

MICHIGAN STATE

UNIVERSITY

Beta Presentation

Email Improvement Tool

The Capstone Experience

Team Amazon

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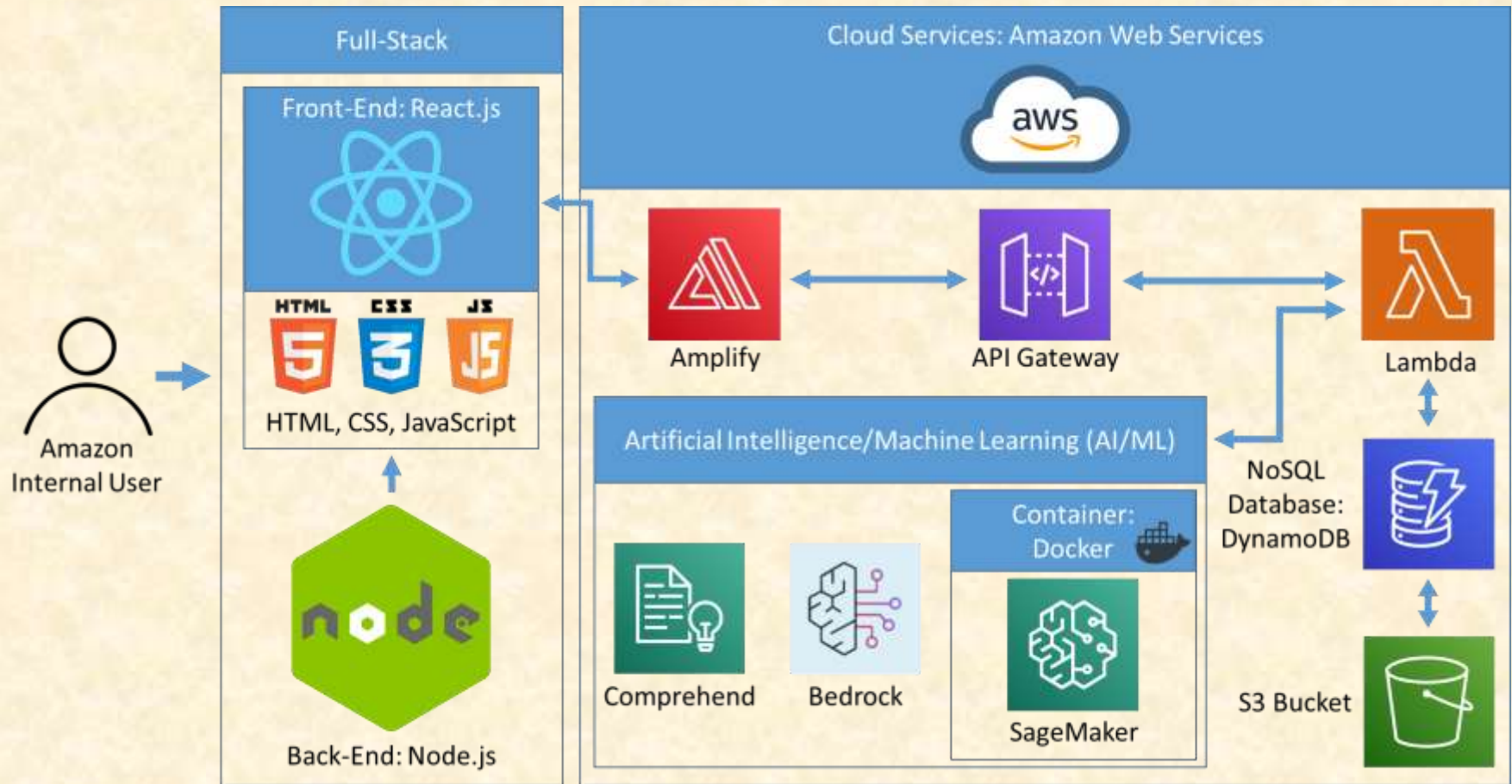
*From Students...
...to Professionals*

