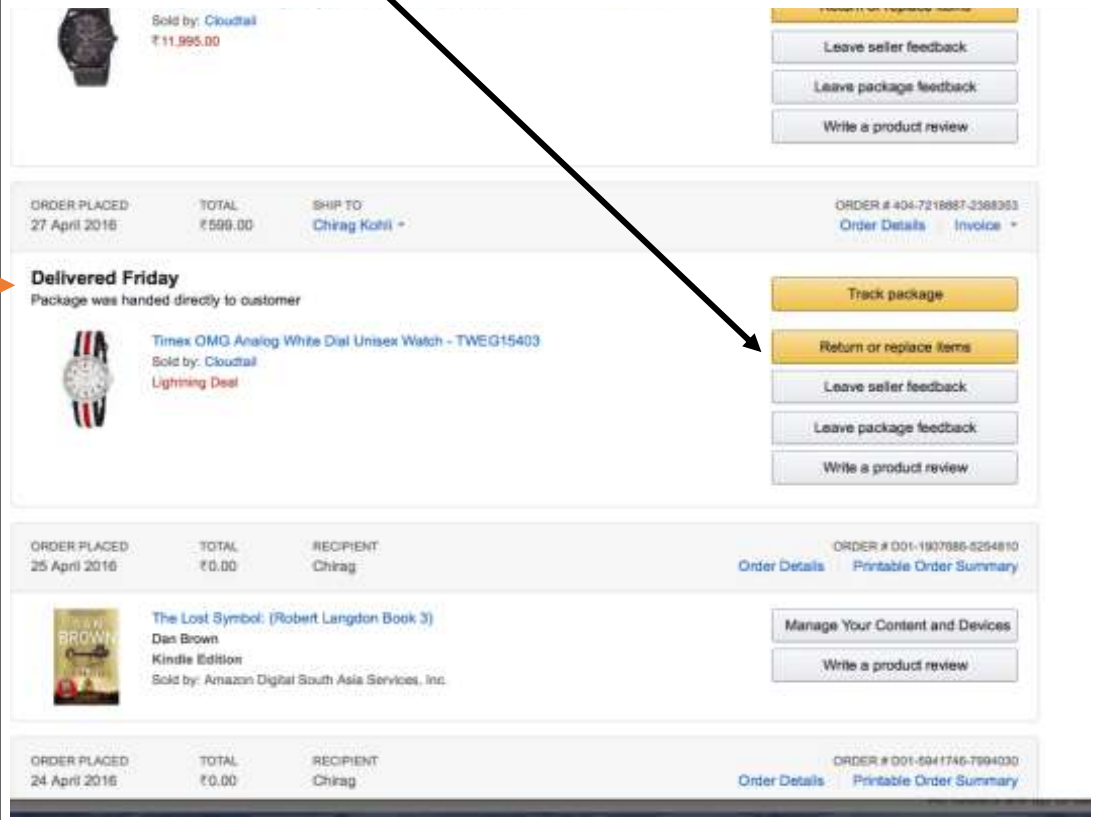
Please click on ‘Your Orders’



