GROUPON GOODS® MARKETPLACE

Differences Between Merchant and Vendor Accounts

Summer 2020

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This presentation will focus on key differences between Vendor and Merchant accounts in Groupon Goods Gateway. Customer Service will be the biggest change but for the most part everything should look very familiar with just a few changes. The topics covered in this presentation are:

- Profile Setup
- Single Product Creation
- Bulk Product Creation
- Customer Service
- Post Fulfillment Order Refunds

Here we will only show what is different with Marketplace accounts but [in depth guides](#) covering full end to end processes can be found in the Merchant Support Portal.

Merchant Profile
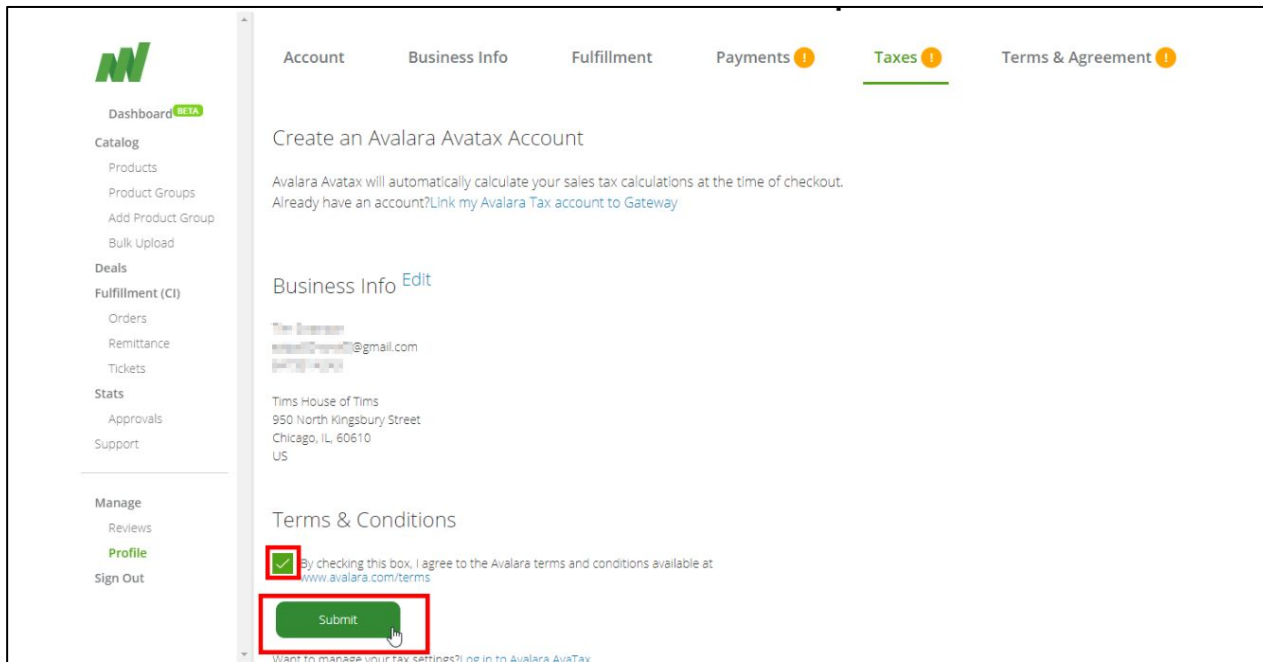
Merchant Profile Self-Service Setup - Key Takeaways

When your new Goods Marketplace account and user is created you will need to complete the setup of your account. Most of the settings should look the same as your previous first party account but there are a few differences covered in the following slides:

- Setup Avalara account
- Alert Emails
- Accept Merchant Agreement
- Incentives
- Pricing Bands

See the Account Creation Checklist guide for a full walk-through

Merchant Profile Self-Service Setup - Avalara

Gateway is integrated with Avatax by Avalara which is used to calculate tax on customer purchases. Each Gateway account must be linked to an Avatax account but creating an account is incredibly simple! On the *Taxes* tab just review & check the box to accept the terms and conditions then click the Submit button. You should then receive an email from avalara on next steps.

