



Account Management Central - AMC Recommendations

Nelle Vance

“People ignore design that ignores people.”

~Frank Chimero, Designer

My Role

And a little about how I fit into the grand scheme of things at Amazon

ISS Global is the overarching (umbrella term) for the epic and feature teams; all working together to design, develop, and ship a net new suite of Web products and tools to improve day-to-day operations for Account Managers and AM Leaders.

My responsibilities were to business objectives, the creative direction of the project, managing deliverables, adhering to timelines and working with PMs, business and engineering to conceptualize, iterate and problem solve.

About the Team

Amazon ISS Global

What is ISS Global? ISS Global stands for International Sales, Support and Services. The ISS Global team at Amazon is comprised of many smaller agile (full stack) teams dedicated to support and services improvements for emerging market sellers and providing tools for internal and external Amazon employees to help Sellers in their business endeavors.

What is an Emerging Market Seller? An emerging market Seller is a B2C Seller on Amazon, selling products online, on Amazon Product and Seller Pages in a market with an emerging economy or economic restrictions such as tax, tariffs or other financial barriers causing friction in their selling process due to complications with tax law, code, or economic infrastructure. The main initiatives the new products I will be showcasing are to grow business, sell in emerging or cross markets, sell cross market, regional expansion, and customer service improvements.

Account Management Central - AMC Recommendations

Amazon Account Managers

A Use Case

Amazon Account Managers oversee the daily operations of Sellers on Amazon. Their duties and responsibilities differ per region and role; however, their primary focus is on emerging market business growth, scalability and cross region sales. On any given day there are 5-15 tools AMs are using as a scrappy solution to monitor these Seller accounts, troubleshoot issues, onboard sellers to new programs and help with their business growth.

As you can imagine there is a lot of frustration and time wasted in logging in and out of separate tools and trying to gain insight into account performance and help Sellers' with issues that may arise.

Daily pain-points such as as time wasted and trouble with navigating multiple complex tools to help these businesses succeed drove our team to create the Amazon Account Management Central suite of tools to help streamline workflow, accelerate the onboarding processes, and automate a lot of AMs daily tasks.

AMC Recommendations Module

A Case Study



Project Breakout

Insight into:

- Definition and metrics
- Trade offs and constraints
- Success Metrics
- Outcomes

Account Management Central Recommendations Module

amazon AMC Seller ID / Seller name / Seller email www.amazon.de

Welcome back Nelle AMC Dashboard

Apply filters: All Recommendations Tasks At Risk Past Due Snoozed Favorite

Sellers at Risk

6 at Risk Accounts
At Risk! 6 Seller Accounts are at risk

View Seller Accounts at risk since your last visit

View at Risk Sellers

Suspended Sellers

3 Sellers Suspended
Warning! 3 Seller Accounts are suspended

Go to and resolve suspended Seller Accounts since your last visit

Resolve Suspended Seller Accounts

Tasks Past Due

2 Past Due Tasks
Warning! 2 tasks are past due

You have 2 tasks that require immediate attention. Please resolve these issues as soon as possible.

Go to Task Management

Task Management

Manage Your Tasks

12	Tasks open
8	Tasks approaching SLA

Go to Tasks

SP Recommendations

New SP Recommendations for Sellers

4	Sellers
70	ASINs

View SP Recommendations

FBA Recommendations

New FBA Recommendations for Sellers

10	Sellers
84	ASINs

View FBA Recommendations

Coupon Recommendations

New Coupon Recommendations for Sellers

6	Sellers
39	ASINs

View Coupon Recommendations

PanEU Recommendations

New PanEU Recommendations for Sellers

15	Sellers
65	ASINs

View Pan EU Recommendations

RIM Recommendations

New RIM Recommendations for Sellers

24	Sellers
49	ASINs

View RIM Recommendations

SOA Sellers Performance

WOW + 30%

Number of Sellers	55
Sales in the last 7 days	100,000
Trailing 1 Month	400,000
Trailing 12 Months	4,800,000
** Last Update **	9/10/2020

View SOA Sellers' Performance

FBA Performance

WOW + 45%

Number of Sellers	31
Sales in the last 7 days	50,000
Trailing 1 Month	200,000
Trailing 12 Months	2,400,000
** Last Update **	9/18/2020

View FBA Sellers' Performance

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Account Management Central Goals

What are we trying to achieve?

We want to solve **Account Manager** issues of:

- Time wasted on accessing scattered information and running manual offline analysis through consolidation and automation
- Lack of sophisticated and consistent science based analytics and recommendation logic through standardization and leveraging Machine Learning based models

Account Management Central to solve the top 3 Pain Points defined through user research, support tickets, and AM bar raiser feedback.

- Lack of consolidated information on Sellers, requiring Account Managers to manually collect information such as; basic Seller details, program adoption, and commitment information.
- Lack of personalized program and selection recommendations, requiring Account Managers to generate program and product recommendations with inconsistent quality and resulting in potential loss of incremental GMS and compromised Seller experience.
- Ineffective systems for operational support like ineffective CRM and lack of AM permission control.

Account Manager Minimum Lovable Product MLP Scope

#	Themes	Epics	AMC Applications	AMC MLP
1	Permission Control	Safeguard Seller Data	Framework	Use Partner Account to control permission; AMs will only be able to access info of Sellers assigned to them
2	Leads to Launch	New Seller Leads Management	N/A	N/A
3		Existing Seller Opportunity Management		
4		AM Seller Mapping	Framework	AMC will be the source of truth for ESM leads/opportunity through the AM Seller mapping. NSR RTL will still start in Astro and sync with AMC when Seller registers
5		Opportunity Tracking	N/A	N/A
6		Education & Troubleshoot	N/A	N/A
7	Business Analytics & Reporting	Business Overview - Seller Level	Dashboard	AMs will be able to access Seller overview including business performance through 155 Seller level metrics in sync with Seller Central. Program Adoption status will be launched as a quick follow up
8		Business Performance Analysis - ASIN Level		N/A
9		Business Reporting		N/A
10	Account Ops Support	Account/ASIN Health	N/A	AMs will access real time information about account/ASIN health information in sync with Seller Central
11		Category Ungating		N/A
12		Operational Support		N/A
13		Seller Voice		N/A
14	Business Growth	Expand Selection	Recommendation	AM will be able to access up to 5 ASIN recommendation models including Prime FBA, Sponsored Product, Coupon, Cross Listing (new marketplace expansion), and RIM (IN marketplace) with search, filter, sort, download, and live eligibility checks
15		ASIN Program Recommendation		
16		Expand into new Marketplace		
17		Recommendation Usability		
18	Workflow Management	Internal Task Management	Task Management	AMC embeds Winston features to allow AMs to track workflow for internal Tasks
19		Task Offshoring		N/A
20		Task Performance Tracking		N/A
21	Communication	Seller Contact Information	Seller Profile	AM can access Seller contact information in sync with Seller Central
22		Communication Integration (1:1)	N/A	N/A
23		Mass Communication		
24	Performance	Performance Management	N/A	N/A
25	Management & Growth	Trainings & Growth		

Account Management Central

Persona - Account Manager

I am Markus, an AMC based in Germany. I have two overarching goals:

- Seller Satisfaction
- Seller Growth

Focus on below activities on daily basis:

In AMC Minimum Lovable Product (MLP) Scope

- Understanding Seller business performance
- Understanding Seller account performance
- Recommending growth opportunities with integrated recommendations like FBA, Sponsored Products, and Coupon

Outside of AMC MLP Scope

- Helping with operational and escalation support
- Preparing and reviewing monthly business plans
- Recommending on other programs like Deal, Sponsored Brands, Amazon Business, etc
- Understanding Seller program/ASIN level performance
- Task Management & Communication integration

Day to Day Tasks

What do I do?

Account Management Central enables New and Existing Sellers to perform daily tasks such as Seller launch, business growth, workflow management, and operational support.

