🚀 CDON Performance Targets - Your Roadmap to Success!

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Welcome aboard 🌟

As an online marketplace merchant, you play a crucial role in ensuring customers have an amazing experience. To keep things running smoothly, we've set a few performance targets to help guide you toward outstanding success! Think of these as your performance GPS - they'll help you navigate the road ahead, ensure timely deliveries, accurate product descriptions, and quick responses to customer inquiries. It's all about keeping those customers happy and coming back for more! 🎉

✨ Why are these performance targets important?

- **Keep Customers Happy:** Timely deliveries, clear product descriptions, and great customer service are essential to building trust.

- **Create Repeat Business:** A happy customer is a repeat customer! And repeat customers are the best kind of customers.

- **Boost Your Visibility:** Excellent performance means more customers will see your products, leading to more sales. 📈

📊 The Key Performance Indicators (KPIs) - Know Your Numbers!

To ensure your success, we track a few **Key Performance Indicators** (KPIs). These are the vital signs of your store's health. They show how well you're doing and where you might need to put in a little extra effort. Check out these important KPIs:

- **Overall Issue Rate → Target 5%**
  Combination of Missing, Complaint and Regret Rate. How often do problems and customer errands arise? Let's keep this low!

- **Missing Rate → Target 2%**
  Missing items? Keep track of your stock and shipments to avoid this.

- **Complaint Rate → Target 2%**
  Let's aim for as few complaints as possible by addressing customer concerns quickly and professionally.

- **Regret Rate → Target 1%**
  Did the customer change their mind? Aim for low regret, meaning your product descriptions are on point and customers are satisfied.

- **CSS (Customer Satisfaction Score) → Target 85%**
  The higher, the better! Keep customers smiling and your CSS will reflect that.

- **Unfulfillment Rate → Target 1%**
  Keep cancellations to a minimum. If you need to cancel, be sure to notify customers as soon as possible.

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🥇 Track Your Performance Like a Pro!

Want to stay on top of your game? Of course, you do! You can easily track your performance through the **Merchant Analytics** in the CDON Merchant Center. Here's how you can use it to your advantage:

- **Monitor your metrics** regularly to spot any issues before they become a bigger problem.

- **Data is your friend:** Use these insights to make better, more informed decisions.

- **Optimized Strategy = More Sales:** Use what you learn to adjust your strategies and improve your store's performance.

🚨 Note

Have you not received your credentials to CDON Merchant Center?
→ Please contact our Merchant Support at: seller@cdon.com

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🚦 Performance Thresholds & the Road Ahead

Now, let's talk about **performance thresholds**. If things aren't improving despite our best efforts, we might need to take action to keep the marketplace environment healthy. This could mean a few things:

- **Fees:** If your performance isn't up to par, we may apply additional fees to encourage improvement.

- **Account Suspension:** In extreme cases, continuous negative trends could lead to a temporary suspension.

By regularly checking your performance and taking action early, you can avoid these bumps in the road. 🚧

💡 **Pro Tip:** Stay proactive! Regularly review your performance, make improvements, and keep those customers smiling. The better your performance, the better your visibility and sales - it's a win-win! 💪

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🏆 Your Journey to Marketplace Mastery

Here's the bottom line: Keep an eye on those KPIs, review your performance regularly, and work on improving where needed. By doing so, you'll create a better experience for your customers, earn their trust, and increase your chances of long-term success on CDON.

Your journey to marketplace mastery is just beginning, and we're here to support you every step of the way! 🚀

Resources to Help You Grow:

🔍 **CDON Help Center**
Your go-to resource for helpful articles on KPIs, platform performance, customer support, fees, and more.

➡️ Read more about [Performance Targets](#)
➡️ Read more about [Performance Thresholds and Fees](#)

📊 **CDON Merchant Analytics**
Turn data into decisions - and decisions into growth. Easily monitor your store's performance. Data-backed decisions = better performance and more sales.

➡️ Explore [CDON Merchant Analytics](#)

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