

Welch Allyn Products on Amazon Customer Service Training

November 29, 2018

Updated July 2, 2019

Agenda

Amazon Channels

Products live on the site

Directing Customers to product pages

Review Monitoring

Credit Returns

Warranty and Complaint Handling

Amazon Channels

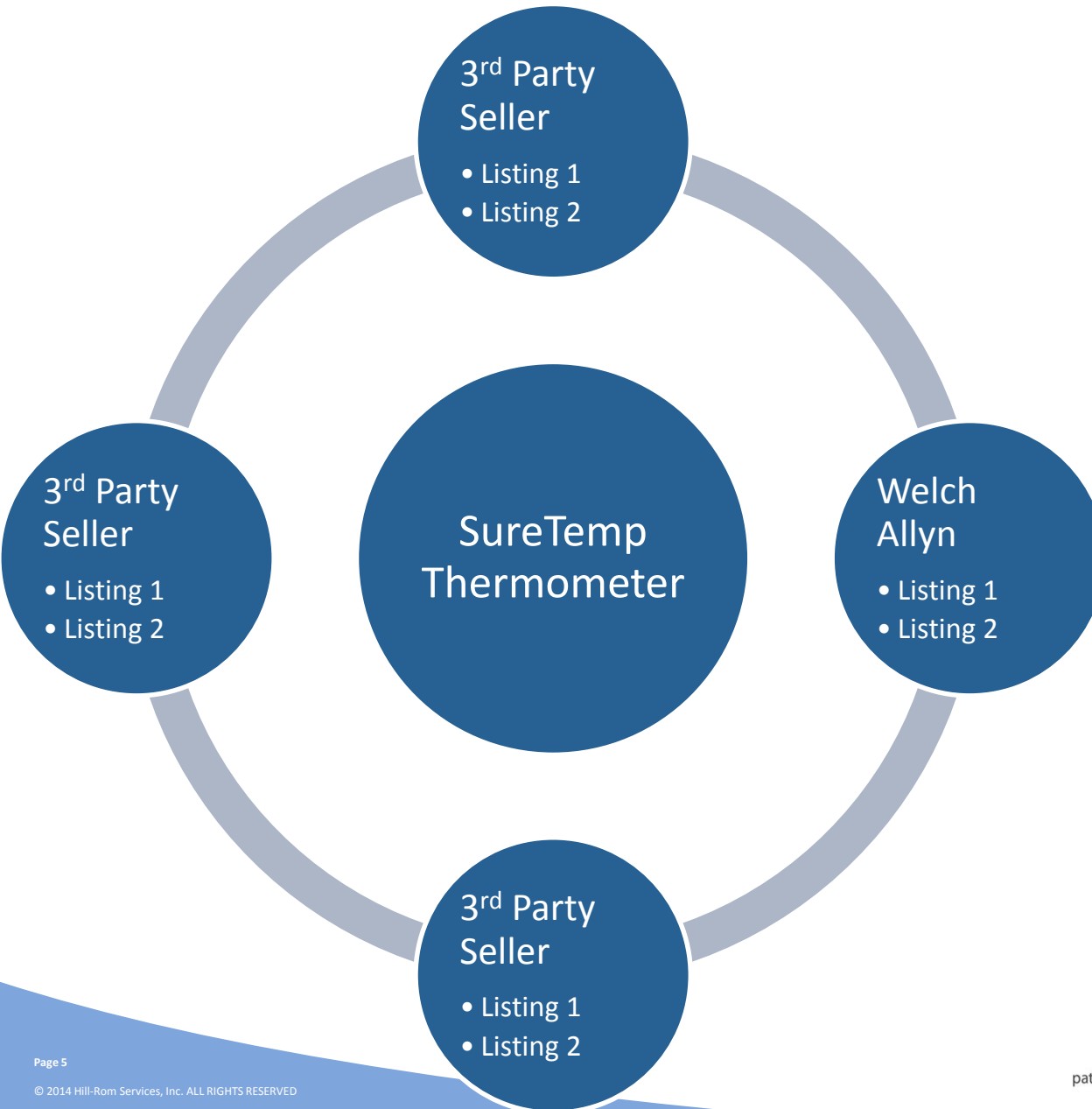
	amazon.com	amazon BUSINESS	
	B2C	B2B	B2MD
Access	Amazon Account	Amazon Business Account Tax I.D. #	Medical License #
Welch Allyn Products	Home Student "Professional"	Professional	

Product Assortment on Amazon

	<u>Home</u>	<u>Student</u>	<u>Professional</u>
Products	• 1700 Monitor • 1500 Monitor • Scale • Accessories	• 3 Diagnostic Sets • 20 Stethoscopes • (Professional, Elite, DLX – all colors)	• 100 Legacy Welch Allyn Products
Channel	B2C		B2B / B2MD

- **Marketing will provide a list of SKUs with assigned Amazon Standard Identification Number (ASIN)**
- **Available on KC**

Current State Amazon – why its confusing



Welch Allyn Products are already on Amazon

Looks like its Welch Allyn, but not always our listing

We are trying to take over & clean up detail pages / content

Difficult to direct them to our specific listing vs 3rd Party Sellers

But using the ASIN can help

Verified Welch Allyn Listing – we have uploaded this product



Roll over image to zoom in

by Welch Allyn

Welch Allyn 01692-300 SureTemp Plus Model 692 Electronic Thermometer, One Per Room, Wall Mount, 9' Oral Probe with Oral Probe Well

★★★★★ 2 customer reviews

Price: **\$325.00** & **FREE Shipping**

Arrives before Christmas.

New (3) from \$325.00 & FREE shipping.