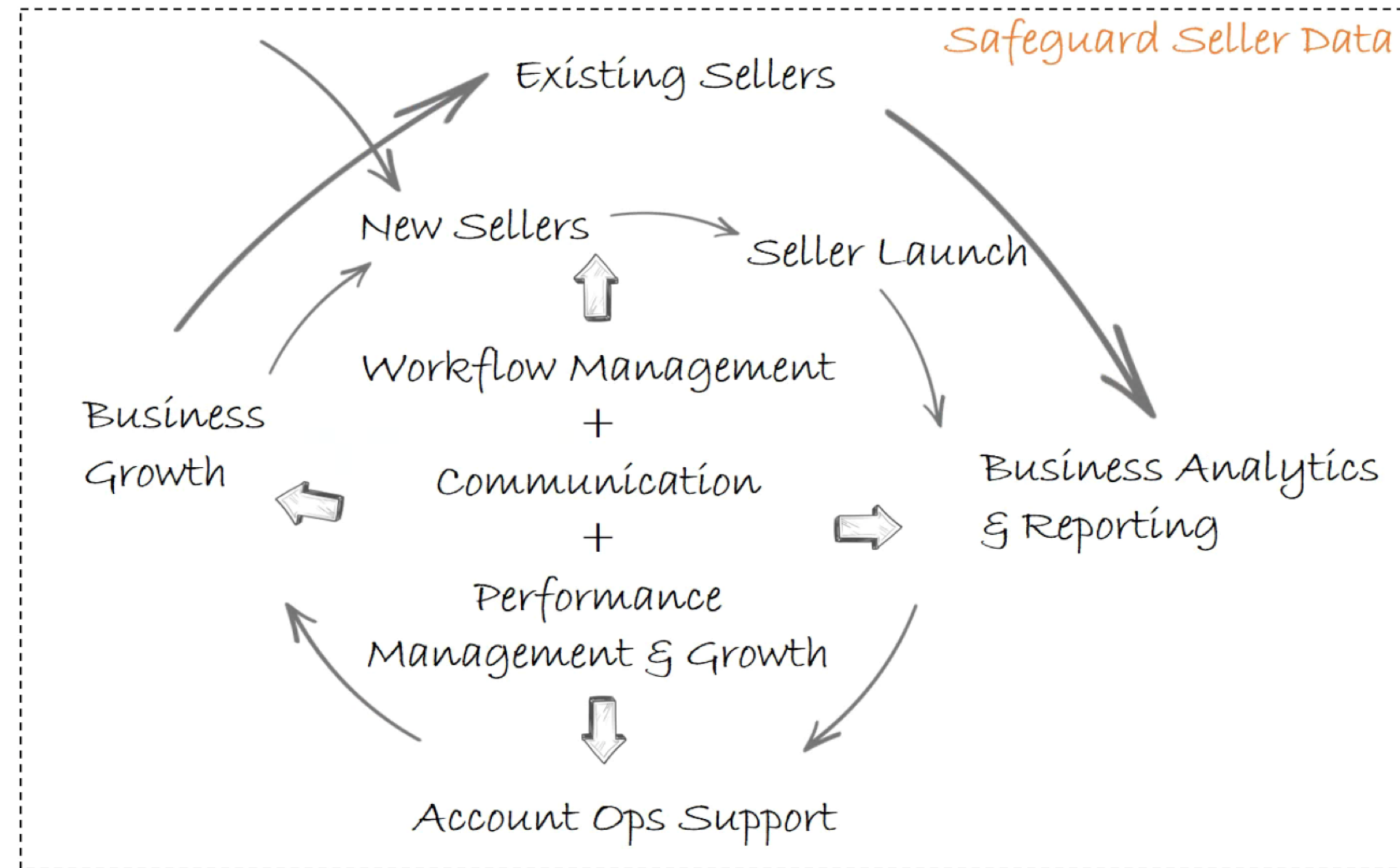
I have many tasks in a day but the most important are:

- Selling Partner Satisfaction
- Seller Growth

Day to Day Tasks

What do I do?

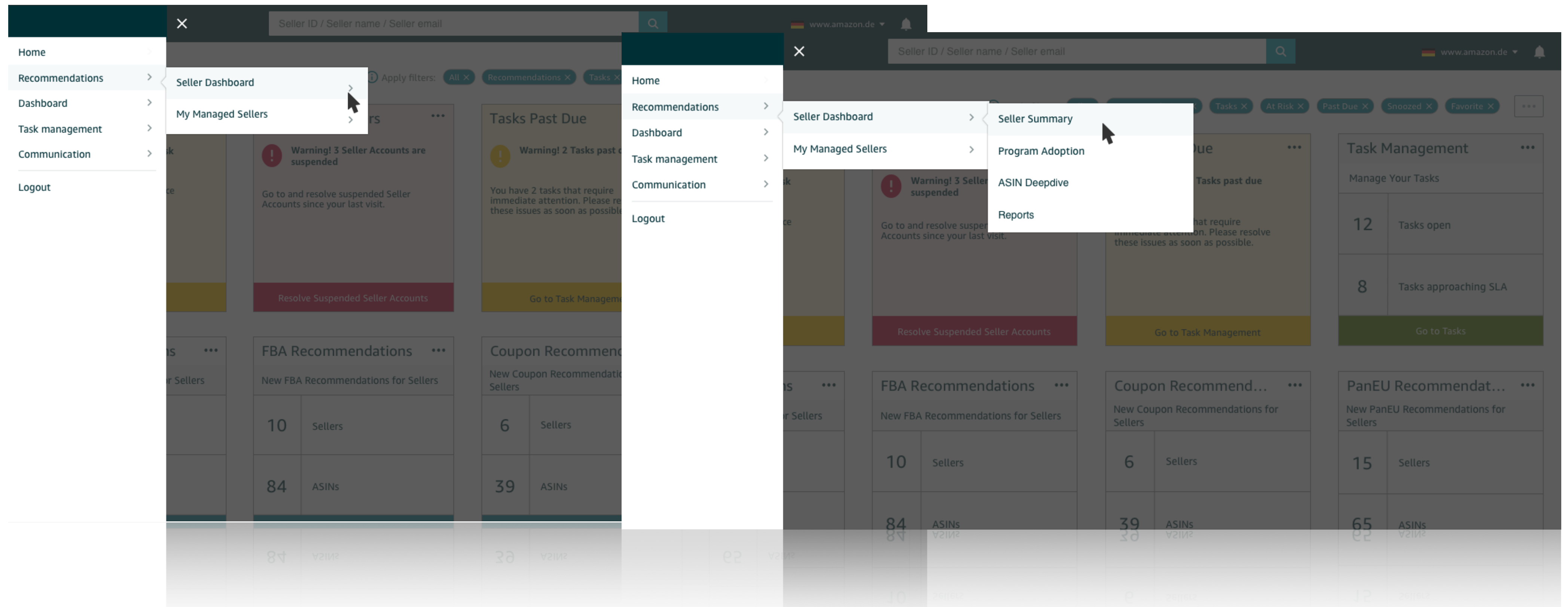
Account Management Central enables new and existing Sellers to perform daily tasks such as Seller launch, business growth, workflow management, and operational support.



My Workday

My Daily Tasks

At the start of my day, I open up AMC and go to the Seller Dashboard to look at my portfolio overview



Portfolio View

My Daily Tasks

I land on the portfolio overview which provides high level info of my managed portfolio. From here I can drill down into a single Seller account to deep dive on Account Health and other metrics that may help me to understand how an account is performing.

Seller Details	Status	Total SKUs (Inactive SKUs)	Open cases	Sales	ACoS	
Hendrix Inc.	✓ Normal	605(34)	826	EUR 5,000,000 (30%) ↑	12.06% (30 bps) ↑	
Dress Illy	⚠ Suspended	558(05)	727	EUR 5,000,000 (30%) ↑	No data	99.9% (300 bps) ↑
Festive Lights LTD.	⚠ At risk	958(32)	913	EUR 5,000,000 (30%) ↑	0.10% (300 bps) ↑	99.9% (300 bps) ↑
Fab Fit	⚠ At risk	105(23)	270	EUR 5,000,000 (30%) ↑	12.06% (30 bps) ↑	99.9% (300 bps) ↑
Leggings Depot	✓ Normal	946(74)	320	EUR 5,000,000 (30%) ↑	12.06% (30 bps) ↑	99.9% (300 bps) ↑
Faux Beau	⚠ Suspended	473(209)	906	EUR 5,000,000 (30%) ↑	0.10% (300 bps) ↑	99.9% (300 bps) ↑
Southern Fried Chicks Boutique	Terminated	20(20)	727	EUR 5,000,000 (30%) ↑	0.10% (300 bps) ↑	99.9% (300 bps) ↑
Ella Boutique	✓ Normal	9570(584)	512	EUR 5,000,000 (30%) ↑	12% (3000 bps) ↑	99.9% (300 bps) ↑
Holidayz	✓ Normal	306(37)	845	EUR 5,000,000 (30%) ↑	13% (10 bps) ↑	99.9% (300 bps) ↑
Shoe Outlet	✓ Normal	94(21)	832	EUR 5,000,000 (30%) ↑	12% (1000 bps) ↑	99.9% (300 bps) ↑
PS Technologies private limited	Terminated	8756(843)	827	EUR 5,000,000 (30%) ↑	0.10% (300 bps) ↑	99.9% (300 bps) ↑
Merrile Cans	✓ Normal	2504(0)	625	EUR 5,000,000 (30%) ↑	12% (3000 bps) ↑	99.9% (300 bps) ↑
Brass Co.	✓ Normal	1509(364)	303	EUR 5,000,000 (30%) ↑	13% (10 bps) ↑	99.9% (300 bps) ↑
Dowels & Towels	⚠ Suspended	9965(18)	835	EUR 5,000,000 (30%) ↑	12% (1000 bps) ↑	99.9% (300 bps) ↑
Fua Lamba	⚠ At risk	1573(76)	386	EUR 5,000,000 (30%) ↑	12.06% (30 bps)	99.9% (300 bps) ↑

Show more

Portfolio View

My Daily Tasks

Once I have drilled into a Single Seller Account I can see launched marketplaces, Sales Performance, Open Actions for Sellers and get Seller Feedback

The screenshot shows the Amazon Seller Central interface for a seller named Festive Lights LTD. The top navigation bar includes the Amazon AMC logo, a search bar for Seller ID / Seller name / Seller email, and the German locale (www.amazon.de). Below the navigation bar are tabs for Seller Summary, Program Adoption, ASIN Deepdive, and Reports. The main content area displays the seller's details, including MCID (3AFDAGAYRAHSOD), launch date (31-Mar-2019), registered email (sales@festivelights.com), registered phone (+49 30901820), primary contact (Davis Singer), and secondary contact (Dennis Foster). It also lists launched marketplaces: Asia and Australia, North and South America, and Europe. Below this are several performance metrics, each with a trend icon, a title, a value, and an expand/collapse button. The metrics are: Account Health (At Risk), Sales Performance (Ordered Product Sales (OPS) USD 10,000), Advertising (ACOS 12.3% (Last 7 Days)), Listing Status (Active SKUs 1000), Pricing (Buybox Win % 75% (Last 7 days)), Open Actions for Seller (No Data Cases), and Seller Feedback (Feedback Rating 4.5 LTD). The footer contains a 'Rate this page' link and copyright information for Amazon.com, Inc. or its affiliates.

amazon AMC Seller ID / Seller name / Seller email www.amazon.de

Seller Summary Program Adoption ASIN Deepdive Reports

Festive Lights LTD.