Choose the order that the customer would like to return



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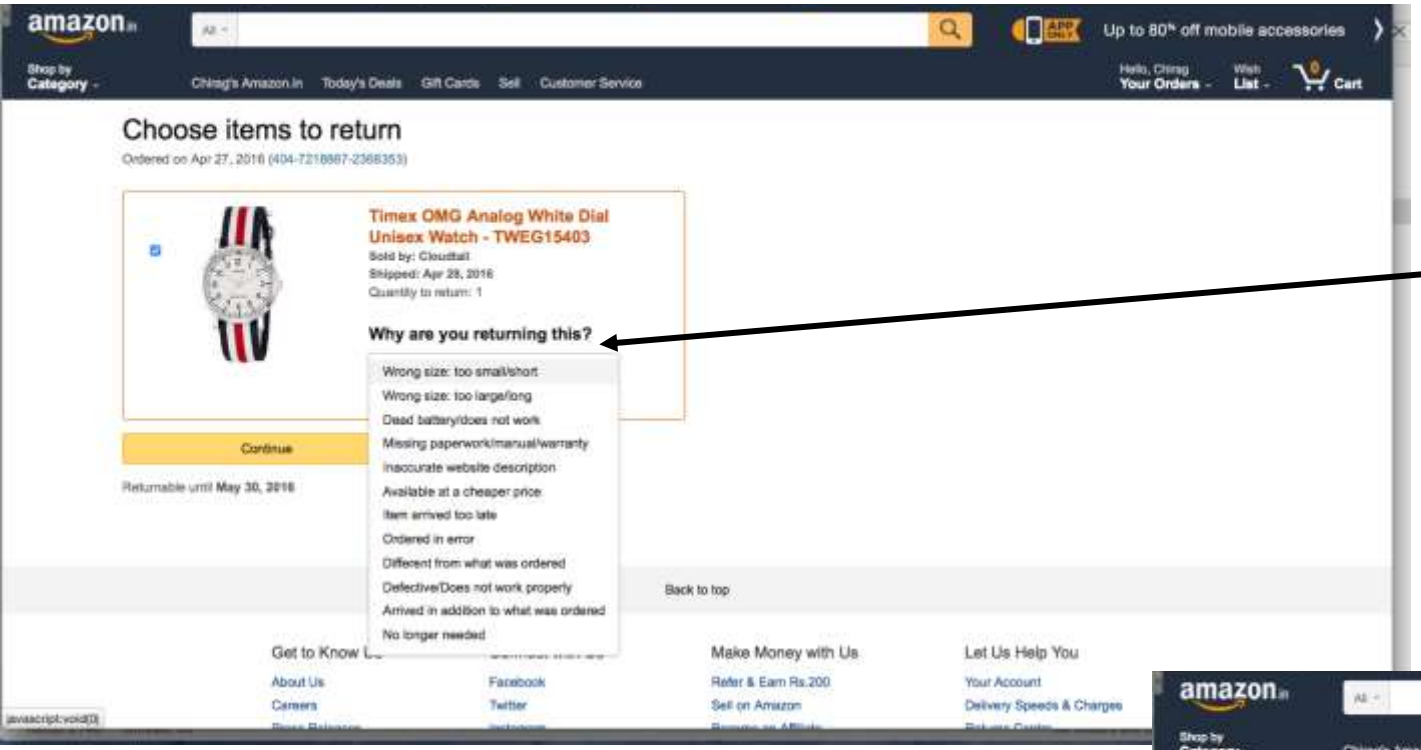
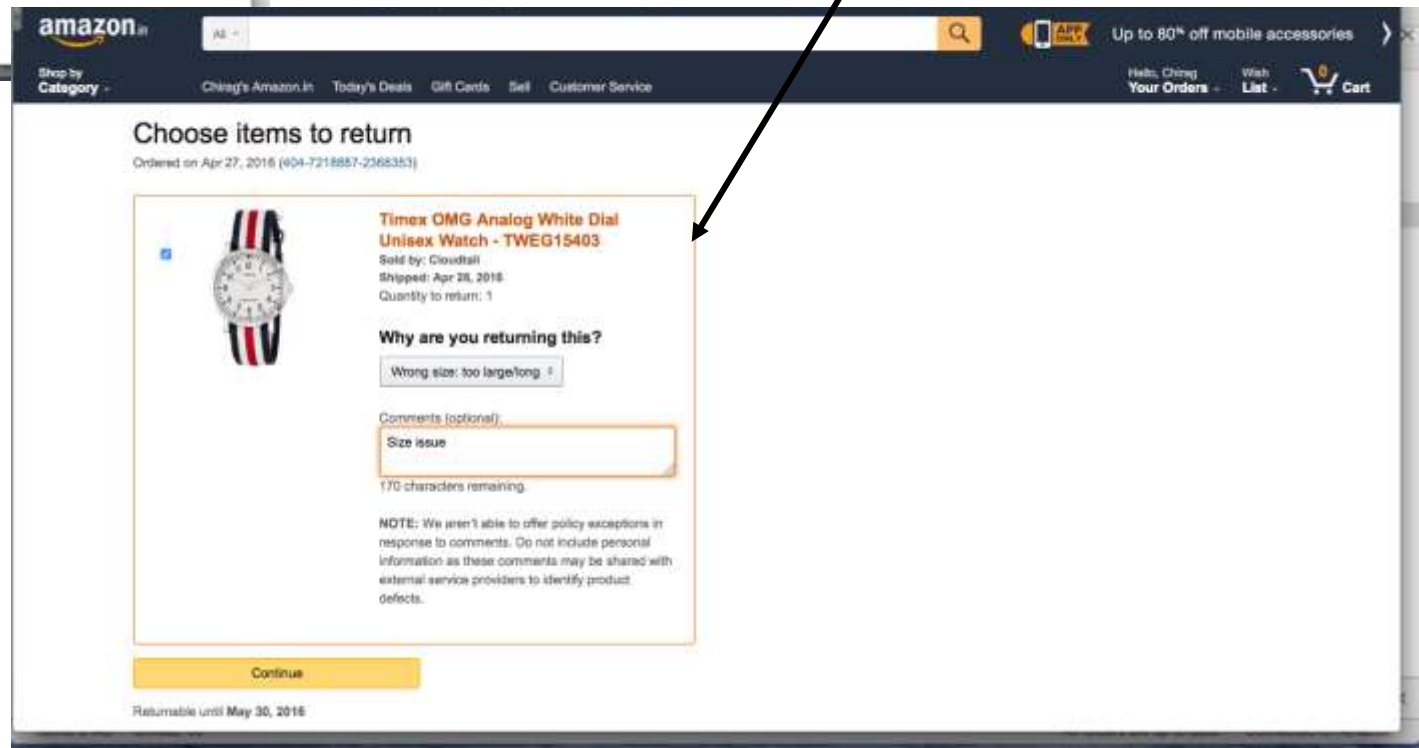
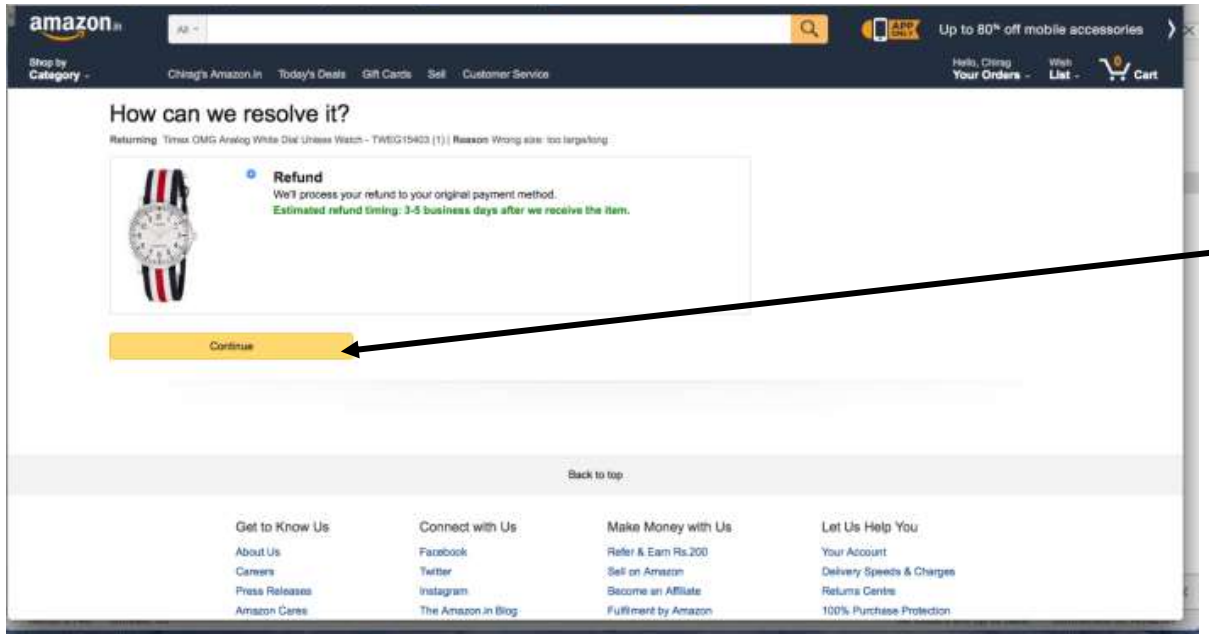


Choose the reason why you would like to return and add comments if any.