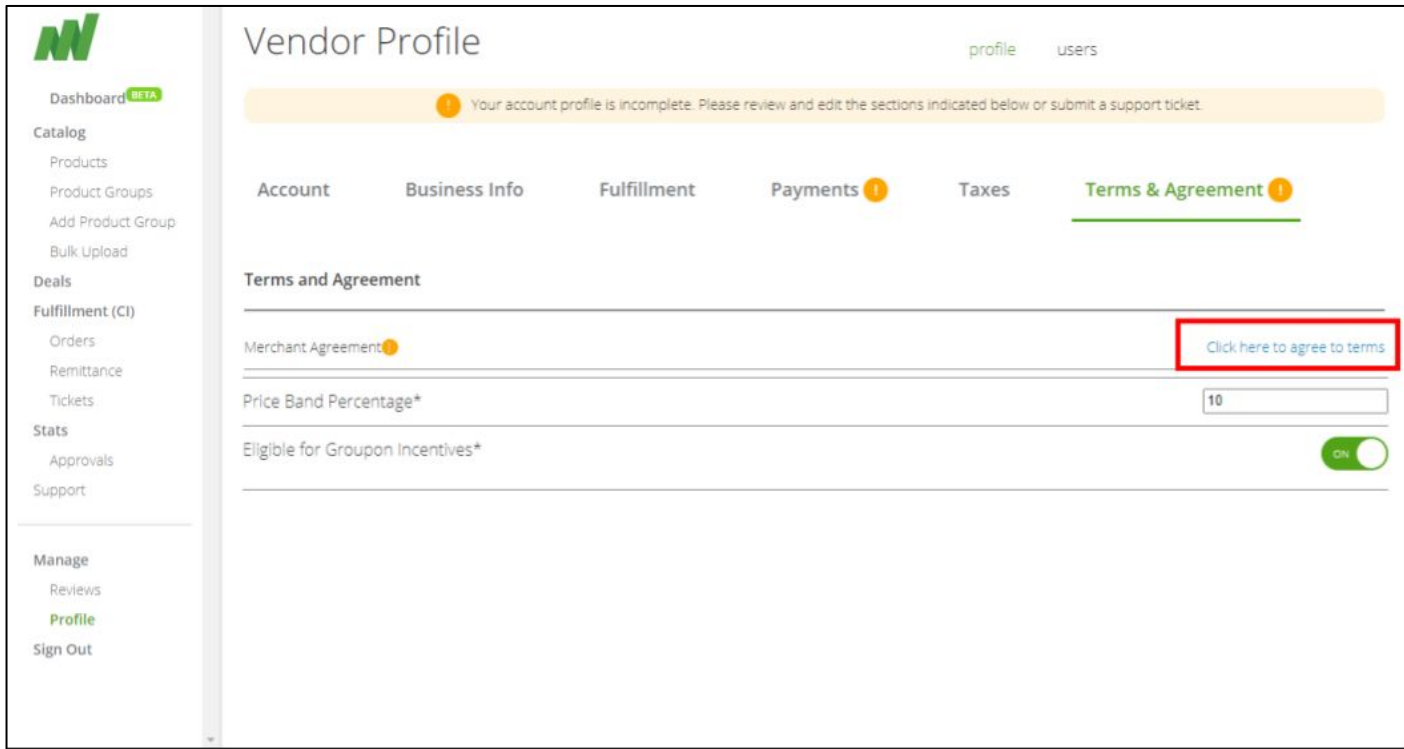# Merchant Profile Self-Service Setup - Alert Emails

Different types of account notifications go to different email addresses listed on your profile to communicate important information.

- Legal Notices, Performance Reports and Policies Changes emails go to the **Business Contact Email***
    - *Once the Legal Business name and TIN have been verified and Business Contact email has accepted the Merchant Agreement it cannot be altered. This is due to the signed merchant agreement with Goods Marketplace that establishes the terms under which the merchant lists and sells their products.*
- Customer Contact notifications and Ticketing SLA alerts emails go to your Customer Service Email.
- Payment, Invoice Reports and Chargebacks emails go to the Accounts Receivable Email
- Order notification emails default to the merchant's selections in Commerce Interface.

Many emails come from **marketplace_no_reply@groupon.com, noreply@goupon.com, marketplace@groupon.com, or notify@r.groupon.com**. Please make sure to put these addresses into your contacts so that sent emails do not go to spam folders.