MCID: 3AFDAGAYRAHSOD
Launch Date: 31-Mar-2019

Registered Email : sales@festivelights.com
Registered Phone no : +49 30901820

Primary contact : Davis Singer sales@festivelights.com +49 30901826

Secondary contact: Dennis Foster info@festivelights.com +91 992918190

Launched Marketplaces :
Asia and Australia North and South America Europe

Account Health Account Status **At Risk** Collapse

Sales Performance Ordered Product Sales (OPS) USD 10,000 Expand

Advertising ACOS 12.3% (Last 7 Days) Expand

Listing Status Active SKUs 1000 Expand

Pricing Buybox Win % 75% (Last 7 days) Expand

Open Actions for Seller No Data Cases Expand

Seller Feedback Feedback Rating 4.5 LTD Expand

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Seller Summary View

My Daily Tasks

I expand the Account Health section, I notice the ODR is too high. I pick up the phone and call them to understand what's happening and how I can advise them.

The screenshot shows the Amazon Seller Summary View for Festive Lights LTD. The page includes a header with the Amazon AMC logo, a search bar for Seller ID / Seller name / Seller email, and a navigation menu with tabs for Seller Summary, Program Adoption, ASIN Deepdive, and Reports. The main content area displays the seller's details, including MCID (3AFDAGAYRAHSOD), Launch Date (31-Mar-2019), Registered Email (sales@festivelights.com), Registered Phone no (+49 30901820), Primary contact (Davis Singer, sales@festivelights.com, +49 30901826), and Secondary contact (Dennis Foster, info@festivelights.com, +91 992918190). It also lists Launched Marketplaces: Asia and Australia, North and South America, and Europe. Below this, there are several sections with expandable/collapsible options: Account Health (At Risk), Sales Performance (USD 10,000), Advertising (ACOS 12.3% Last 7 Days), Listing Status (Active SKUs 1000), Pricing (Buybox Win % 75% Last 7 days), Open Actions for Seller (No Data Cases), and Seller Feedback (Feedback Rating 4.5 LTD). The footer contains a 'Rate this page' link and copyright information for Amazon.com, Inc. or its affiliates.

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Launched Marketplaces :
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Account Health Account Status
At Risk Collapse

Sales Performance Ordered Product Sales (OPS)
USD 10,000 Expand

Advertising ACOS
12.3% (Last 7 Days) Expand

Listing Status Active SKUs
1000 Expand

Pricing Buybox Win %
75% (Last 7 days) Expand

Open Actions for Seller No Data Cases Expand

Seller Feedback Feedback Rating
4.5 LTD Expand

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Seller Summary View

My Daily Tasks

I expand the Account Health section, I notice the Order Defect Rate is too high. I pick up the phone and call them to understand what's happening and how I can advise them.

Order defect rate can be caused by many issues:

- Late response to buyer questions
- Missing parts
- Customer service dissatisfaction

amazon AMC Seller ID / Seller name / Seller email www.amazon.de

Seller Summary Program Adoption ASIN Deepdive Reports

Festive Lights LTD.

MCID: 3AFDAGAYRAHSOD
Launch Date: 31-Mar-2019

Registered Email : sales@festivelights.com
Registered Phone no : +49 30901820

Primary contact : Davis Singer sales@festivelights.com +49 30901826

Secondary contact: Dennis Foster info@festivelights.com +91 992918190

Launched Marketplaces :
Asia and Australia North and South America Europe

Account Health Account Status At Risk Collapse

Customer Service Performance		
	Amazon	Seller
ODR	0.05%	2%
A-z Claim	0.05%	1%
-ve Feedback	0.05%	1%
Chargeback	0.05%	1%

Policy Violations	
Fulfilled Amazon & Seller	
Suspected Intellectual Property Violations	10
Received Intellectual Property Complaints	10
Product Authenticity Customer Complaints	10
Product Condition Customer Complaints	10

Shipping Performance	
LDR	3.1%
PFCR	1.1%
VTR	1.1%

Sales Performance Ordered Product Sales (OPS) USD 10,000 Expand

Advertising ACOS 12.3% (Last 7 Days) Expand

Listing Status Active SKUs 1000 Expand

Pricing Buybox Win % 75% (Last 7 days) Expand

Open Actions for Seller No Data Cases Expand

Seller Feedback Feedback Rating 4.5 LTD Expand

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Seller Account Health

My Daily Tasks

How can I help the Festive Lights?

There are many options Markus can choose from to advise the Seller. There are a few things Markus and the Seller can work together to do, to improve performance.

Markus advises the seller to:

- Double-check inventory to ensure all pieces are included, to improve accuracy
- Check daily email in our Seller account frequently and reply to messages within 24 hours
- Offer the Seller FBA (Fulfillment by Amazon Shipping - An Amazon Program Recommendation Offering) and connect them with FBA onboarding them to improve their return process and improve customer satisfaction ratings.

amazon AMC Seller ID / Seller name / Seller email www.amazon.de

Seller Summary Program Adoption ASIN Deepdive Reports

Festive Lights LTD.

MCID: 3AFDAGAYRAHSOD
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Launched Marketplaces :
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Account Health Account Status **At Risk** Collapse

Customer Service Performance		
	Amazon	Seller
ODR	0.05%	2%
A-z Claim	0.05%	1%
-ve Feedback	0.05%	1%
Chargeback	0.05%	1%

Policy Violations	
Fulfilled Amazon & Seller	
Suspected Intellectual Property Violations	10
Received Intellectual Property Complaints	10
Product Authenticity Customer Complaints	10
Product Condition Customer Complaints	10

Shipping Performance	
LDR	3.1%
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VTR	1.1%

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Open Actions for Seller No Data Cases Expand

Seller Feedback Feedback Rating 4.5 LTD Expand

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Understanding Business Performance

My Daily Tasks

I want to understand the business performance, trend over different time periods. I can analyze metrics such as; Ordered Product Sales, Percent changes, and units sold over 7 Days, 30 Days, or Trending 12 Months.

This gives me insight into how the account is performing. Based on the metrics

The screenshot shows the Amazon Seller Central interface for 'Festive Lights LTD.'. At the top, there's a navigation bar with the Amazon logo, 'amazon AMC', a search bar for 'Seller ID / Seller name / Seller email', and a language selector for 'www.amazon.de'. Below the navigation bar are tabs for 'Seller Summary', 'Program Adoption', 'ASIN Deepdive', and 'Reports'. The main content area is titled 'Festive Lights LTD.' and contains several sections:

- Account Information:** MCID: 3AFDAGAYRAHSOD, Launch Date: 31-Mar-2019, Registered Email: sales@festivelights.com, Registered Phone no: +49 30901820, Primary contact: Davis Singer (sales@festivelights.com, +49 30901826), Secondary contact: Dennis Foster (info@festivelights.com, +91 992918190).
- Launched Marketplaces:** Asia and Australia (India, UAE), North and South America (Canada, Mexico, USA), Europe (Spain, UK).
- Account Health:** Shows 'At Risk' status with a yellow triangle icon and a 'Collapse' link.
- Sales Performance:** A table showing metrics for 'Ordered Product Sales (OPS)' and 'FBA OPS' over 'Last 7 Days', 'Last 30 Days', and 'T12M'. The table includes columns for the metric, the value for each period, and the percentage change.
- Advertising:** Shows 'ACOS 12.3% (Last 7 Days)' with an 'Expand' link.

Metric	Last 7 Days	Last 30 Days	T12M
Ordered Product Sales (OPS)	USD 10,000	USD 45,000	USD 100,000,000,000
% Change	+30%	+34%	+33%
Units	10	100	1000
% Change	+10%	-5%	00%
FBA OPS	USD 10,000	USD 45,000	USD 100,000,000,000
% Change	+30%	+34%	+33%
FBA Units	10	100	100
% Change	+30%	+34%	+33%

Reviewing Advertising Metrics

My Daily Tasks

I can drill down into advertising metrics to compare advertising spend, sales, and other metrics specific to ads and Sponsored Products Sales for listed items under the Seller Summary for Festive Lights.

The screenshot shows the Amazon Seller Central interface for 'Festive Lights LTD.'. At the top, there's a navigation bar with the Amazon logo, 'AMC', and a search bar. Below the navigation bar, there are tabs for 'Seller Summary', 'Program Adoption', 'ASIN Deepdive', and 'Reports'. The main content area is titled 'Festive Lights LTD.' and includes contact information, registered email, and phone number. It also shows 'Launched Marketplaces' with flags for India, Canada, and Europe. Below this, there are sections for 'Account Health' (At Risk), 'Sales Performance' (USD 10,000), and 'Advertising' (ACOS 12.3%). The 'Advertising' section contains a table with metrics for the last 7, 30, and 90 days.