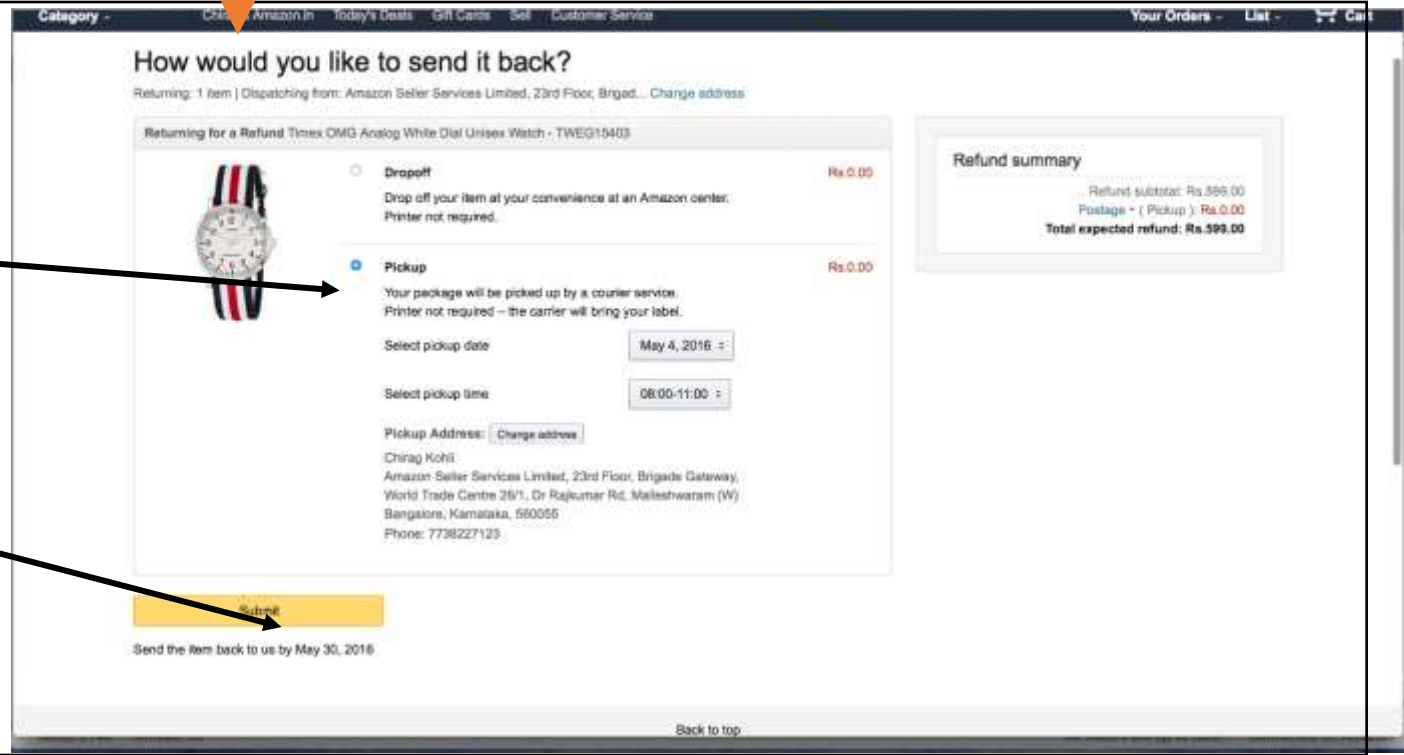




Click on refund and then click on continue

Please choose ‘Pickup’ Option and verify if the address mentioned is correct and click on submit.

Your returns is now complete.

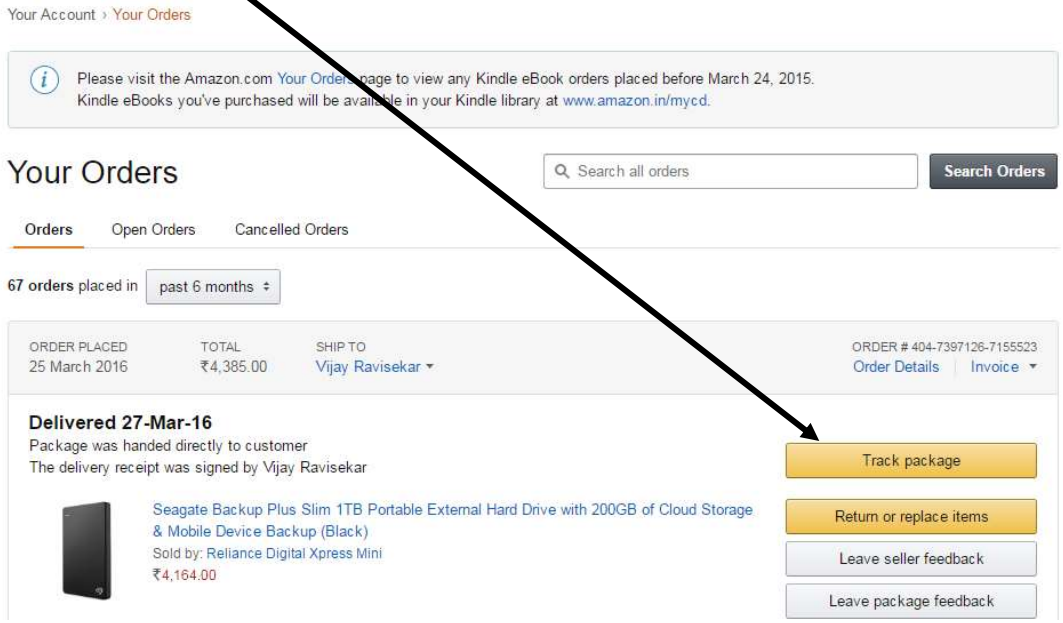


Customer Service

If the customer is at the store or is able to come to the store

On the website, ask them to Click Your Orders and Sign-in with their Amazon username/password.

Once signed in, a list of all orders placed from that account is provided. From this page customers are then able to Track packages/return products etc.



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If the customer is unable to come to the store

- Ask them to check for SMS from Amazon.

- SMSs are sent for all the key events in the lifecycle of an order - When an order is placed, when an order has shipped (with the expected arrival date), when the order is ready for pickup from store, refund was initiated etc

5. Ordering Process with Amazon Dost App

- It is mandatory to use **Dost App** while using android mobile / tablet, under the Amazon Easy program
- All the processes related to placing an order/ tracking the order/ cancellation/ return and refund on the Dost App are same as the amazon.in web portal used on desktop/laptop.
- Link for Download: https://drive.google.com/drive/folders/1BaUFnEG4dF_I1LNWD3JuvjmPfAZgjb6N

Note : Always use Dost App for Store login and purchase on Mobile

You can download Dost App from App store.

If you are ordering through Mobile/Tablet, make sure you are ordering through the App or you will not get the commissions

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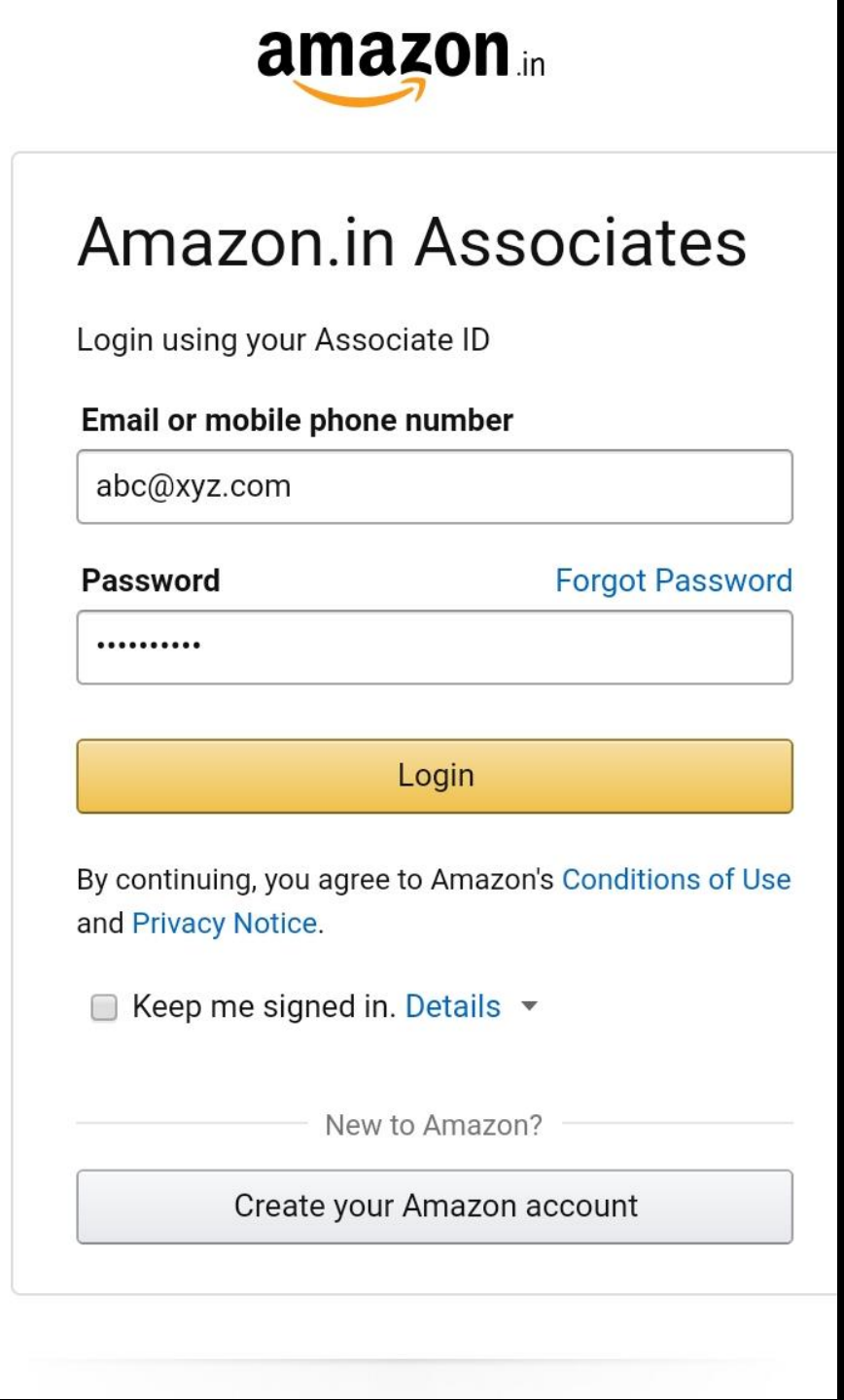