Merchant Profile Self-Service Setup – Terms & Agreement

Once you've completed the rest of the account setup it's time to complete the merchant agreement in the *Terms & Agreement* tab. To start follow the *Click here to agree to terms* link.

Merchant Profile Self-Service Setup - Terms & Agreement

In the *Terms & Agreement* window follow these steps:

1. Click the *Groupon Goods Marketplace Merchant Agreement* link to review the agreement
2. Check the *acknowledge and agree* box if you acknowledge and agree
3. Check the *certification statement* box if applicable
4. Once each above step is completed the Agree button will be enabled and can be clicked

Merchant Profile Self-Service Setup - Terms & Agreement

Also in the *Terms & Agreement* tab you will see the settings for *Pricing Bands* and *Incentives*.
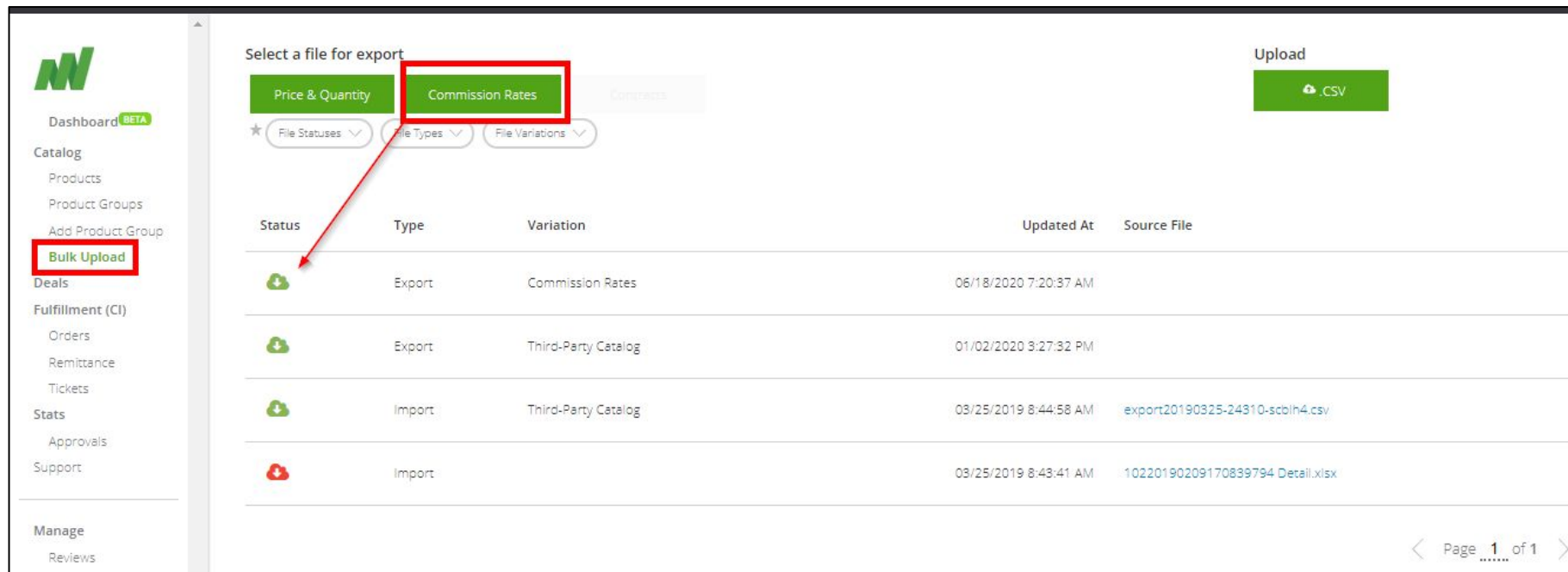
Pricing Bands: Groupon can recommend daily price changes based on publicly available competitor information. When opted into pricing bands, Groupon has authority to adjust sell price within the price band to match third-party competitor prices for all merchant SKUs automatically. All merchants are by default opted into pricing bands and the default price band is +/- 10% but will have the ability to opt out or update price band value on the Terms & Agreements section of Gateway. Competitive pricing recommendations outside of the price bands will route to merchants for approval.