Metric	Last 7 Days	Last 30 Days	Last 90 Days
Advertising Sales	USD 10,000	USD 45,000	USD 100,000,000,000
Change in Advertising Sales	+30%	+34%	+33%
Advertising Spends	10	100	1000
Change in Advertising Spends	+10%	-5%	00%
Advertising Cost of Sales (ACoS)	USD 10,000	USD 45,000	USD 100,000,000,000
Change in ACoS	+30%	+34%	+33%
Clicks	10	100	100
Change in Clicks	+30%	+34%	+33%
Cost Per Click (CPC)	USD 10,000	USD 45,000	USD 100,000,000,000
Change in CPC	+30%	+34%	+33%
Impressions	10	100	1000
Change in Impressions	+10%	-5%	00%

Reviewing Advertising Metrics

My Daily Tasks

I can also access Pricing information, open cases overview, and Listing status, Seller feedback for Festive Lights.

The screenshot displays the Amazon Seller Central interface for 'Festive Lights LTD.'. The top navigation bar includes the Amazon logo, 'AMC', a search bar for Seller ID/Name/Email, and the website URL 'www.amazon.de'. Below the navigation are tabs for 'Seller Summary', 'Program Adoption', 'ASIN Deepdive', and 'Reports'. The main content area is divided into several sections:

- Account Information:** MCID: 3AFDAGAYRAHSOD, Launch Date: 31-Mar-2019. Registered Email: sales@festivelights.com, Registered Phone no: +49 30901820. Primary contact: Davis Singer (sales@festivelights.com, +49 30901826). Secondary contact: Dennis Foster (info@festivelights.com, +91 992918190).
- Launched Marketplaces:** Asia and Australia, North and South America, Europe.
- Account Health:** Status is 'At Risk'.
- Sales Performance:** Ordered Product Sales (OPS) USD 10,000.
- Advertising:** ACOS 12.3% (Last 7 Days).
- Listing Status:** Active SKUs 1000.
- Pricing:** Buybox Win % 75% (Last 7 days).
- Open Actions for Seller:** No Data Cases.
- Seller Feedback:** Feedback Rating 4.5 LTD.

Below the main dashboard, there are detailed views for 'Listing Status' and 'Pricing'.

Listing Status

Metric	Overall	MFN	FBA
Active SKUs	853	0.95%	2.15%
Inactive SKUs	674	0.52%	3.45%
Out of Stock SKUs	957	3.26%	2.12%
Suppressed ASINs	456	2.68%	2.12%
Suppressed Contribution	129	1.75%	0.41%

Pricing

Metric	Last 7 Days	Last 30 Days	Last 1 Year
Buy Box Win	12%	0.64%	0.87%
Change in Buy Box Win	+3%	3.86%	3.52%
Sales Conversion	17%	3.62%	2.36%
Change in Sales Conversion	N/A	2.22%	0.67%

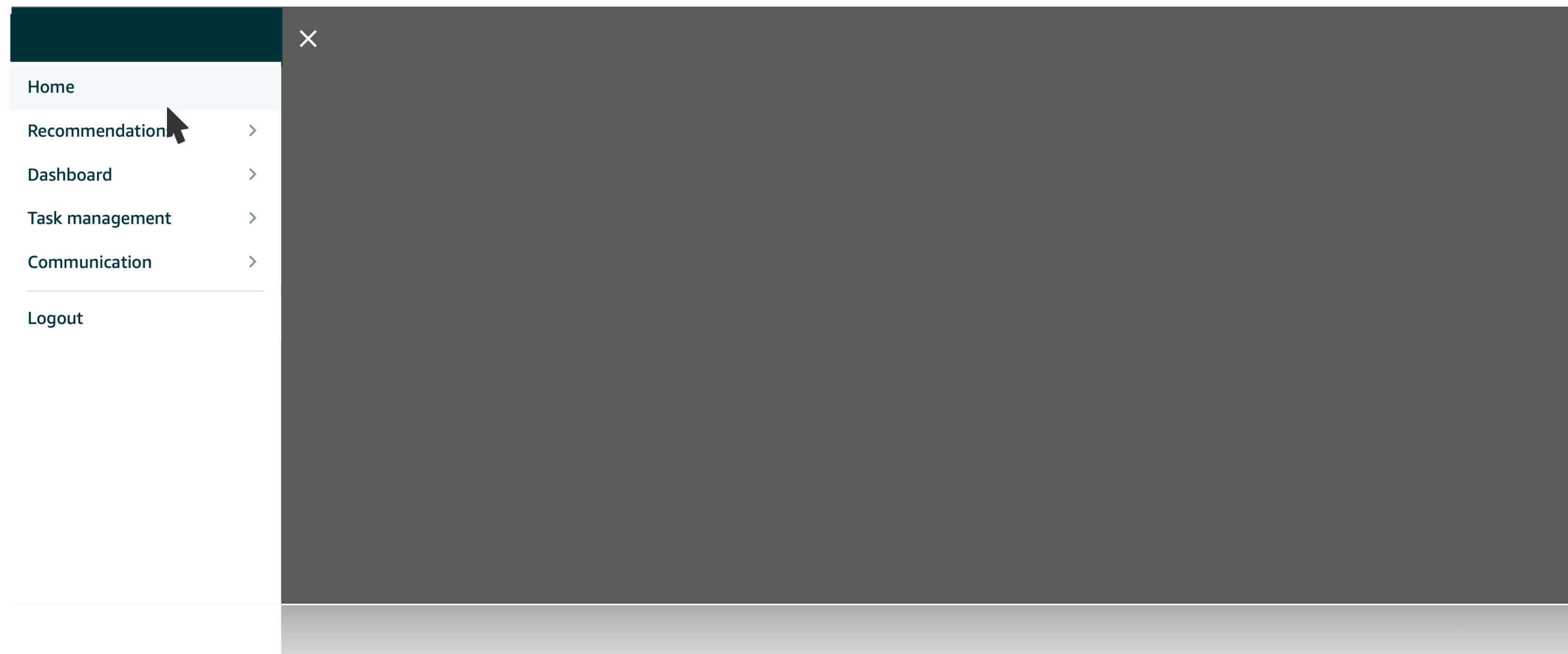
Open Actions for Seller

Metric	Last 7 Days
Unshipped Orders	267
Guaranteed Unshipped Orders	862
Prime Unshipped Orders	823
Pending Orders	624
A-Z Claims	151
Cases	942
Buyer Messages	425

Analyzing Program Recommendations

My Daily Tasks

I want to go back to the homepage to understand which Program Recommendation has the highest potential for Sellers, I click the hamburger menu in the header and navigate to the Account Management Central homepage by Clicking “**Home**”



Program Recommendations

My Daily Tasks

Account Management Central Home is an action center allowing me to understand actions to drive towards a particular application. In the first launch (P0) of the AMC Homepage, Program Recommendations are toggled by default and are the first cards to be prioritized as part of the MLP that launched in Jan of 2021.

Note: A tried and tested UI

Based on user feedback (conducted by UX) from AM Bar Raisers, we have landed on focusing the Homepage as a cards-based “action center” similar to the Amazon Seller Central. AM Bar Raisers emphasized the Homepage should provide focus and allow Account Managers to easily understand what action to drive toward a particular application. Cards will show the AM what actions need to be taken, critical and error status accounts, tasks approaching due date, program recommendations and more.

The screenshot displays the Amazon Account Management Central (AMC) dashboard. At the top, there is a navigation bar with the Amazon logo, the text 'amazon AMC', a search bar for 'Seller ID / Seller name / Seller email', and a language selector for 'www.amazon.de'. Below the navigation bar, a welcome message reads 'Welcome back Nelle' with a refresh icon and a link to the 'AMC Dashboard'. A filter bar shows 'Apply filters: All Recommendations x Tasks + At Risk + Past Due + Snoozed + Favorite +'. The main content area features three recommendation cards: 'SP Recommendations' (4 Sellers, 70 ASINs), 'FBA Recommendations' (10 Sellers, 84 ASINs), and 'Coupon Recommendations' (6 Sellers, 39 ASINs). Each card includes a 'View' button at the bottom.

Category	Sellers	ASINs
SP Recommendations	4	70
FBA Recommendations	10	84
Coupon Recommendations	6	39

Program Recommendations

My Daily Tasks

In the longer term, more cards will be provided to me that surface different types of data and Program Recommendations.