Logging in – Dost App

- Start the journey by opening Amazon Dost app on your mobile devices
- Log in with your store ID and Password
- This is the same ID/PW that he is using currently for all transactions.
- Enter OTP, if prompted and click Continue

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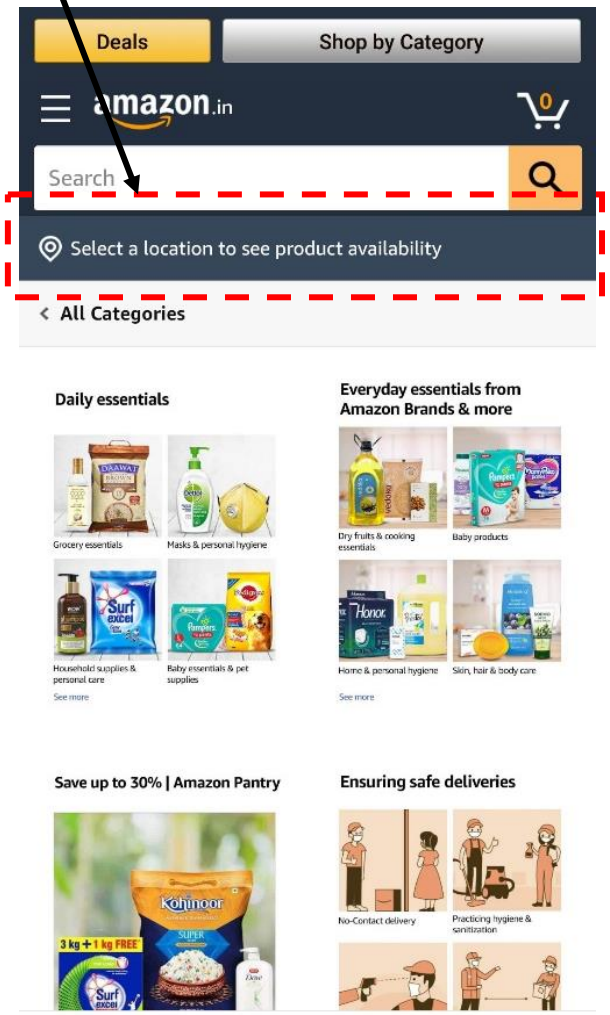
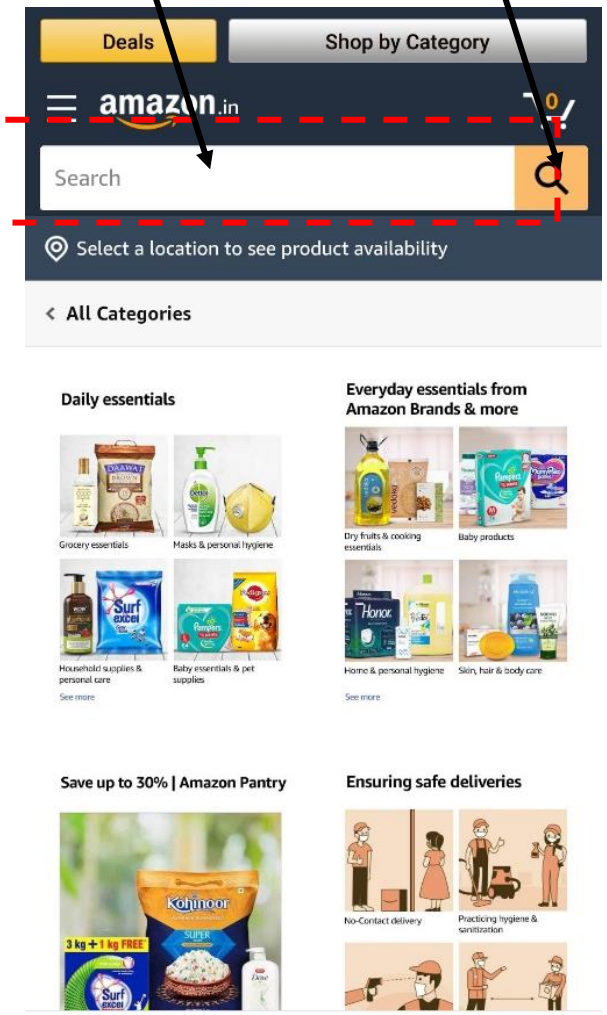
After successful login, you will see the Amazon homepage