Incentives: Groupon Goods Marketplace deals will now be eligible for Groupon incentives including Groupon Select loyalty discount, Sitewide Sales, and CRM events. Groupon will absorb the cost of discounting to ensure Merchants payments will remain whole. All Merchants will by default participate in Groupon Incentives with the ability to opt out on the Terms & Agreements section of Gateway. Please note that Merchants must also offer Free Shipping to be eligible for Groupon funded incentives.

Commission Rates

Commission Rates

To obtain a full list of the commission charged in each category you can download a *Commission Rates* file. Simply Navigate to *Bulk Upload* from the left hand navigation and click the *Commission Rates* button. This will start preparing your commission rates file and once ready you can click the green cloud icon next to the appropriate line to download the file.

Product Creation

Product Creation - Read First

Once your account set up is complete, you can begin adding new deals into your Marketplace account. A few important notes before starting new deals:

Please ensure that your team is ready to fulfill incoming orders and handle possible Customer Service tickets. This includes creating a new Commerce Interface account and completing any third party shipping software integrations as needed.

Do not re-create product groups from your 1P/Flash account, this will cause migration to fail and lose historical relevance.

Do not create products using duplicate UPCs from your 1P/Flash account, this will also prevent the duplicate 1P/Flash deal from migrating.

Product Creation - Key Takeaways

Product creation in Gateway's user interface and via bulk file upload will function exactly the same as your are used to with your old account with only two differences.

1. You will set the sell price for each product within the product group
2. You will set the shipping cost for each product within the product group

Click here to access the *Single Product Creation* guide
Click here to access the *Bulk Product Upload* guide

Product Creation - Single Product Creation

When viewing the product group you will be able to see the *Sell Price* and *Customer Ship Fee.* To change either of these just click the *Edit* link to the right of the product line.

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Product Creation - Single Product Creation

Within the edit product screen you can enter any two decimal place number for the *Sell Price* and select any *Customer Ship Fee* from the options available in the drop down.

To reiterate prior communication; **if the customer ship fee is set to a value above $0.00 the option will be rejected.**

Product Creation - Bulk Product Catalog & Price / Quantity Update

In the bulk product catalog template instead of listing an items cost you will enter the Sell Price and the Customer Ship Fee.

ier	Variation Grouping ID	Sell Price	Customer Ship Fee
		12.99	0.99
		55.98	2.99
		1.99	0.00

```
0
0.99
1.99
2.99
3.99
4.99
5.99
6.99
```

In the Marketplace Bulk Inventory template there is an additional column for "Customer Ship Fee" and instead of listing an items Cost you will enter the Sell Price.

	A	B	C	D	E	F	G	H	I
	Merchant SKU	Approval Status	Rejection Reasons	Product/Product Group Title	Product Identifier	Product Identifier Type	Sell Price	Customer Ship Fee	Quantity
	PDTMASK987	Rejected	Merchant Onboarding is incomplete.	Red Winter Mask	741852963333	upc	500.00	6.99	0

To reiterate prior communication; **if the customer ship fee is set to a value above $0.00 the option will be rejected.**

Merchant Customer Service

Merchant CS - Read First

Systematic rules will escalate tickets to Groupon Customer Service teams for follow up or resolution if tickets are not responded to or resolved in a timely manner. If a ticket is escalated to Groupon Customer Service the order associated may be refunded to the customer. Note:

- Customer tickets require a response within 1 business day
  - US Federal holidays are not considered to be business days in this context
    - New Year's Day (January 1).
    - Birthday of Martin Luther King, Jr. (Third Monday in January).
    - Washington's Birthday (Third Monday in February).
    - Memorial Day (Last Monday in May).
    - Independence Day (July 4).
    - Labor Day (First Monday in September).
    - Columbus Day (Second Monday in October).
    - Veterans Day (November 11).
    - Thanksgiving Day (Fourth Thursday in November).
    - Christmas Day (December 25).
- Customer tickets require a resolution within 7 business days
- Vacation or Non-US Holiday does not excluded your account from their Customer Obligations

Merchant CS - Key Takeaways

Probably one of the biggest differences between managing a Goods Marketplace Merchant account compared to a Vendor account is the handling of customer inquiries.

Whenever a customer places an order on your Goods Marketplace store, they automatically gain the ability to open a "ticket" with you, *the merchant*, at any moment. Meaning you may not have the order in CI just yet because it can take up to 2 hours to finish processing.