Cards can surface with multiple types of program recommendations, information, and data such as;

- Accounts at risk
- Tasks past due
- Seller performance
- New Program Recommendations
- New AMC Features
- News and Events

The screenshot displays the Amazon AMC dashboard for user Nelle. The dashboard features a top navigation bar with the Amazon AMC logo, a search bar for Seller ID / Seller name / Seller email, and a language selector for Germany (www.amazon.de). Below the navigation bar, there is a welcome message and a filter bar with options: All, Recommendations, Tasks, At Risk, Past Due, Snoozed, and Favorite. The main content area is organized into a grid of cards:

- Sellers at Risk:** 6 at Risk Accounts. At Risk! 6 Seller Accounts are at risk. View Seller Accounts at risk since your last visit. View at Risk Sellers.
- Suspended Sellers:** 3 Sellers Suspended. Warning! 3 Seller Accounts are suspended. Go to and resolve suspended Seller Accounts since your last visit. Resolve Suspended Seller Accounts.
- Tasks Past Due:** 2 Past Due Tasks. Warning! 2 tasks are past due. You have 2 tasks that require immediate attention. Please resolve these issues as soon as possible. Go to Task Management.
- Task Management:** Manage Your Tasks. 12 Tasks open. 8 Tasks approaching SLA. Go to Tasks.
- SP Recommendations:** New SP Recommendations for Sellers. 4 Sellers. 70 ASINs. View SP Recommendations.
- FBA Recommendations:** New FBA Recommendations for Sellers. 10 Sellers. 84 ASINs. View FBA Recommendations.
- Coupon Recommendations:** New Coupon Recommendations for Sellers. 6 Sellers. 39 ASINs. View Coupon Recommendations.
- PanEU Recommendations:** New PanEU Recommendations for Sellers. 15 Sellers. 65 ASINs. View Pan EU Recommendations.
- RIM Recommendations:** New RIM Recommendations for Sellers. 24 Sellers. 49 ASINs. View RIM Recommendations.
- SOA Sellers Performance:** WOW +30%. Number of Sellers: 55. Sales in the last 7 days: 100,000. Trailing 1 Month: 400,000. Trailing 12 Months: 4,800,000. ** Last Update **: 9/10/2020. View SOA Sellers' Performance.
- FBA Performance:** WOW +45%. Number of Sellers: 31. Sales in the last 7 days: 50,000. Trailing 1 Month: 200,000. Trailing 12 Months: 2,400,000. ** Last Update **: 9/18/2020. View FBA Sellers' Performance.

At the bottom of the dashboard, there is a footer with a link to Rate this page and copyright information: © 1999-2020, Amazon.com, Inc. or its affiliates.

Account Management Central Recommendations Module

Business Goals of the AMC Tenant Application

Recommendation is a tenant application on Account Management Central (AMC) that will consolidate new and existing and program recommendations to sellers. The vision of AM Central is a “One-Stop Shop” that features Seller prioritization and insight generation logic.

These features will be presented with interactive views to Account Managers worldwide. The vision is to make Recommendation the single solution for Account Managers as they guide Sellers towards their (individualized) next steps to selling on Amazon and driving business growth. As AMs and Sellers are onboarded to the new suite of AMC products, existing programs and scrappy solutions will be depreciated and all Seller facing and AM internal tools will be iteratively improved over multiple product iterations. This will streamline all of Amazon’s seller facing tools and services provided to AMs and Sellers alike.

Account Management Central Recommendations Module

My Daily Tasks

I can click on any card from the Home page to drill down into a list of single Seller Accounts or Program Recommendations. Markus has clicked on the FBA Recommendations card to drill down into FBA recommendations for Festive Lights. From here he can see all ASIN level metrics and recommendations; including the status of current recommendations.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with the Amazon logo and 'AMC'. A search bar contains 'Seller ID / Seller name / Seller email'. Below this, a welcome message says 'Welcome back Nelle' with a breadcrumb trail: 'Home > Prime FBA > Single Seller Deep Dive'. The main heading is 'Recommendations Dashboard' with a refresh icon. Below the heading, it says 'Seller - [Festive Lights] Astro Link'. A search filter is set to 'ASIN' with '+10' results. The main content is a table with columns: ASIN, ASIN Description, Marketplace, 30 Day Page View, 30 Day Units Ordered, Buy Box Percentage, Ordered Product Sales, and Recommendation Status. The table lists 11 ASINs with their respective metrics and recommendation statuses. At the bottom of the table, there is a 'Show More' link. Below the table, there are three buttons: 'Download Report', 'Provide Feedback', and 'Email Recommendation'.

ASIN	ASIN Description	Marketplace	30 Day Page View	30 Day Units Ordered	Buy Box Percentage	Ordered Product Sales	Recommendation Status
B005BP5UCM	HAYATA C7 Bulbs Christmas Lights 50...	DE	360	808	388	300	New
B000Z4RJ3W	Magittec 300 LED Curtain String Light...	DE	836	598	884	781	Not Pitched
B00107Y1HS	Outdoor String Lights Commercial Grade...	DE	472	569	781	151	New
B005ITOJ9Q	OneBridge Led Strip Lights 32.8ft 10m...	DE	318	352	220	343	Rejected
B000FV8ML8	LED Strip Lights,16.4ft/5M LE...	DE	611	12	534	315	Accepted
B001LV4J2M	KAQ 39Ft Upgraded Oversize Lamp Bea...	DE	655	941	481	564	Accepted
B078SDMLL1	Twinkle Star 300 LED Window Curtain...	DE	418	635	780	166	Pending
B00U37CWFG	Brightown Outdoor String Lights-25Ft...	DE	115	502	697	730	Overdue
B006NXSKFU	LE 306 LED Curtain Lights 9.8 x 9.8 ft...	DE	231	869	204	629	Rejected
B0001HNEM	Brightown Outdoor String Lights-25Ft...	DE	630	615	539	952	New