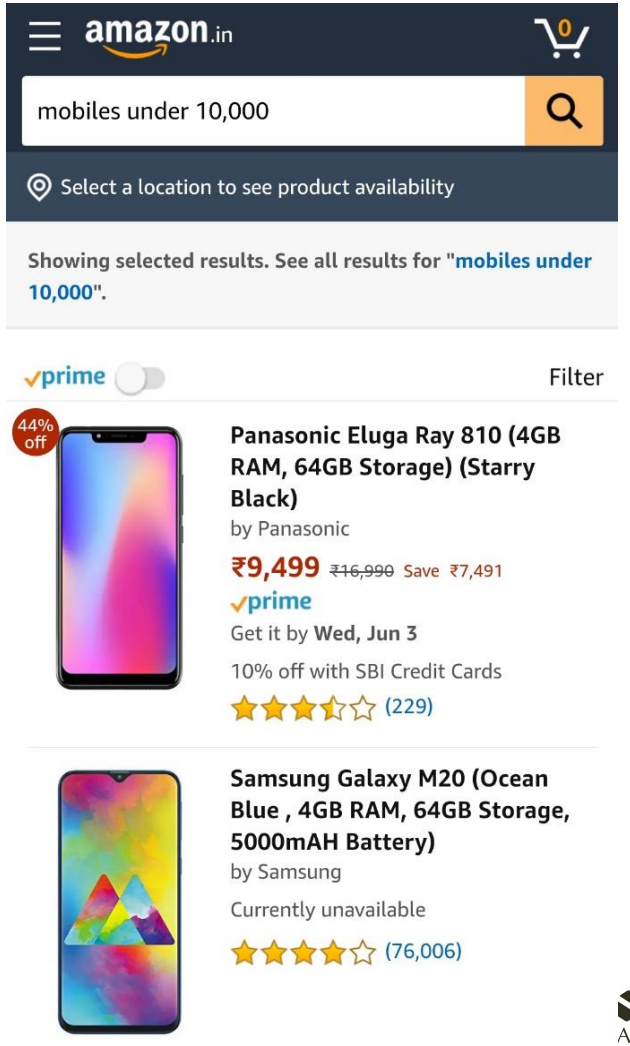
Enter the required pincode for delivery to check Product availability



Type the required product in "Search bar" and cli



Browse through the available options and Click on the desired product



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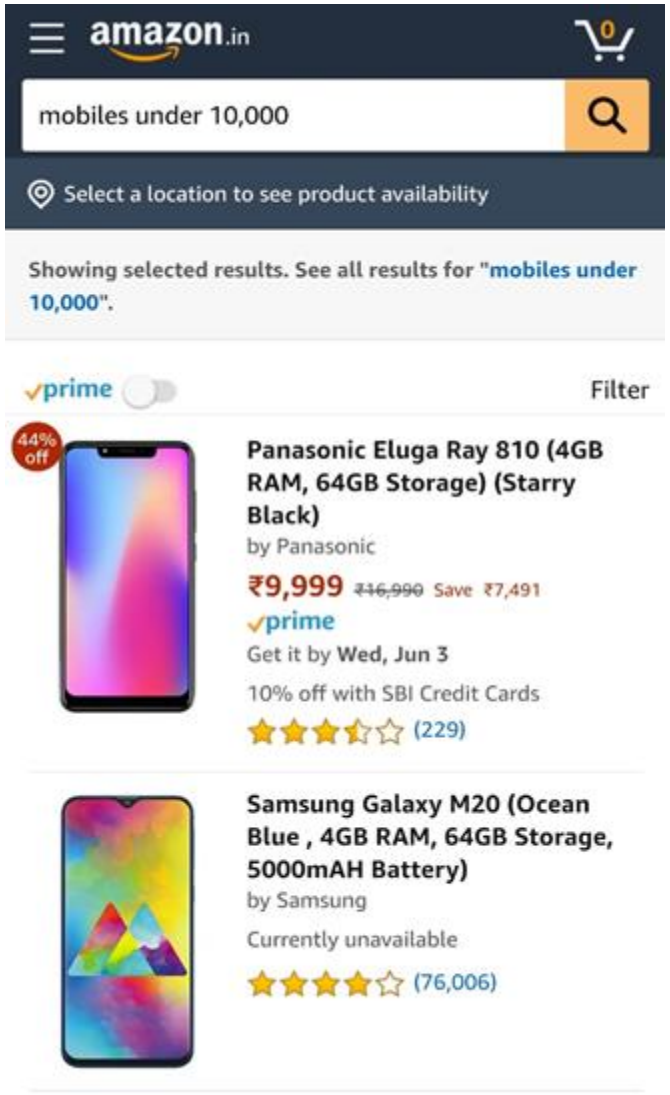
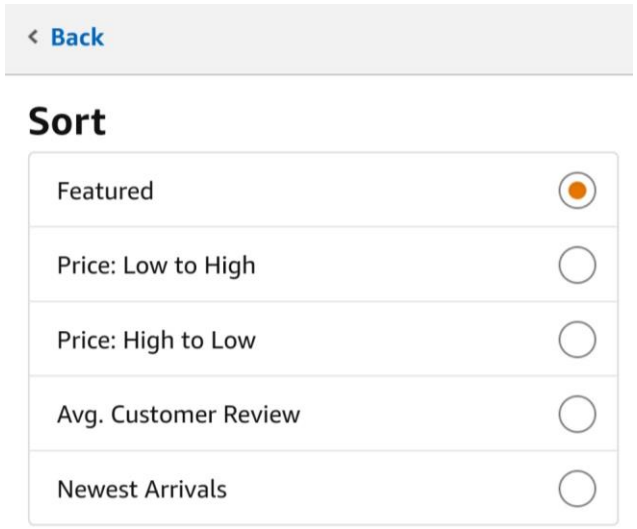
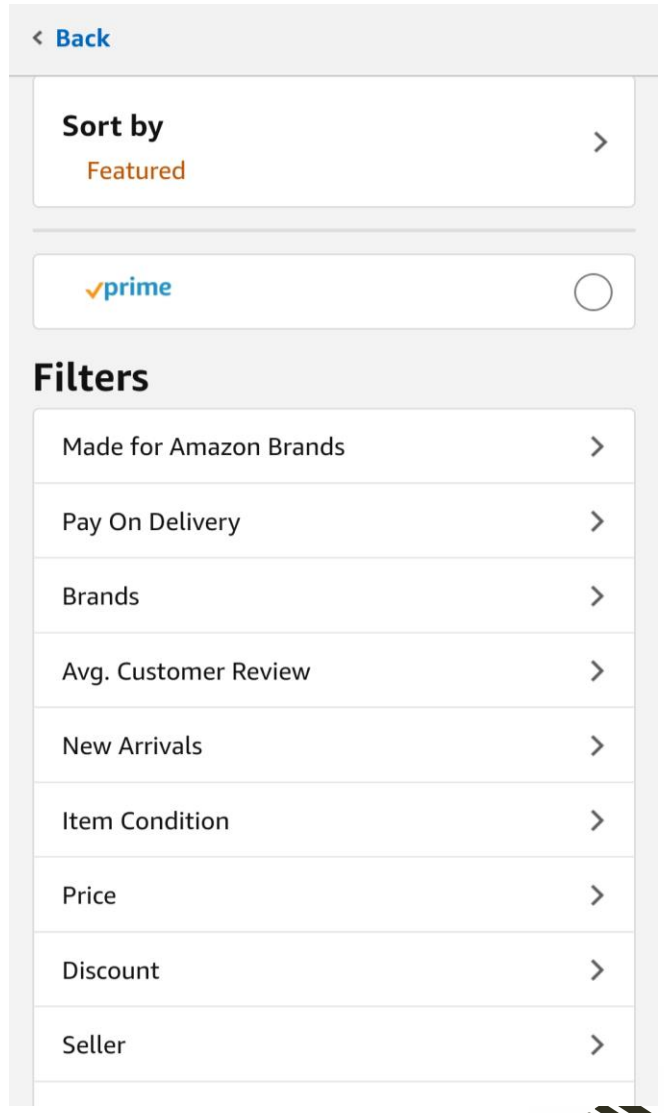
Click on Filter to sort the results and/or apply relevant filters to narrow the search result







