



Four channels, four clocks, one single rule

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0 late acknowledgements on 574 marketplace requests · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. Selling on four channels means living with **four different deadlines on the same product**. The agent does not harmonise them — it keeps them separate and applies each request the clock of its own channel.

What each channel imposes

Channel	Acknowledgement deadline	Reasons for return	Penalty for overrunning
Online store	No imposed deadline — internal commitment of 24 h	The retailer's 11 reasons	Customer complaint
4 shops	Immediate, at the counter	The retailer's 11 reasons	—
Marketplace A	24 hours	The marketplace's own list	Penalty + drop in seller rating

Channel	Acknowledgement deadline	Reasons for return	Penalty for overrunning
Marketplace B	48 hours	7 reasons, to be mapped onto the retailer's 11	Penalty

The reason mapping table — the retailer's 11 reasons onto marketplace B's 7 — is written once and applied to every file. It is work nobody used to do the same way twice, and **a badly mapped reason gets the return reclassified at the seller's expense.**

Result over the quarter

Indicator	Previous quarter	Quarter observed
Marketplace requests	531	574
Late acknowledgements	17	0
Penalties paid	3 — €340	0
Seller rating, marketplace A	4.2	4.6

The lawful route, and here it is the law that traces it: the agent works on the 21,400 files and the customer reviews the retailer owns — they were enough to isolate **3 references whose return rate exceeds 9 % against 2.1 % on average. What stays off the route:** scraping a marketplace's review base. **Extracting a substantial part of a protected database is prohibited**, and marketplace terms of use prohibit it too.

The 3 references to raise with the supplier

Reference	Return rate	Dominant reason	Units sold over 12 months	Annual cost of returns
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VRT-2210	11.4 %	Failure after 3 to 5 months	1,900	€9,800
VRT-3702	9.8 %	Damage on unpacking	2,400	€6,100
VRT-1145	9.1 %	Missing accessory	3,100	€3,400

Weekly alert threshold on the return rate per reference: _____ %

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