Project Overview

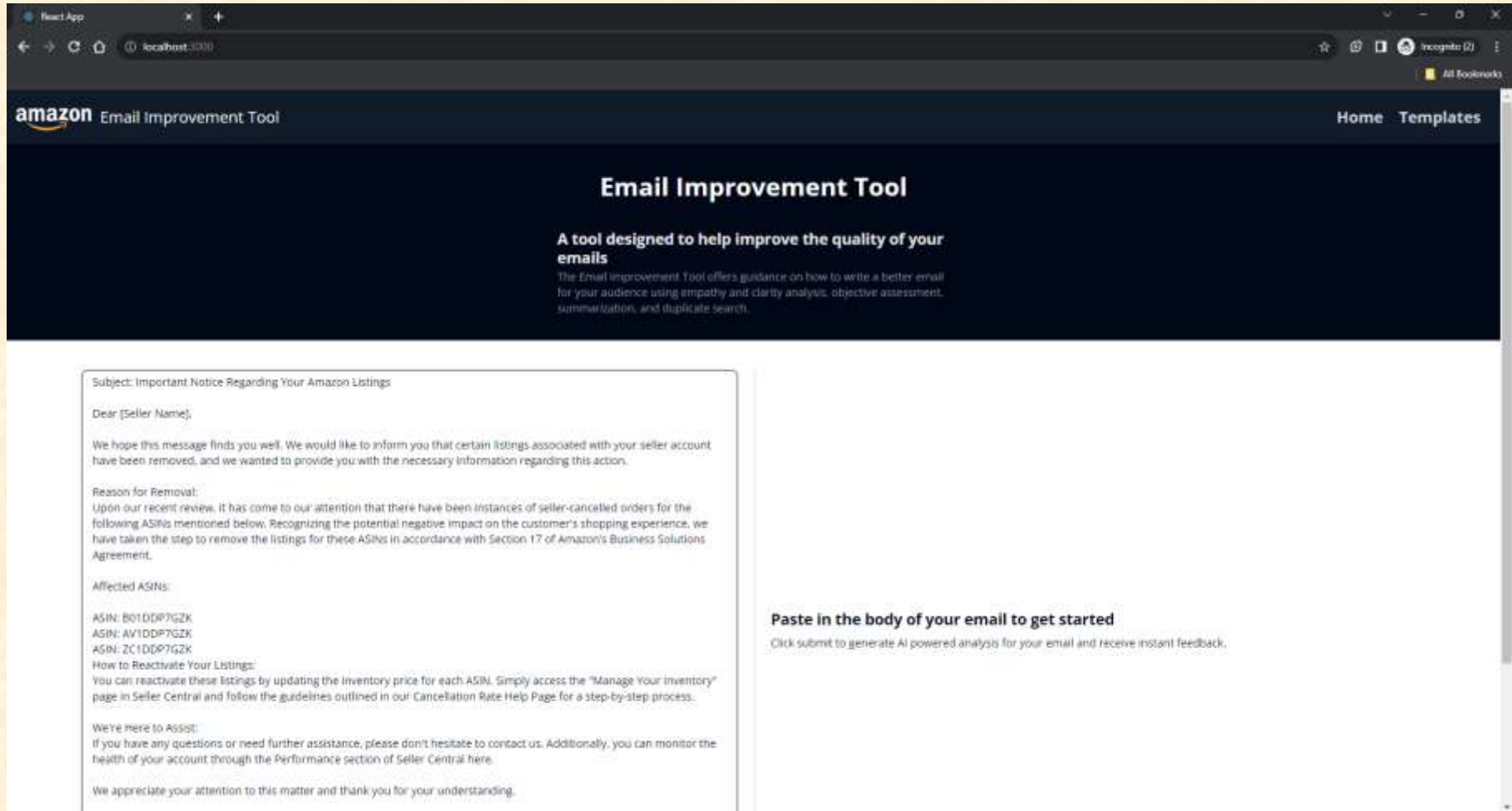
- Goal: Improve quality of Amazon emails
- Compare new emails to pre-existing email templates
- Provide instant feedback on email objective, clarity, and empathy
- Provide email summary and possible duplicates



System Architecture



Homepage



The screenshot shows a web browser window displaying the Amazon Email Improvement Tool homepage. The browser's address bar shows 'localhost:3000'. The page has a dark blue header with the Amazon logo and the text 'Email Improvement Tool'. On the right side of the header, there are links for 'Home' and 'Templates'. The main content area features the title 'Email Improvement Tool' and a subtitle: 'A tool designed to help improve the quality of your emails'. Below this, a paragraph explains that the tool offers guidance on writing better emails using empathy and clarity analysis, objective assessment, summarization, and duplicate search.