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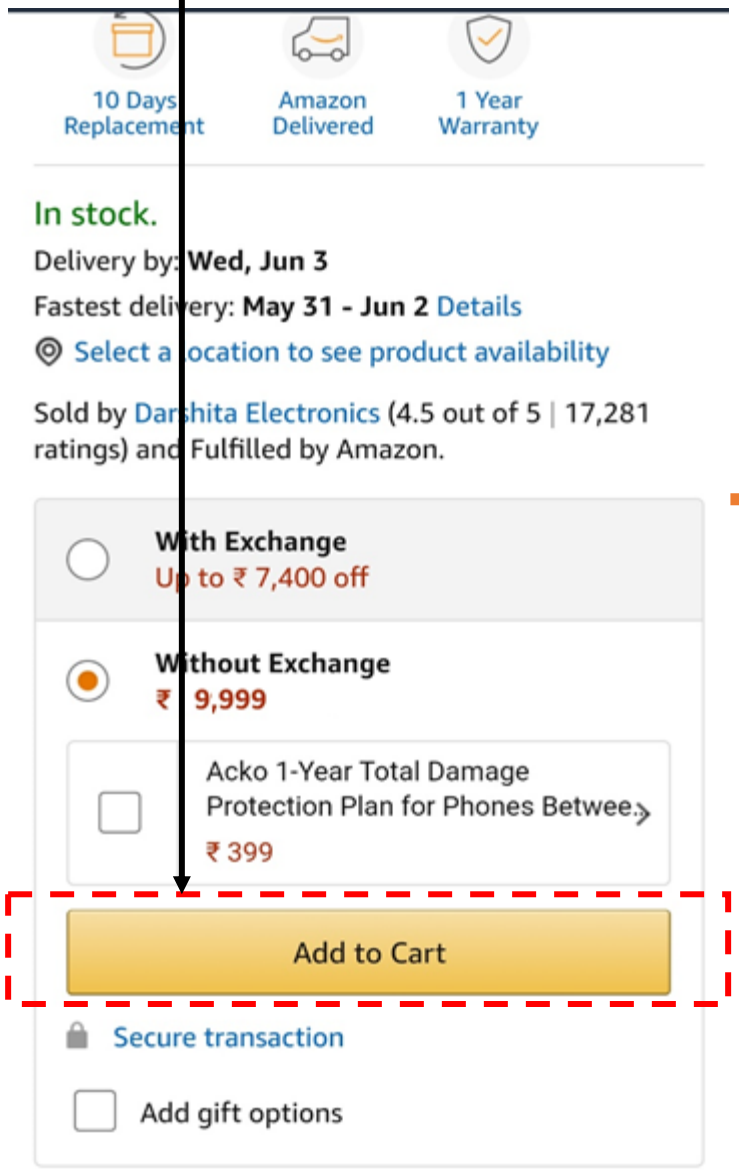
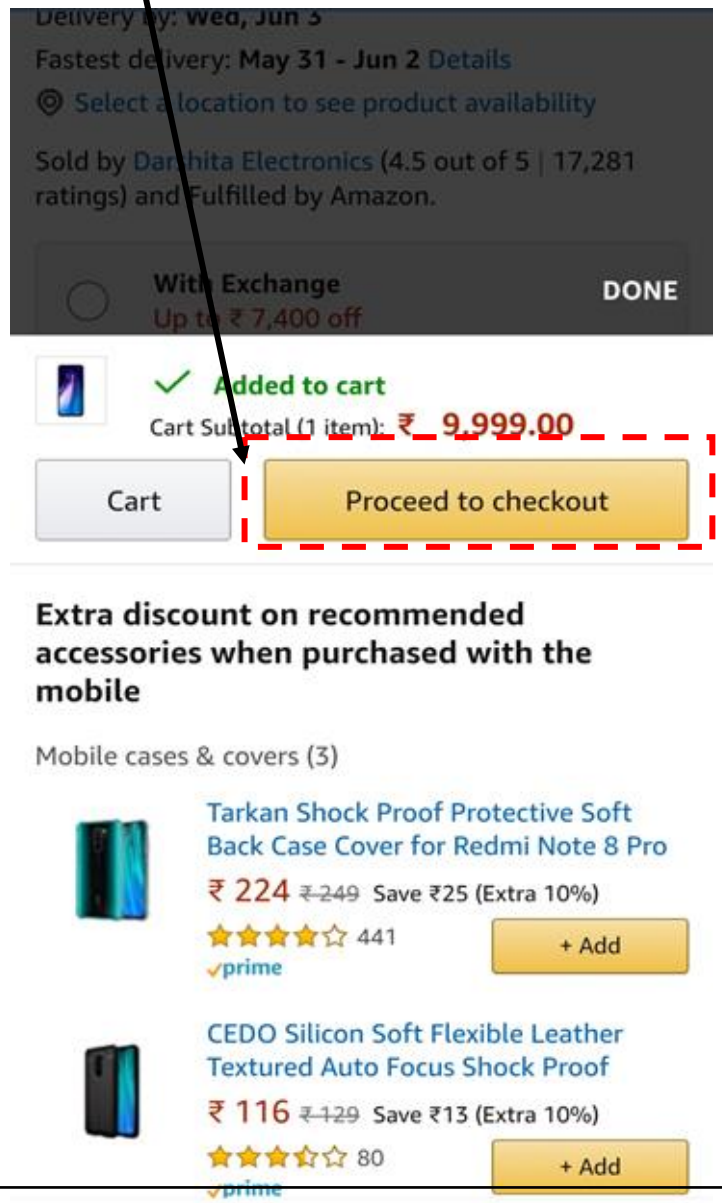
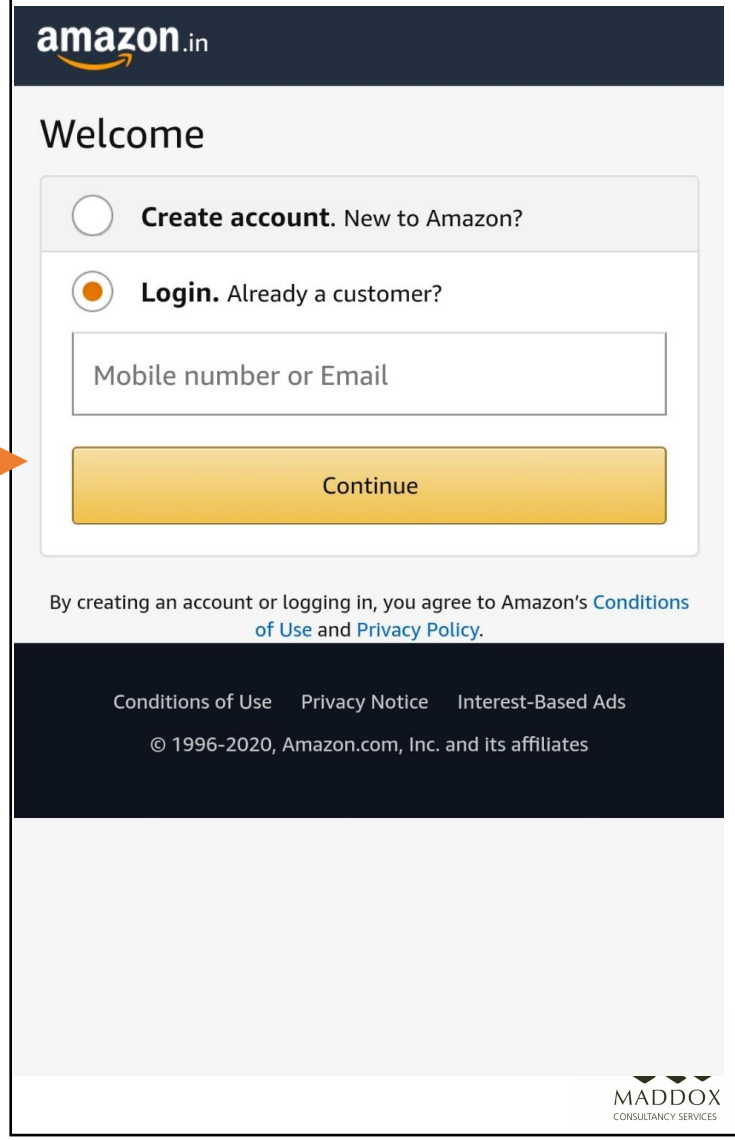
Select the desired Product and click on “Add to cart” button



