

Fyndiq Performance Targets - Your Roadmap to Success!



Fyndiq Performance Targets

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.



Track Your Performance

Want to stay on top of your game? Of course, you do! You can easily track your performance through the **Merchant Analytics** in the Fyndiq 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.



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! 💪



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 Fyndiq.

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:

Fyndiq 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](#)

Fyndiq 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 [Fyndiq Merchant Center](#)