Account Management Central Recommendations Module

My Daily Tasks

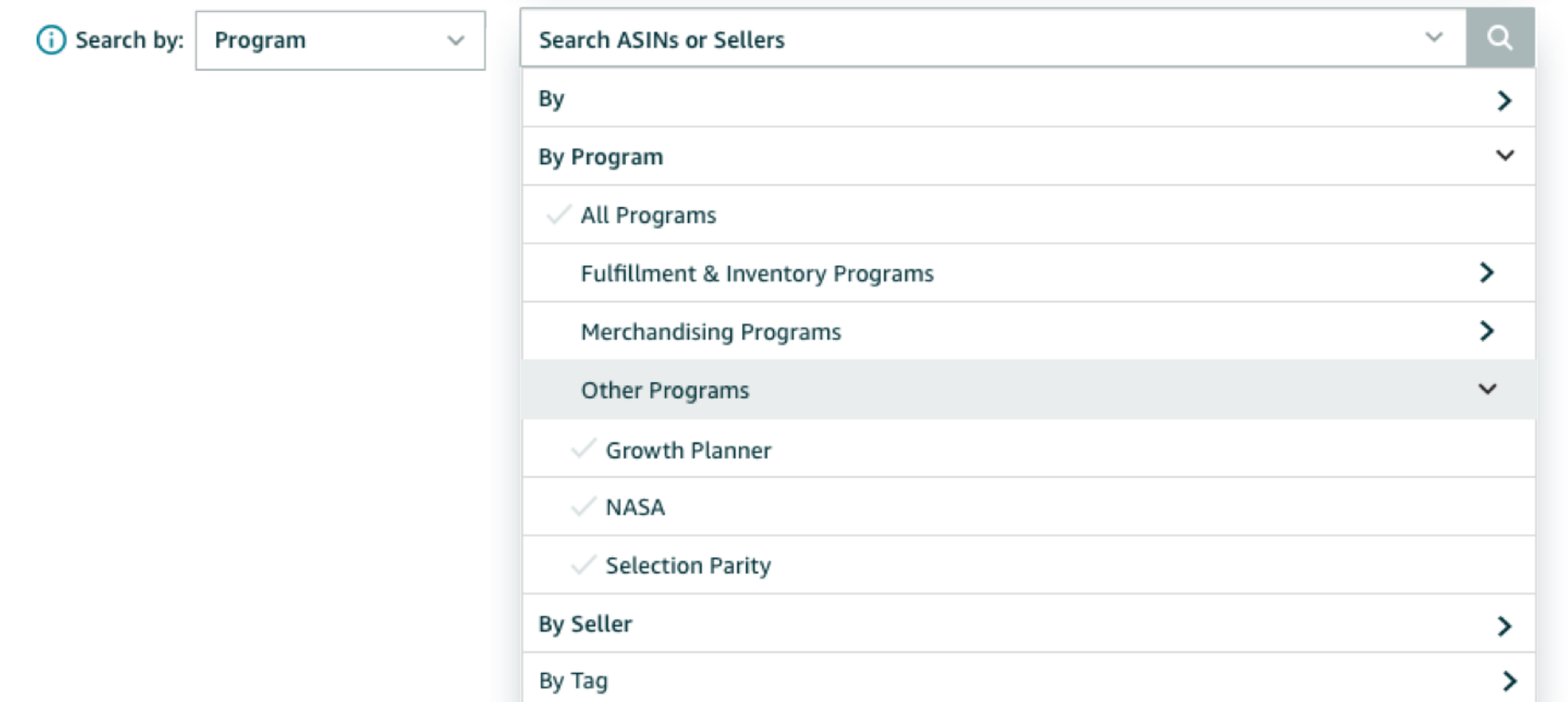
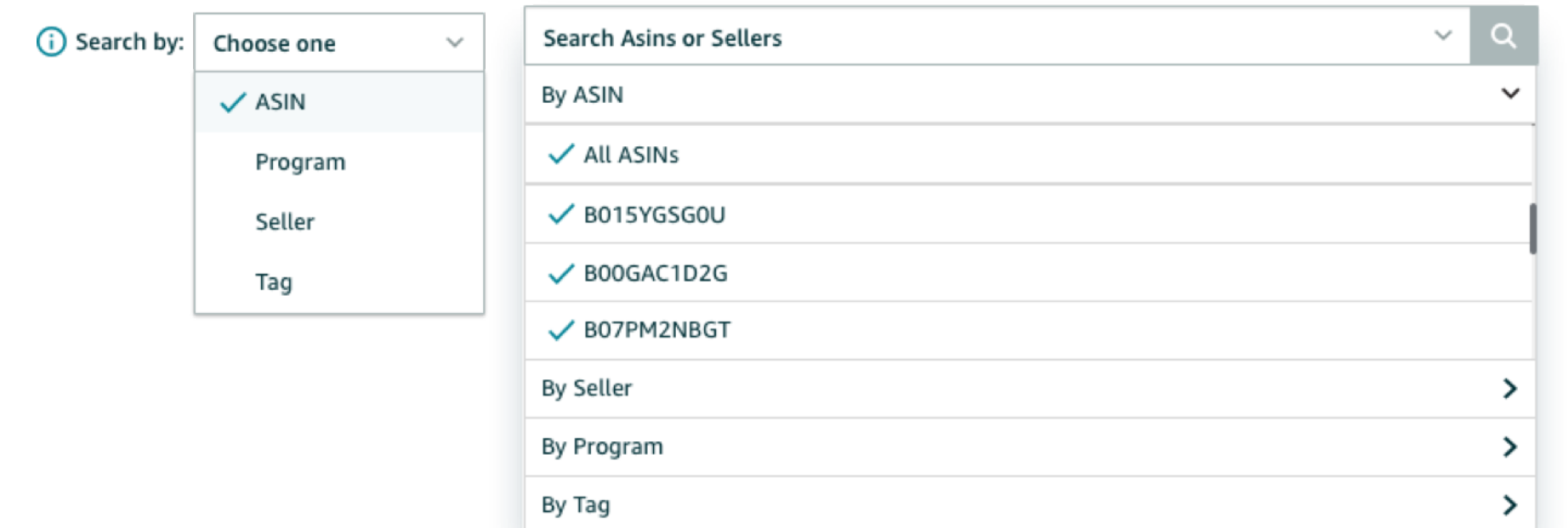
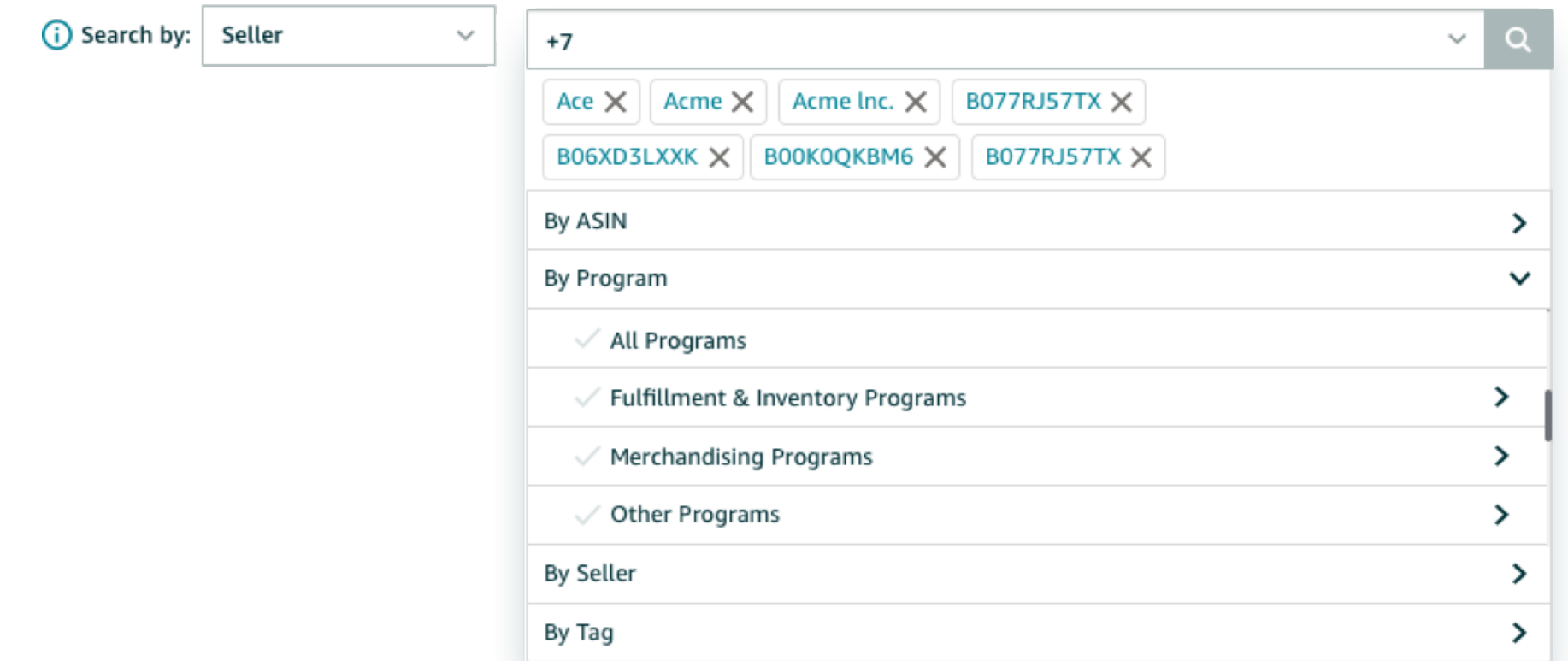
I can search by ASIN, Program, Seller, and Tags with our initiative multi-select combo box. Enabling filter tags make it easy to drill down into Seller or program information by quickly editing your search on the fly.

The screenshot displays the Amazon Account Management Central (AMC) interface. At the top, there is a navigation bar with the Amazon logo and 'AMC' text. A search bar is located in the top right corner, containing the text 'Seller ID / Seller name / Seller email'. Below the navigation bar, a welcome message reads 'Welcome back Nelle' with a home icon and a breadcrumb trail 'Home > Program Recommendations'. The main heading is 'Recommendations Dashboard' with a refresh icon and a sub-heading 'Seller - [Seller Name]'. A search filter is active, showing 'Search by: Choose one' with a dropdown menu open. The dropdown menu lists four options: 'ASIN', 'Program', 'Seller' (which is selected and has a checkmark), and 'Tag'. To the right of the dropdown is a search input field with the placeholder text 'Search Asins or Sellers' and a search icon. Below the search bar is a table with multiple rows and columns, representing search results. The table has a header row and several data rows, each with a checkbox on the left and various data fields. At the bottom of the page, there is a footer with a 'Rate this page' link and copyright information: '© 1999-2020, Amazon.com, Inc. or its affiliates'.

AMC Recommendations Search

A Feature Deep Dive

Multi-select combo boxes allow me to search by multiple data types and categories at one time. If I drill too far down, editing Search tags and categories is as easy as clicking the “X” on an individual tag. Alternatively, the I can click “Clear search, as shown in the full implementation example on the previous screen.



AMC Recommendations Filtering

A Feature Deep dive

I can filter based on what I want to see. In multi-Seller or multi-ASIN view(s), once I've drilled down at a Seller or ASIN level, I can further refine filters by Recommendation Status, Seller or ASIN type or Program Adoption Status.

The screenshot displays the Amazon AMC Recommendations Dashboard. A 'Filters' modal window is open, allowing users to refine their search. The modal is divided into several sections:

- Marketplace:** A list of countries with checkboxes: CA, DE, ES, FR, IT, JP, MEX, UK, US.
- Recommendation Status:** A list of statuses with checkboxes: Accepted, Adopted, New, Not Pitched, Pending, Pitched, Rejected.
- Seller Type:** A list of seller types with checkboxes: Brand Owner, Others, Reseller.
- Program Adoption Status:** A list of program types with radio buttons: A+ (selected), B2B Enabled, Coupon, Deal, FBA, Pan EU, SFP, Sponsored Products. There are also 'Y' and 'N' options.
- Metric Filters:** A section for filtering metrics. The 'OPS In Home Currency' metric is selected. A dropdown menu is open, showing options: 'Choose One', 'Is Greater than', 'Is Less than', 'Is Equal to', and 'Custom Range'. The 'Numerical Range' field is set to '1,000' and the 'Duration' is set to 'Trending Twelve Months'.