In the following slides we will cover aspects of Goods Marketplace customer service including:

- Email alerts when a new ticket is received or a customer responds
- The searchable ticket queue in Gateway
- Ticket actions
- Creating a ticket to the customer

Click here to access the full *Customer Ticketing* guide

Merchant CS - Alerts

These emails are from Groupon Goods Marketplace <notify@r.groupon.com>

When a customer opens a ticket regarding their order with you; you will receive an email alert to your listed customer service email address indicating that you have a new ticket.

You may also receive an alert letting you know if there is a new response from the customer on an existing ticket.
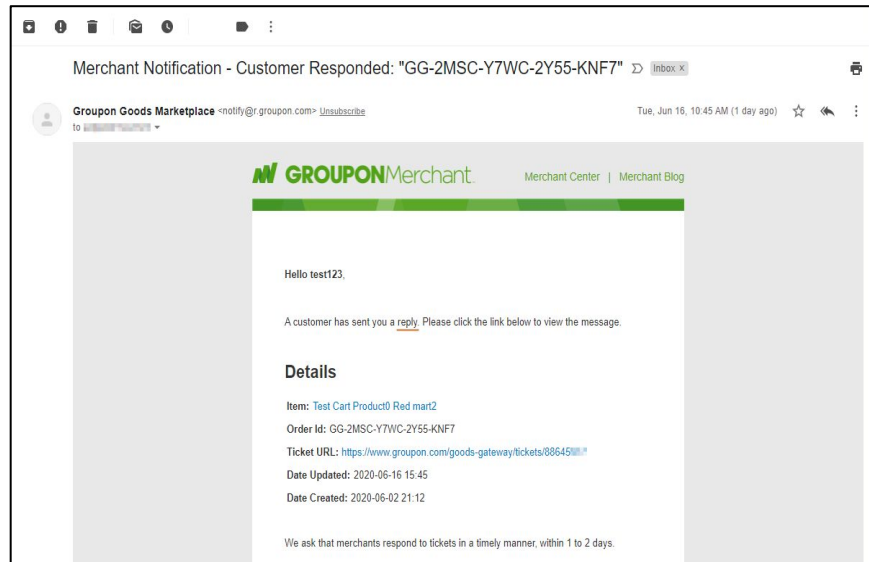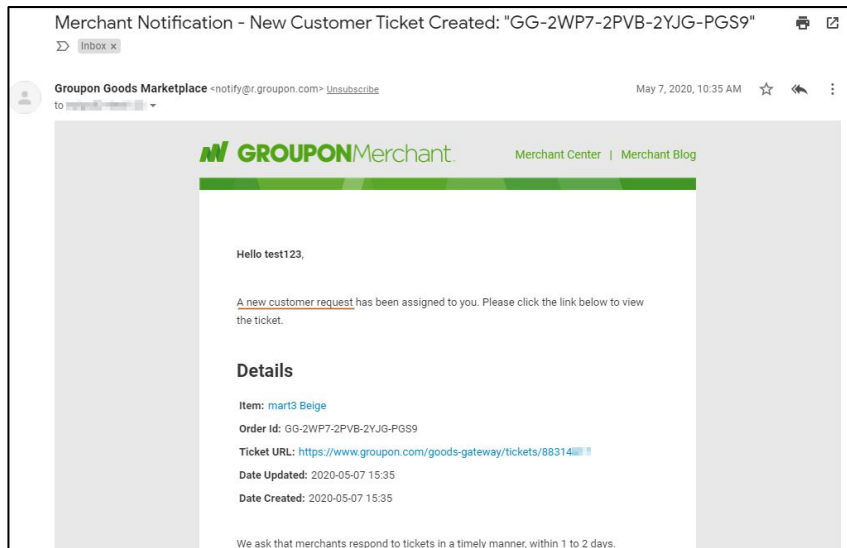
Merchant CS – Ticket Queue in Gateway

The new ticket alert email will contain a link directly to the ticket but you can also find your tickets in Gateway under *Tickets* in the left hand navigation. Here you can search for specific tickets based on ticket number, order number, deal ID, etc. You can remove default filters or add other filters to aid in finding a specific ticket. See the *Customer Ticketing* guide for more information on filters and search parameters.