Subject: Important Notice Regarding Your Amazon Listings

Dear [Seller Name],

We hope this message finds you well. We would like to inform you that certain listings associated with your seller account have been removed, and we wanted to provide you with the necessary information regarding this action.

Reason for Removal:
Upon our recent review, it has come to our attention that there have been instances of seller-cancelled orders for the following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions Agreement.

Affected ASINs:

ASIN: B01DDP7G2K
ASIN: AV1DDP7G2K
ASIN: ZC1DDP7G2K

How to Reactivate Your Listings:
You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your Inventory" page in Seller Central and follow the guidelines outlined in our Cancellation Rate Help Page for a step-by-step process.

We're here to Assist:
If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here.

We appreciate your attention to this matter and thank you for your understanding.

Paste in the body of your email to get started

Click submit to generate AI powered analysis for your email and receive instant feedback.



Analysis Page - Empathy

amazon Email Improvement Tool Home Templates

Email

Subject: Important Notice Regarding Your Amazon Listings

Dear [Seller Name],

We hope this message finds you well. We would like to inform you that certain listings associated with your seller account have been removed, and we wanted to provide you with the necessary information regarding this action.

Reason for Removal:
Upon our recent review, it has come to our attention that there have been instances of seller-cancelled orders for the following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions Agreement.

Affected ASINs:

ASIN: B01DDP7GZK
ASIN: AV1DDP7GZK
ASIN: ZC1DDP7GZK

How to Reactivate Your Listings:
You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your Inventory" page in Seller Central and follow the guidelines outlined in our Cancellation Rate Help Page for a step-by-step process.

We're Here to Assist:
If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here.

We appreciate your attention to this matter and thank you for your understanding.

Best regards,

[Save to Templates](#)

Category: Create/Manage Products

▼ Empathy: Doesn't Meet Standards [Info](#)

- The email subject line could be more clear and empathetic. Consider rephrasing to convey empathy and provide clarity on the purpose of the email.
- The opening paragraph could be more empathetic in tone. Consider acknowledging the inconvenience this may cause the seller.
- The reason for removal paragraph is unclear. Consider providing more details on the specific policy violation.
- The affected ASINs paragraph could be formatted as a bulleted list for easier scanning.
- The call to action could be more clear on the exact steps the seller needs to take to reactivate listings. Consider providing a link to the help page.
- The closing could express appreciation for the seller's partnership and patience.

Subject: Action Required: Your Amazon Listings Have Been Temporarily Removed

Dear [Seller Name],

We understand this may be an inconvenience, but certain listings associated with your account have been temporarily removed. We want to provide clear information to help resolve this issue efficiently.

Reason for Removal:
- There have been instances of seller-cancelled orders for the ASINs listed below, exceeding our policy limits. To ensure a positive customer experience, we've temporarily removed these listings per Section 17 of the Amazon Business Solutions Agreement.

Affected ASINs:

- B01DDP7GZK
- AV1DDP7GZK
- ZC1DDP7GZK



Analysis Page - Clarity

amazon Email Improvement Tool Home Templates

Email

Subject: Important Notice Regarding Your Amazon Listings

Dear (Seller Name),

We hope this message finds you well. We would like to inform you that certain listings associated with your seller account have been removed, and we wanted to provide you with the necessary information regarding this action.

Reason for Removal:
Upon our recent review, it has come to our attention that there have been instances of seller-cancelled orders for the following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions Agreement.

Affected ASINs:

ASIN: B01DDP7GZK
ASIN: AV1DDP7GZK
ASIN: ZC1DDP7GZK

How to Reactivate Your Listings:
You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your Inventory" page in Seller Central and follow the guidelines outlined in our Cancellation Rate Help Page for a step-by-step process.

We're Here to Assist:
If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here.

We appreciate your attention to this matter and thank you for your understanding.