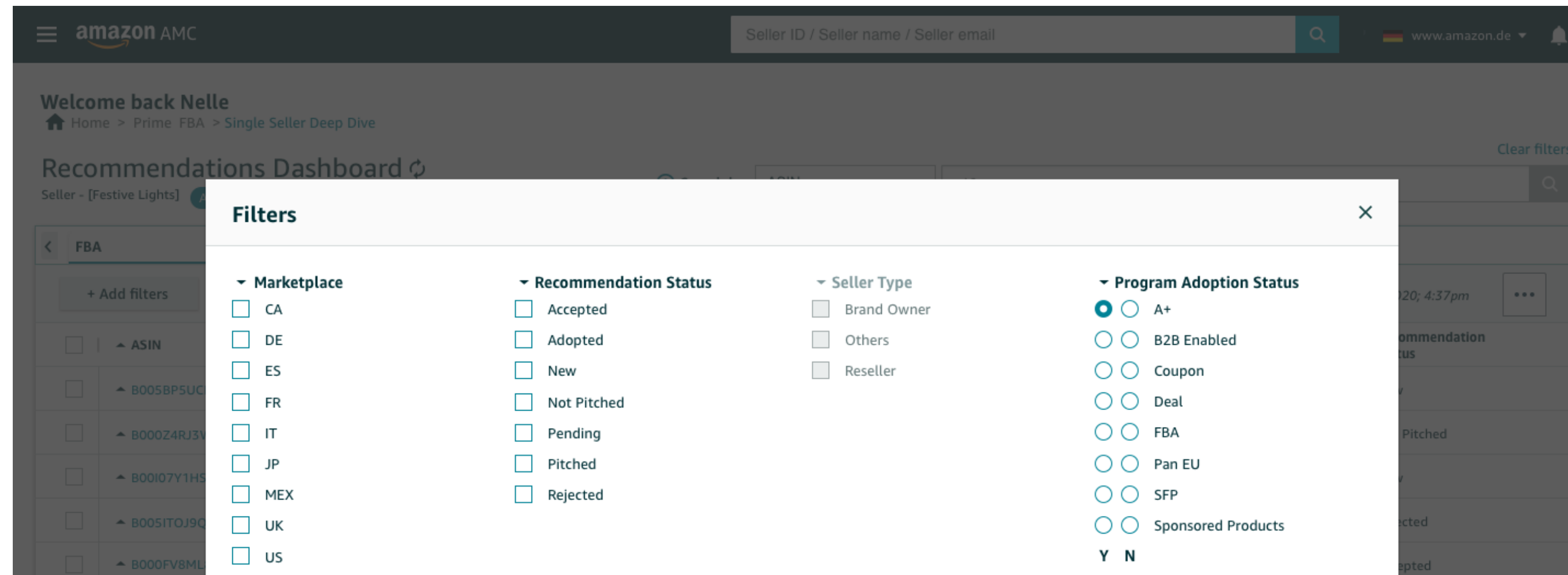
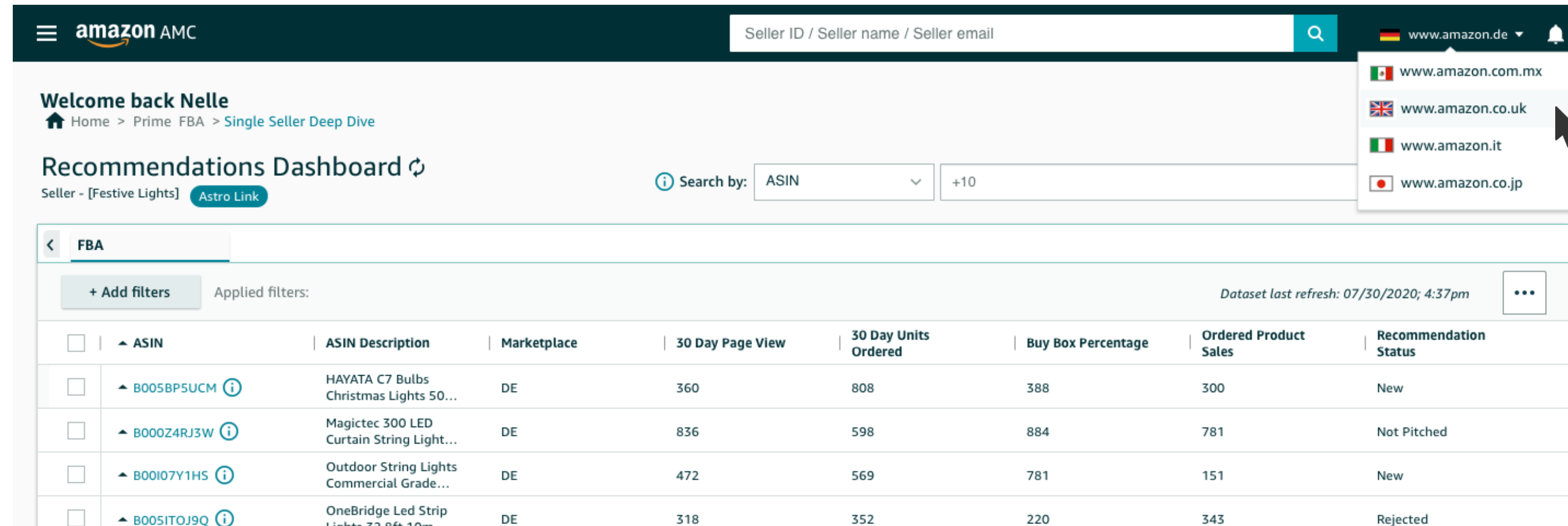
At the bottom of the modal, there are three buttons: 'Clear All Filters', 'Cancel', and 'Apply Filters'.

AMC Marketplace Switcher

A Feature Deep Dive

If I manage Seller accounts in multiple territories, I can switch marketplaces by using the Marketplace switcher or filter menu overlay by Clicking **+Add Filters** to refine results by other metric types specific to the ASIN or Seller and marketplace(s) I select.

There are two ways to select or switch marketplaces. One is in the AMC Header, the other by applying region specific marketplace filtering criteria to the tabular data with the Add Filters ui button.



AMC ASIN Expander

A Feature Deep Dive

I can see all ASIN details for Festive Lights by clicking the carat expander between the checkbox and ASIN number.

Why did we make this choice? This table style was something we had to create specifically for Account Management Central, as Amazon's basic table styles in the UI toolkit weren't complex enough for our needs. We needed a scalable table that allowed for expansion of table metrics without horizontal scrolling.

Metrics given per Program and Seller change, different user types need to see and interact with metrics or customize what is shown in our UI tables for reporting purposes.

Note: To avoid horizontal scrolling due to the amount of metrics that can be shown by program and ASIN we had to extend our tables to handle our complex use cases. Responsive considerations have been taken as the UI is scaled from P0 implementation throughout multiple iterations so we can maintain consistency and alignment with our web responsive UI and native mobile apps coming in 2022.

The screenshot shows the Amazon AMC Recommendations Dashboard. At the top, there's a navigation bar with the Amazon logo and 'AMC' text. A search bar contains 'Seller ID / Seller name / Seller email'. Below the navigation, a welcome message says 'Welcome back Nelle' with a breadcrumb trail: 'Home > Prime FBA > Single Seller Deep Dive'. The main heading is 'Recommendations Dashboard' with a search filter set to 'Asin' and '+10' items. A 'Clear filters' link is visible. The table below has columns for ASIN, ASIN Description, Marketplace, 30 Day Page View, 30 Day Units Ordered, Buy Box Percentage, Ordered Product Sales, and Recommendation Status. The row for ASIN B000FV8ML8 is selected and expanded to show a detailed profile with various metrics and checkboxes for each. At the bottom, there are buttons for 'Download Report', 'Provide Feedback', and 'Email Recommendation'.

ASIN	ASIN Description	Marketplace	30 Day Page View	30 Day Units Ordered	Buy Box Percentage	Ordered Product Sales	Recommendation Status
<input type="checkbox"/> B005BP5UCM	HAYATA C7 Bulbs Christmas Lights 50...	DE	390	360	388	300	New
<input type="checkbox"/> B000Z4RJ3W	Magitex 300 LED Curtain String Light...	DE	93	836	884	781	Not Pitched
<input type="checkbox"/> B00107Y1H5	Outdoor String Lights Commercial Grade...	DE	269	472	781	151	New
<input type="checkbox"/> B005ITOJ9Q	OneBridge Led Strip Lights 32.8ft 10m...	DE	492	318	220	343	Rejected
<input checked="" type="checkbox"/> B000FV8ML8	Tropical Oasis - Premium Ionized Plant Based Trace...	DE	608	611	534	315	Accepted
- ASIN Profile Metrics							
ASIN	B000FV8ML8	4 or More Images? Yes/ No	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Product Type	Supplement	
ASIN Description	Tropical Oasis - Premium Ionized Plant Based Trace...	A+ ASIN Content? Yes/ No	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	UCB Link	Link	
Recommendation Status	New	ASIN Search Keywords? Yes/ No	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	SP Enabled ASIN Content	132.00	
30 Day Page View	0.00	More than 5 Reviews? Yes/ No	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	SP Clicks	6849.0	
30 Day Units Ordered	0.00	ASIN Bullets on Detail Page? Yes/ No	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	SP Impressions	23181743.00	
Traffic to Sales Ratio	0%	Prime Shipping Available? Yes/ No	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	SP Impressions	3740.59	
Ordered Product Sales	0.00	End of Week Inventory? Yes/ No	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>			
<input type="checkbox"/> B001LV4J2M	KAQ 39Ft Upgraded Oversize Lamp Bea...	DE	278	941	481	564	Accepted
<input type="checkbox"/> B078SDMLL1	Twinkle Star 300 LED Window Curtain...	DE	52	635	780	166	Pending
<input type="checkbox"/> B00U37CWFG	Brightown Outdoor String Lights-25Ft...	DE	425	502	697	730	Overdue
<input type="checkbox"/> B006NXSKFU	LE 306 LED Curtain Lights 9.8 x 9.8 ft...	DE	958	869	204	629	Rejected
<input type="checkbox"/> B00011HNEM	Brightown Outdoor String Lights-25Ft...	DE	394	615	539	952	New

AMC Header Row Metrics

A Feature Deep Dive

I can see sort and refine header row metrics by clicking on the table overflow menu. This is especially helpful in the creation of custom reports and metric downloads to share with the Seller and AM team(s).

Note: Once header row metrics are edited from their default state the overflow icon remains in an active toggle state to remind the AM that the header row has been changed from its default setting.