Merchant CS - Respond & Resolve/Pending/Hold, or Escalate

On the ticket details page you can send a response back to the customer. With each response sent back you will set the status of the ticket to **Pending, Hold, or Resolved**. When entering text and then clicking the Escalate button the message is sent to Groupon Customer service instead of the customer. Escalating can be appropriate if the customer is inquiring about their Groupon account or has selected the wrong order when opening their ticket. See the *Customer Ticketing* guide for more information on statuses and escalating

Merchant CS - Sending a File

On the ticket details page you can select the *attachments* tab just above the text input box. Here you are able to add attachments to send to the customer which where you attach a return shipping label. See the *Customer Ticketing* guide for more information on adding attachments.

Date Created: 4/5/2019, 12:06:53 PM

Messages (3)   Attachments (0)

I'm attaching a copy of the manual for the product or a return label. Thank you again for contacting us!

Subject: Your Support Question for test123

Option Title: Test Cart Product0 Black mart1

Order ID:

Support ID:

(2).pdf | Select your file | Upload |

Deal ID: gg-mp-test-cart-product0

Author	File Name	Type	Created On	Action

Deal Title: Test Cart Product0

No attachments found

Deal Start:

Customer-Merchant Ticketing - System Walkthrough Video

Watch a walkthrough of customer ticketing in Gateway here
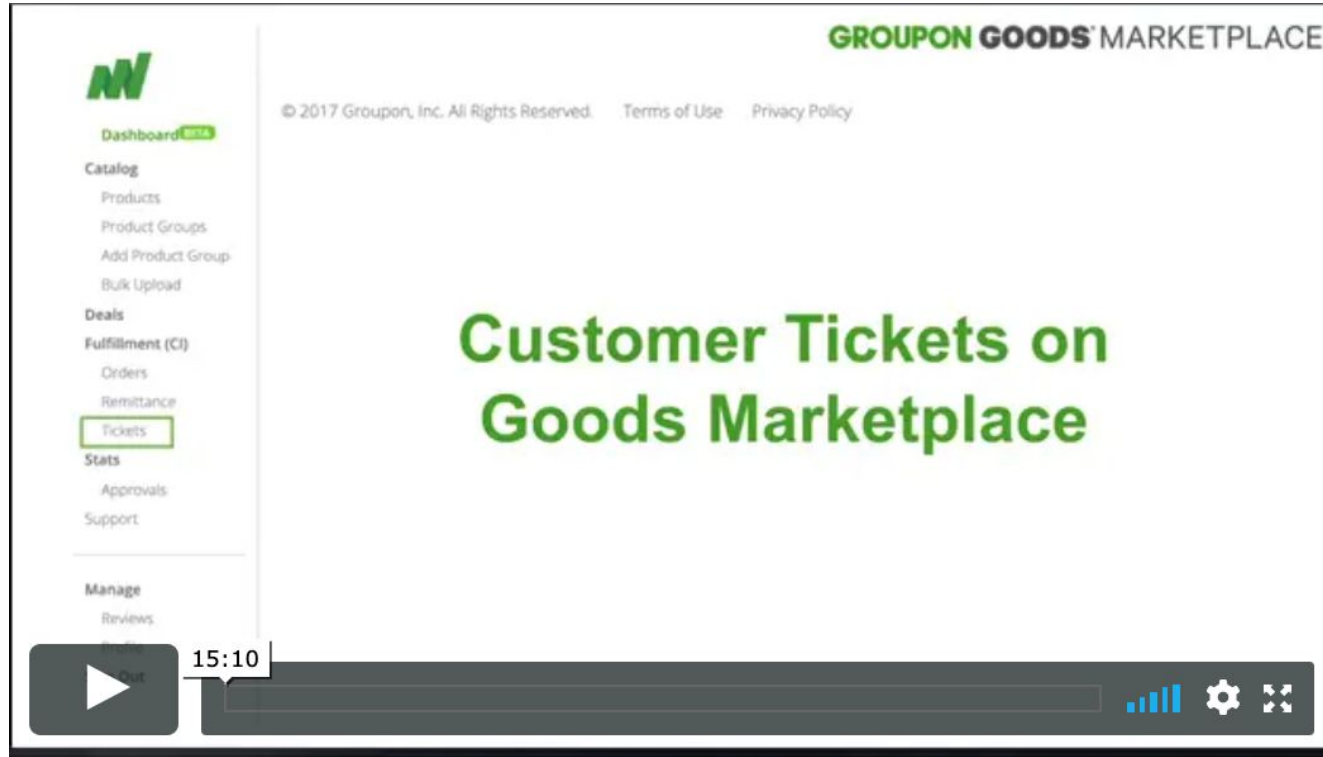
Issuing Customer Refunds via CommerceInterface