Click “DONE” to keep adding more products or Click “Proceed to Checkout”



Enter customer mobile number to Create new customer account
or
Login for existing amazon customer



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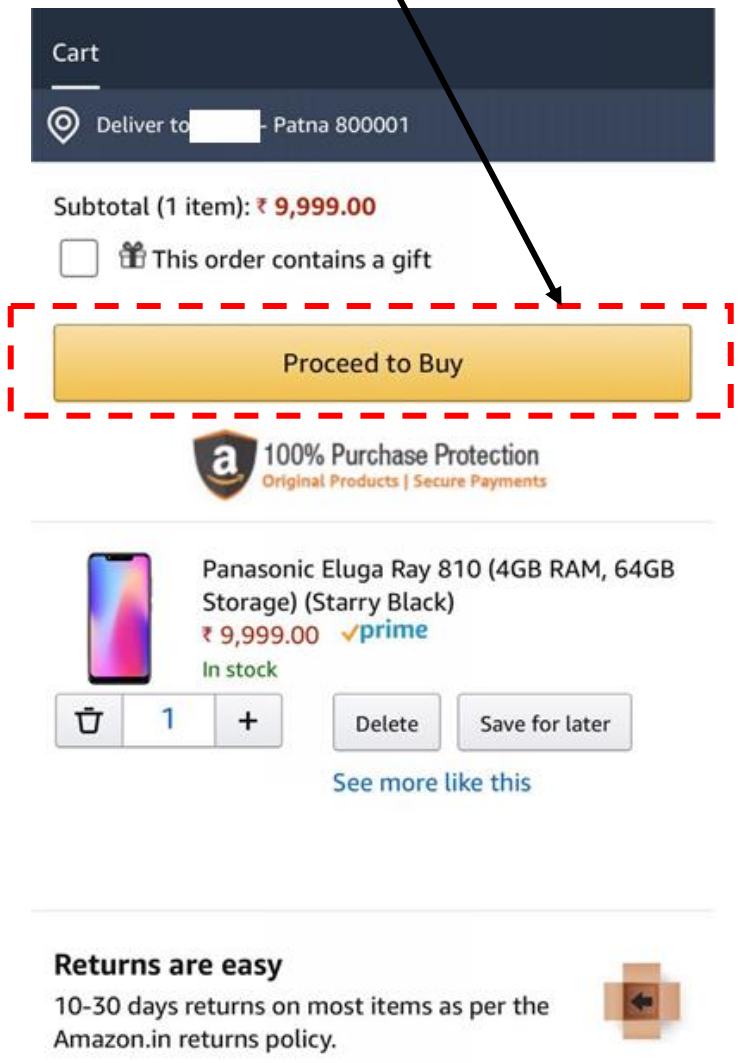
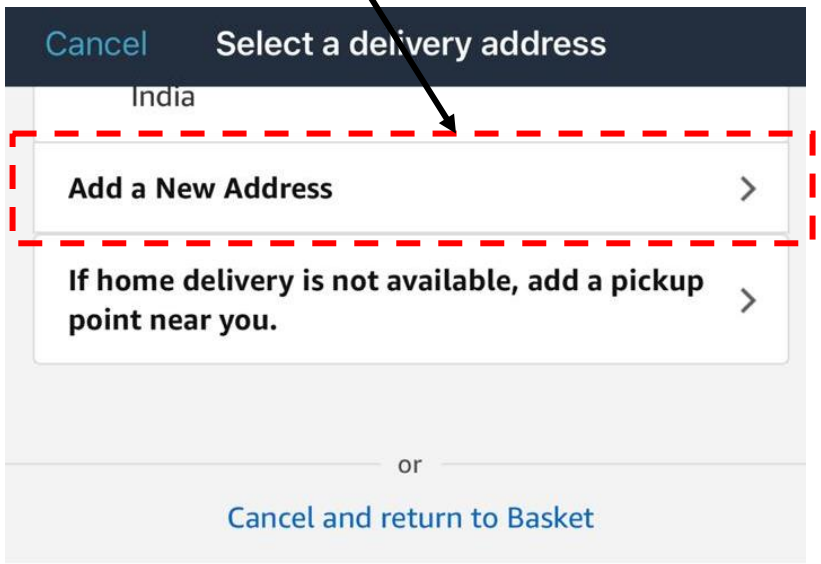
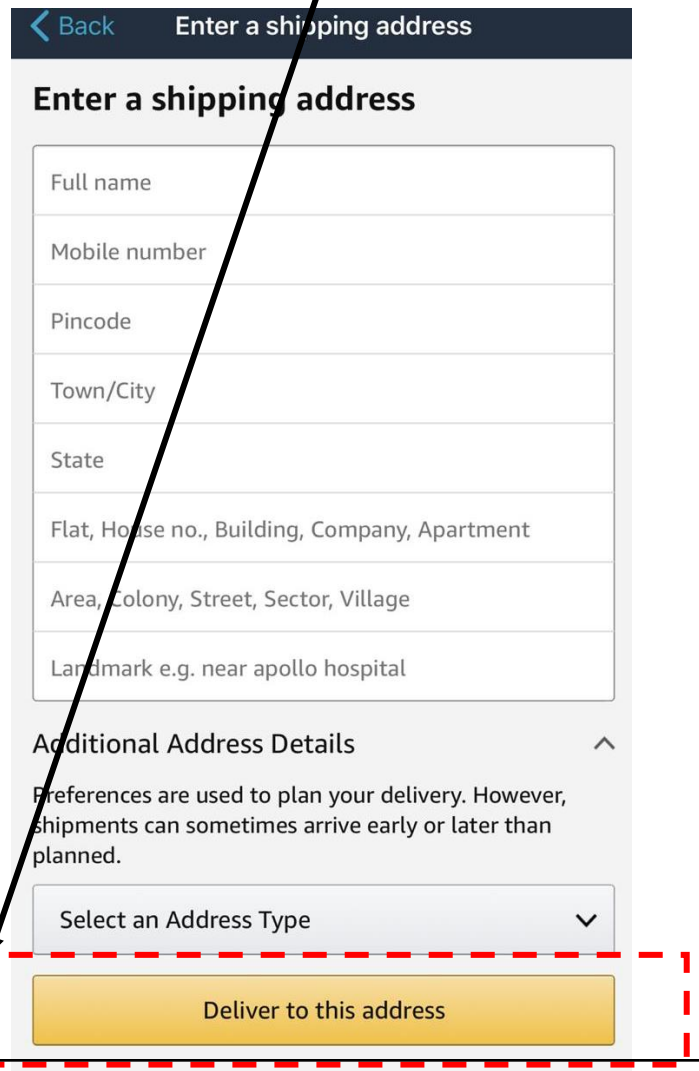
- Check the product details (Quantity/price etc) In the cart
- Click on “Proceed to Buy”