The image displays three screenshots of the Amazon AMC Recommendations Dashboard, illustrating the process of customizing header row metrics. The top screenshot shows the default state with metrics like ASIN, ASIN Description, Marketplace, 30 Day Page View, 30 Day Units Ordered, and Buy Box Percentage. The middle screenshot shows the overflow menu open, displaying a list of available metrics such as ASIN, ASIN Description, Currency, 30 Day Page View, 30 Day Unit Session Percentage, 30 Day Units Ordered, Buy Box Percentage, Ordered Product Sales, and Recommendation Status. The bottom screenshot shows the dashboard after the header row metrics have been customized to include ASIN, ASIN Description, Currency, 30 Day Page View, and 30 Day Units Session Percentage. The overflow icon remains active in all screenshots.

ASIN	ASIN Description	Marketplace	30 Day Page View	30 Day Units Ordered	Buy Box Percentage
B005BP5UCM	HAYATA C7 Bulbs Christmas Lights 50...	DE	360	808	388
B000Z4RJ3W	Magittec 300 LED Curtain String Light...	DE	836	598	884

ASIN	ASIN Description	Marketplace	30 Day Page View	30 Day Units Ordered	Buy Box Percentage	Ordered Product Sales	Recommendation Status
B000FV8MLB	Tropical Oasis - Premium Ionized P...	UK	608	12	534	315	New

ASIN	ASIN Description	Currency	30 Day Page View	30 Day Units Session Percentage
B000FV8MLB	Tropical Oasis - Premium Ionized P...	UK	608	12

Recommendations Actions

A Feature Deep Dive

I can toggle ASIN(s) to download reports or provide feedback. Toggling Row data enables page level actions.

Page Level Actions:

- Download Reports
- Provide Feedback
- Email Recommendation - to be completed in a later release once email integration is done, targeted for 2021.

<input type="checkbox"/>	ASIN	ASIN Description	Marketplace	30 Day Page View	30 Day Units Ordered	Buy Box Percentage	Ordered Product Sales	Recommendation Status
<input type="checkbox"/>	B005BP5UCM	HAYATA C7 Bulbs Christmas Lights 50...	DE	360	808	388	300	New
<input type="checkbox"/>	B000Z4RJ3W	Magitec 300 LED Curtain String Light...	DE	836	598	884	781	Not Pitched
<input type="checkbox"/>	B00I07Y1HS	Outdoor String Lights Commercial Grade...	DE	472	569	781	151	New
<input type="checkbox"/>	B005ITOJ9Q	OneBridge Led Strip Lights 32.8ft 10m...	DE	318	352	220	343	Rejected
<input checked="" type="checkbox"/>	B000FV8ML8	LED Strip Lights,16.4ft/5M LE...	DE	611	12	534	315	Accepted
<input type="checkbox"/>	B001LV4J2M	KAQ 39Ft Upgraded Oversize Lamp Bea...	DE	655	941	481	564	Accepted
<input type="checkbox"/>	B078SDMLL1	Twinkle Star 300 LED Window Curtain...	DE	418	635	780	166	Pending
<input type="checkbox"/>	B00U37CWFG	Brightown Outdoor String Lights-25Ft...	DE	115	502	697	730	Overdue
<input type="checkbox"/>	B006NXSKFU	LE 306 LED Curtain Lights 9.8 x 9.8 ft...	DE	231	869	204	629	Rejected
<input type="checkbox"/>	B000I1HNEM	Brightown Outdoor String Lights-25Ft...	DE	630	615	539	952	New

Download Reports (Seller Facing Excel, Seller Excel (CN), Account Manager Excel) | Provide Feedback | Email Recommendation

Dataset last refresh: 07/30/2020; 4:37pm

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Recommending Programs

A Feature Deep Dive

In later product releases I will be able to access more Amazon Seller Program Recommendations such as: Sponsored Products, Coupon (upcoming), and Pan-EU (upcoming) as well.

Programs are separated into tabs for easy comparison and deep diving into product listings. The UI considerations in Recommendations - tabbed experience, search filtering, filter overlays and tabular convention - are to be used throughout the AM/Seller experience in all coming AMC tenant applications.

The screenshot displays the Amazon Seller Recommendations Dashboard for a seller named Nelle. The dashboard is titled "Recommendations Dashboard" and shows a search filter for "Program" and "Seller: Festive Lights; Programs: All". The "Coupon" tab is selected, showing a table of product recommendations. The table has columns for ASIN, ASIN Description, Marketplace, 30 Day Page View, 30 Day Units Ordered, Buy Box Percentage, Ordered Product Sales, and Recommendation Status. The table lists three products: B01KKGMXIA (Pitched), B07B6BFX81 (Rejected), and B00H3V7B6K (Accepted). The dashboard also includes a "Show More" link, a "Download Report" button, and a "Provide Feedback" button.

ASIN	ASIN Description	Marketplace	30 Day Page View	30 Day Units Ordered	Buy Box Percentage	Ordered Product Sales	Recommendation Status
B01KKGMXIA	Northpoint GM8282 Lightbox with 109...	DE	53	245	365	107	Pitched
B07B6BFX81	Northpoint 190615 Vintage Style Sea...	DE	392	788	110	837	Rejected
B00H3V7B6K	Northpoint 12-LED Lantern with 4-LED...	DE	947	580	367	523	Accepted

AMC Business Objectives, Testing, and Outcomes

From Testing to Implementation (1 of 3)

MLP Beta Testing Plan - Complete

Objectives for the AMC beta:

1. Test AMC features - assess missing use cases and confirm tech performance such as latency, all culminating in understanding the AM experience
2. System Test AMC - ensures that each application functions coherently as a product suite supporting end to end use cases
3. Develop a baseline understanding of the time savings benefits associated with using AMC through comparative AM time studies that provide hard data.

Objective 1 - Test AMC Feature(s) Outcome:

For the first objective, we have identified a group of 207 AMs who were onboarded to AMC between November and February to test features across AMC application starting with Recommendations and then Dashboards and Task Management. During onboarding and testing, we will capture feedback through several mechanisms, including in application feedback, HMD, focus groups and surveys. We expect AMs to dedicate at least 1-2 hours per week testing these features. We will offer onboarding training as well as ongoing check-ins and refresher trainings to these AMs. We will also design a phone tool icon for them in the end before we formally launch AMC.

We will use SIM (Amazons bug and issue tracking tool, similar to Jira) to collect and track the bugs/issues identified by the AMs during beta testing. AMs should make sure to provide sufficient information in regards to the bug/issue including:

1. Case conditions
2. Case result expectation
3. Actual results
4. Screenshots

The SIM will be routed to the corresponding application PM owner for further investigation to determine the solution and estimate the effort required to fix the bug/issue. Any status change or progress will be updated in the SIM (SIM Link will be ready by 10/30).

AMC Business Objectives, Testing, and Outcomes

From Testing to Implementation (2 of 3)

MLP Beta Testing Plan - Complete

Objectives for the AMC beta:

1. Test AMC features - assess missing use cases and confirm tech performance such as latency, all culminating in understanding the AM experience
2. System Test AMC - ensures that each application functions coherently as a product suite supporting end to end use cases
3. Develop a baseline understanding of the time savings benefits associated with using AMC through comparative AM time studies that provide hard data.

Objective 2 - System Test AMC Outcomes:

While each application owner is responsible to test the applications to satisfy the specific business requirements using UAT and beta user feedback iteration, we will need to manage an end-to-end testing plan for the AMC product suite to make sure it can function coherently to meet business requirements and engineering standards. With respect to functionality, there are three areas that we will focus on:

Integration with Framework: Framework is the backbone of AMC to hold all other applications together. We will make sure 1) each application is properly integrated with Framework frontend UI with key functions including navigation, marketplace switcher, and Seller search in the header; 2) each application is properly integrated with Partner Accounts to manage the permission control systems.

End to end business use case support and interaction between applications: AMC is designed to support end-to-end business use cases that need navigation through multiple AMC applications. To test this, we will create a list of common scenarios and the associated step-by-step tasks to complete in AMC. Appendix 4 shows an example use case. The use case will be documented in the UAT, tested and signed off by all application owners involved in the interaction. For example, Framework, Recommendation, and Dashboard teams will need to sign off on the UAT test for Seller search in the header before this feature can be launched. This is because the solution is developed by Recommendation, nested in Framework header, and redirect AMs to Seller Detail Page after the search developed by Dashboard team.

Meeting Engineering Standard: each engineering team is responsible for the design, implementation, and review of the engineering solutions. We will leave it to each engineering team to manage the details but each application will go through a go/no go review meeting with PE/Senior SDE before launch.

AMC Business Objectives, Testing, and Outcomes

From Testing to Implementation (3 of 3)

MLP Beta Testing Plan - Complete

Objectives for the AMC beta:

1. Test AMC features - assess missing use cases and confirm tech performance such as latency, all culminating in understanding the AM experience
2. System Test AMC - ensures that each application functions coherently as a product suite supporting end to end use cases
3. Develop a baseline understanding of the time savings benefits associated with using AMC through comparative AM time studies that provide hard data.

Objective 3 - Baseline and Comparative Test Outcomes:

For the third objective, we currently have a baseline created from an AM time survey that needs to be validated through both measuring how long it takes AMs to do their work outside AMC and then measured against AMs using AMC.

To achieve this, there are several key factors to consider and address, including
Ensuring similarity in the types of Sellers considered for support (e.g. origin, GMS band, tenure, marketplace presence),

Ensuring similarity in the types of AMs selected (e.g. same team supporting similar Sellers, tenure) and

Defining end to end test use case, as described above, and ensuring we measure these AMs across the same set of use cases, considering how long it takes an AM like Markus to complete each use case.