Order Refunds - Key Takeaways

As a *Goods Marketplace* merchant, you will handle and process any customer refund requests for your account. We will cover the following steps in the upcoming slides:

- Return Guidelines
- How to Issue a Refund in CommerceInterface (CI)
- Return Reason Codes

[Review the Order Fulfillment Guide here](#)

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Order Refunds - Return Guidelines

Groupon Goods Marketplace has specific procedures for order refunds and returns as outlined in your Merchant Agreement. Merchants failing to comply with the policies below may be subject to account suspension.
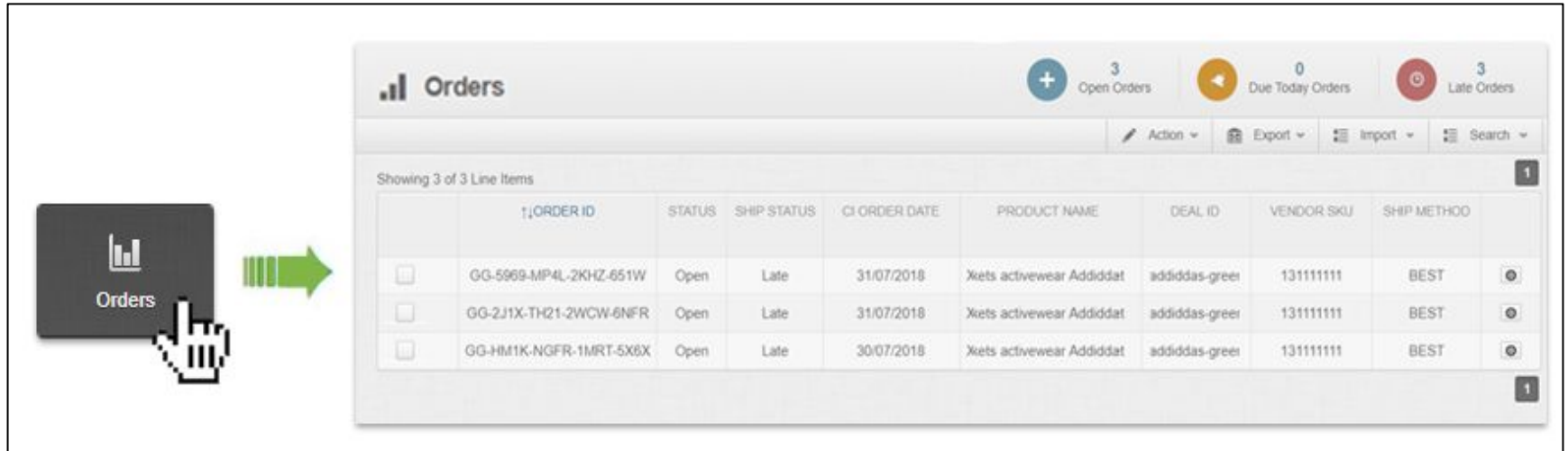
- You must honor the return policy listed on your deal page.
- You may not ask the customer to ship a product back at their own cost.
- Partial refunds are not covered under your Merchant Agreement.
- Merchants may not request customer's personal information such as customer PayPal account or billing address.
- If you choose to offer a return/refund on an order, you must execute the return/refund using CommerceInterface.

For more details on order refunds/returns guidelines, please review this article.

Order Refunds – How to Issue a Refund in CI

1. Navigate to "Orders" tab in CommerceInterface.

Merchants can issue refunds to their customers in CommerceInterface. To begin this process, log onto CommerceInterface, then select the "Orders" tab on the left navigation bar.

For more details on Issuing a Refund in CI, please review this article.

Order Refunds - How to Issue a Refund in CI

2. Find the order you plan to refund

From the Orders page, use the "Search" tool at the upper-right corner of the page to find the order you would like to issue a refund for. Enter your desired information in the search fields, then click the blue Search button. Once you have located the order you want to refund, click the Gear Icon. This will take you to the Order Details page.