Best regards,

[Save to Templates](#)

Category: Create/Manage Products

▶ **Empathy: Doesn't Meet Standards** [Info](#)

▼ **Clarity: Beginner** [Info](#)

Number of Phrases by Reading Level

Beginner: 10
Intermediate: 7
Expert: 3

Most Difficult Phrases to Read

Recognizing the potential negative impact on the customer's shopping experience,
can reactivate these listings by updating the inventory price for
Seller Central and follow the guidelines outlined in our Cancellation

▶ **Possible Duplicates: 1** [Info](#)

▶ **Summary** [Info](#)

[Download Analysis](#)



Analysis Page - Duplicates

The screenshot shows a web browser window displaying the Amazon Email Improvement Tool. The page is titled "amazon Email Improvement Tool" and has a "Home Templates" link in the top right. The main content is an email draft on the left and an analysis summary on the right.

Email

Subject: Important Notice Regarding Your Amazon Listings.

Dear [Seller Name],

We hope this message finds you well. We would like to inform you that certain listings associated with your seller account have been removed, and we wanted to provide you with the necessary information regarding this action.

Reason for Removal:
Upon our recent review, it has come to our attention that there have been instances of seller-cancelled orders for the following ASINs mentioned below. Recognizing the potential negative impact on the customer's shopping experience, we have taken the step to remove the listings for these ASINs in accordance with Section 17 of Amazon's Business Solutions Agreement.

Affected ASINs:

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How to Reactivate Your Listings:
You can reactivate these listings by updating the inventory price for each ASIN. Simply access the "Manage Your Inventory" page in Seller Central and follow the guidelines outlined in our Cancellation Rate Help Page for a step-by-step process.

We're Here to Assist:
If you have any questions or need further assistance, please don't hesitate to contact us. Additionally, you can monitor the health of your account through the Performance section of Seller Central here.

We appreciate your attention to this matter and thank you for your understanding.

Best regards,

[Save to Templates](#)

Category: Create/Manage Products

- ▶ **Empathy: Doesn't Meet Standards** [Info](#)
- ▶ **Clarity: Beginner** [Info](#)
- ▼ **Possible Duplicates: 1** [Info](#)
 - Confidence: 0.81**
 - Dear Seller, Based on your past selling performance, we have identified that the below ASIN(s) may potentially lead to order cancellation. Please note that order cancellations can impact your selling privileges and result in poor customer experience. Therefore, we have temporarily taken down the below ASIN(s) to avoid order cancellation. However, you have the option to reactivate these ASIN(s) on your own. ASIN B01DDP7GZK AV1DDP7GZK ZC1DDP7GZK How do I reactivate my listings? You can reactivate your ASINs by updating inventory quantity of each ASIN from Manage Your Inventory page in Seller Central. To learn more about reactivating your ASINs which are suppressed due to order cancellation, please visit Help Page. To learn more on how to prevent order cancellations, please go through this video. We're here to help if you still have questions about this, please reach out to Seller Support team for assistance. Thank You Amazon Was this email helpful? If you have any questions visit: Seller Central To change your email preferences visit: Notification Preferences Copyright 2023 Amazon, Inc. or its affiliates. All rights reserved. Amazon Seller Services Private Limited, 8th floor, Brigade Gateway, 26/1 Dr. Rajkumar Road, Bangalore 560055 (Karnataka)
 - [Copy](#)
- ▶ **Summary** [Info](#)

[Download Analysis](#)



Templates Page

The screenshot displays the 'amazon Email Improvement Tool' interface. At the top, there is a search bar labeled 'Filter by category'. Below it, a section titled 'Saved Templates' contains a grid of nine template cards. Each card includes a title, an 'Email Preview' snippet, and a 'Category' label.

Issue Title	Category
Issue of Create/Manage Products76	Create/Manage Products
Issue of Decide How to Grow Business131	Decide How to Grow Business
Issue of Create/Manage Products305	Create/Manage Products
Amazon.com Selling on Amazon Referral Fees217	Create/Manage Products
ASIN(s) suppression due to safety and/or non-compliance issue(240)	Create/Manage Products
Your Seller University Webinar Starts in 1 day215	Know About the Service & Value
Amazon ASINs - Please Read: Cancellation Rates for Seller-Cancel202	Fix Issues with Inventory
Issue of Find the next steps to start selling23	Find the next steps to start selling
Issue of Onboard & Get Started125	Onboard & Get Started



What's left to do?

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



Questions?

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