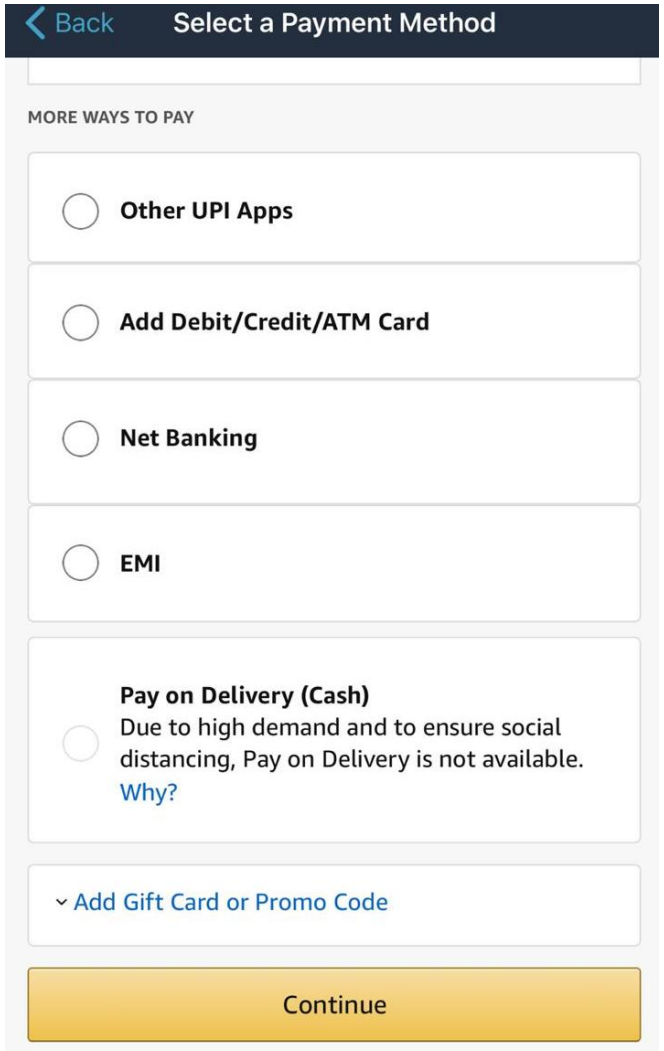
- Click on “Add a New Address” or
- Select from list of addresses for existing users as applicable



- Enter all the details for the required address
- Click on “Deliver to this address”



- Select the required payment method for completing the purchase
- Recommended mode of payment is “Pay on Delivery” or “UPI”



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6. Stores App

- This program cannot function without the Store app. Amazon will not treat you like a partner unless you have downloaded this app. You will not get your commissions unless you download and use this app to complete your audits
- Store App can be downloaded from the app store
- You can look at your latest earnings and detailed earnings on your own, everyday, through this app
- You can look at special deals that amazon is offering everyday through this app
- All the store audits will be done directly through this app
- You can also revise your training through this app
- This app can also be used to report/complain about any issues you are facing
- Link for Download: https://drive.google.com/drive/folders/1BaUFnEG4dF_I1LNWD3JuvjmPfAZgjb6N

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6. Tips on How to increase Business

- Amazon is a big brand name and associating with it is a matter of pride. Show off that Amazon is your partner by displaying the branding collateral prominently
- On seeing this collateral, people will walk into your store, and be curious about how you are partners with Amazon. This will give you an opportunity to sell
- Explain to your customers how ordering form Amazon makes their life easy, and how they can get world class, fashionable, high quality products at their doorstep, and almost always on prices cheaper than in a shop. Convenience and discounts together
- Explain to your customers that during the Covid pandemic, this is the safest option for them, as they can get whatever they want delivered to their home without going out and meeting people and risking infection. It's the safest way to buy things
- Use your facebook and whatsapp to inform your customers of daily deals that you see in your store app. You can also print pamphlets to inform people of this deals
- Ask your family members and friends to spread the word about your Amazon easy store. Invite people to come and browse and look at the great stuff, and the great deals. People will slowly start appreciating and start buying
- If you know anyone who wants to buy anything from some time, tell them that they can get it through Amazon easy on their doorstep at a very good price
- Try and make the launch of store an event. Inform people and make it look festive

FAQs

- What is the difference between shopping on their app and coming to my store?
  - The program is not aimed at customers shopping on their own through the Amazon app. Majority of the customers do not shop online today, with internet usage being limited to social media interactions.

- Why is delivery to customer's address mandatory? Can I order the items at my store and ask the customer to collect?
  - The reasons we make the delivery to customer is mandatory are
    - Customer receives the product directly from Amazon and pays the money. This ensures that the ownership transfer happens seamlessly. In a situation where the store unofficially becomes a middle-man, the customer becomes liable for any damage that might happen at the store post-delivery, which is not a good customer experience. There can be scenarios where a store does not end up delivering the package to customer at all, while the Amazon systems will capture the status as delivered to customer
    - Multiple packages being delivered to the same address points to abuse, and gets flagged by the ground teams. Hence ordering packages in bulk at the store can cause all shipments to be marked as reseller abuse and returned to origin

- Do all products have COD?
  - No.

- Do I get paid for all orders that I place?
  - No. The order needs to be successfully delivered to the customer, without any return. Only such successful orders will get the payment as per the commercial terms. Order Value has to be above INR 300 for the NCB to be processed

- Should I contact the Amazon Easy representatives instead of going through Customer Service for any issues?
  - No. Please ensure that any issues are raised to Amazon Customer Service only. You should contact the Amazon representative only in cases where the issue remains unresolved even after raising it with CS

- When will I get my commission?
  - You will receive the commission 75 days after placing the order, if the ordered has been delivered and has not been returned. This is because Amazon allows returns for 30 days from the date of order. So if the order is not returned, they start the commission process by 31st day, and take that long to process payment