Order Refunds − How to Issue a Refund in CI

You will be asked how many units you want to return. Use the dropdown to select the full ordered quantity, or a lesser amount, depending on the customer's request.

Finally, you will be asked to provide the reason that you are canceling this order. Select the appropriate reason from the options provided, then click "Apply." The order will now be marked in the system to reflect this cancellation/refund. On the next slide we will go over each of the reason codes shown below, and when to use them.
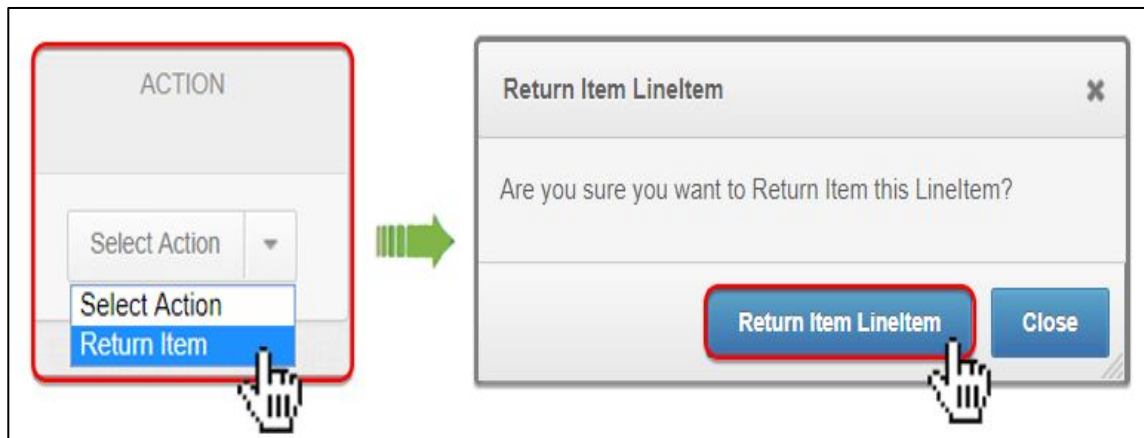
Order Refunds - How to Issue a Refund in CI

3.   Cancel order and issue refund.

From the Order Details page, find the "Action" column in the section labeled "Line Items". Expand the drop-down menu and select "Return Item." This will generate an additional prompt, asking you to confirm your decision. Select "Return Item LineItem."

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Order Refunds - Return Reason Codes

It's important that you choose a reason code that best applies to your return.

- **Invalid Address**: Use this when the customer shipping address is invalid, or when the package is returned to sender for invalid address.
- **Incomplete Address**: Use this when the customer shipping address is incomplete (i.e. missing unit number), or when the package is returned to sender for incomplete address.
- **Unopen Return**: Use this when an unopened order has been returned to you.
- **Customer Return**: Use this when the customer has requested a return and you have received the return successfully.
- **Vendor Shortage**: Use this when you do not have the ordered product in stock. You should also be adjusting your inventory if you have to use this reason code. Please note that your permalink may be paused for using this reason code.
- **Outside Shipping Area**: Use this if you receive an order that is outside of your shipping area. You should be able to ship anywhere in the U.S. If you happen to receive an order from outside the U.S., please cancel the order using this reason code and let us know that you received an order outside the U.S.
- **Loss Package**: Use this when you are notified from your shipping carrier that the package has been lost.

Order Refunds - Refund Successfully Issued

What happens after you have successfully marked an order as returned in CI?

- If the customer has already been charged for the order, the refund will be issued to their account by the end of the day. If the customer needs confirmation of this refund to their form of payment, they will need to reach out to Groupon Customer Support. Unfortunately, you cannot provide the customer with this confirmation

- If you have already been paid for the order, the amount will be subtracted from your balance during the next payment period. You will see this returned order included in both a negative invoice and a deduction in the Remittance Center. For more information on the Remittance Center and Invoicing, please review this guide.

For more details on Issuing a Refund in CI, please review this article.

Thank you and we look forward to the new world of Goods Marketplace.

For your reference and convenience all Goods Marketplace Guides are available [here](#)

Please take a moment to complete this [short survey](#) and let us know if you have any other questions!