Specifications for this item

Brand Name	Welch Allyn
EAN	0732094028966
Model Number	01692-300
Number of Items	1
Part Number	01692-300
UNSPSC Code	42182201
UPC	732094028966

[See more product details](#)

[Compare with similar items](#)

[Buy Box](#)

3rd Party Seller
has buy box

Our Listing – Sold by: Amazon.com

Other Sellers on our detail page

Welch Allyn controls content on page

These sellers come up under our ASIN if they list the same product

Even if they buy from our page, doesn't mean they bought from our stock

Share

\$325.00

& **FREE Shipping**

Get it Fri, Dec 7 - Wed, Dec 12, or

Get it Wednesday if you choose paid **Two-Day Shipping** at checkout

Only 10 left in stock - order soon.

Ships from and sold by **global-wholesale** in **easy-to-open packaging**.

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Qty: 1

\$325.00 + Free Shipping

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Deliver to Allie - Syracuse 13204

Add to List

Other Sellers on Amazon

\$382.36

& **FREE Shipping** on eligible orders. [Details](#)
Sold by: **Amazon.com**

\$464.02

+ **Free Shipping**
Sold by: **Kay Rehab**

New (3) from \$325.00 & **FREE shipping**.

frequently bought together



+



Total price: **\$335.32**

Items are shipped from and sold by different sellers. [Show details](#)

Item: Welch Allyn 01692-300 SureTemp Plus Model 692 Electronic Thermometer, One Per Room, Wall Mount, 9' Oral Probe with Oral Probe Well

-Allyn Disposable Probe Covers for SureTemp Plus 690 Thermometer - Qty of 250 **\$10.32**

Non Verified Welch Allyn Listing – we have not uploaded this product



Roll over image to zoom in

by Welch Allyn
Welch Allyn DS44-11 Gauge with Durable One Piece Cuff, Adult

★★★★☆ 128 customer reviews | 19 answered questions

Price: \$37.49 & FREE Shipping. Details

Arrives before Christmas.

New (16) from \$37.49 & FREE shipping.

Specifications for this item

Brand Name	Welch Allyn
EAN	0885351725488
Model Number	WELDS44-11
Number of Items	1
Part Number	DS44-11
Size	Adult
UNSPSC Code	42181609
UPC	885351725488

[See more product details](#)

[Compare with similar items](#)

Buy Box

3rd Party Seller
has buy box

Share

\$37.49

& FREE Shipping. Details

Get it Mon, Dec 10 - Thu, Dec 13 if you choose FREE Shipping at checkout, or

Get it Thursday if you choose paid Two-Day Shipping at checkout

Only 1 left in stock - order soon.

Sold by MedEquip411 and Fulfilled by Amazon.

☐ Try Amazon Prime and start saving today with FREE Two-Day Shipping

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Add to List

Other Sellers on Amazon

\$37.49

& FREE Shipping on eligible orders. Details
Sold by: MaxCare

Add to Cart

\$37.50

& FREE Shipping on eligible orders. Details
Sold by: Johnson Distributors

Add to Cart

\$46.63

& FREE Shipping on eligible orders. Details
Sold by: Amazon.com

Add to Cart

New (16) from \$37.49 & FREE shipping.

Recently bought together



Total price: \$141.54

Add all three to Cart

Add all three to List

These items are shipped from and sold by different sellers. [Show details](#)

is item: Welch Allyn DS44-11 Gauge with Durable One Piece Cuff, Adult \$37.49

Littmann Classic III Monitoring Stethoscope, Black Edition Chestpiece, Black Tube, 27 inch, 5803 \$85.00

Welch Allyn FlexiPort Blood Pressure Cuff; Size-12L Large Adult Long, Reusable, No Tubes or... \$19.05

All 3rd Party Activity even if it says sold by Amazon.com
No Listing by Welch Allyn – Verify on Cross Reference File

Directing Customers to product pages

- **Opening up this channel as a new distributor**
- **No intention to direct customers away from our normal channels or dealers**
- **If customers ask about Amazon**
 - Customers can search for product by name, part number, or ASIN
 - Amazon Standard Identification Number (ASIN) is searchable on Amazon.com
 - More reliable way to find correct detail page more

Product details

Shipping Weight: 19.3 pounds ([View shipping rates and policies](#))

Domestic Shipping: Currently, item can be shipped only within the U.S. and to APO/FPO addresses. For APO/FPO shipments, please check with the manufacturer regarding warranty and support issues.

International Shipping: This item is not eligible for international shipping. [Learn More](#)

ASIN: B073D5SQV3

<https://www.amazon.com/dp/B073D5SQV3>

Item model number: 77791-MX

Online Market Place Pricing

- **Welch Allyn sells to Amazon at pricing above standard dealer net**
- **Amazon sets end user pricing on site**
 - Like other channels, we do not dictate mark up
- **Currently – low volumes going through these channels**
- **3rd Party Sellers also set prices for their offers**

If Customer/Distributor asks:

- Amazon does not have discounted pricing
- Amazon sets end user price on their site
- Price discrepancies could be from 3rd party sellers

Review Monitoring

	<u>Home</u>	<u>Student</u>	<u>Professional</u>
Products	• 1700 Monitor • 1500 Monitor • Scale • Accessories	• 3 Diagnostic Sets • 20 Stethoscopes • (Professional, Elite, DLX – all colors)	• 100 Legacy Welch Allyn Products
Customer Service Review Coverage	• Yes • Current Process set up today	• Yes • Same Team that is covering Home	• Pending

Credit Returns

We have the same terms with Amazon for: Home, Student, Professional

- **Customer contacts vendor they purchased from to return the device**
- **Credit will be issued by that vendor – Amazon**
 - Amazon.com: Customer Log in to their account and return options will be available
 - Amazon General Help Phone Number Toll free: 1-888-280-4331

Warranty and Complaint Handling

- **Same process as any other distributor**