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Registration & Accessing the Amazon Business Account
# Amazon Business Registration Scenarios

Depending on how you have used your work email on Amazon in the past, you will be prompted through a corresponding registration flow.

<table>
<thead>
<tr>
<th>Persona</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New User</strong> <em>(Scenario #1)</em></td>
<td>Has never used UCSF email domain on any Amazon account</td>
</tr>
<tr>
<td><strong>Existing Amazon.com account used for Business Purchases</strong> <em>(Scenario #2)</em></td>
<td>Amazon User has UCSF email linked to Amazon. Since they have only made business purchases in the past, their order history and account information (payment methods, addresses, etc.) should be converted/migrated to the centralized Business account.</td>
</tr>
<tr>
<td><strong>Existing Amazon.com account used for Personal Purchases</strong> <em>(Scenario #3)</em></td>
<td>Amazon User has UCSF email linked to Amazon. Since they may have made personal purchases, they would like to transfer all previous order history and account information to a personal email, and start a clear profile in the new centralized Business account.</td>
</tr>
<tr>
<td><strong>Single User Amazon Business</strong> <em>(Scenario #4)</em></td>
<td>Amazon Business User UCSF email is linked to a separate AB account) who needs to either 1) merge the current account into the central Business account from an email invitation or 2) deregister the account (convert to a .com account) before joining the central account.</td>
</tr>
<tr>
<td><strong>Admin on Amazon Business with multiple users</strong> <em>(Scenario #5)</em></td>
<td>Amazon Business User UCSF email is linked to a separate AB account with multiple users who needs to merge the current account into the central Business account from an email invitation and merge over all users</td>
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</tbody>
</table>
De-Registration
De-Registration

When users with outside (“rogue”) Amazon Business accounts try to access the central AB account via punchout, they will encounter an error message. To resolve and get access, they must complete the following steps:

1. User must login to previously registered Amazon Business account outside of the punchout environment by going to Amazon.com
2. Download an Order History Report to ensure all past group order history is available for future reference
3. Click De-registration link and follow all prompts (ignore account closure verbiage) - https://amazon.com/gp/b2b/manage/deregister
4. Follow “User to Convert” instructions

Note: If the account has more than 5 users, they will need to remove the users first. If they do not, they will receive the below error message and can work directly with Customer service for support

![Error Message](image)
Account Invitations

How do Invitations Work?

- Based off your scenario, you received an email on 8/23/23 to your work email from business@amazon.com

Call to Action:

- Click on the “Join Amazon business” or “Sign In” link in the email you received to ensure you have access to your Amazon Business Account

- If you don’t take action within 90 days, your invitation will expire
Account Navigation
### Account Navigation

Hover over your name in the top right hand corner to access additional tools in your account.

<table>
<thead>
<tr>
<th>Page</th>
<th>Functionality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Account</td>
<td>Standard Amazon account information including name, email address &amp; password</td>
</tr>
<tr>
<td>Your Orders</td>
<td>View and track your orders. Administrations can view orders others have placed on behalf of the organization</td>
</tr>
<tr>
<td>Bulk Ordering</td>
<td>Create a new bulk order, continue saved bulk orders, or track your requests for quotes and quantity discounts</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Create and filter custom reports based on your business needs to view your organization’s orders</td>
</tr>
<tr>
<td>Switch Accounts</td>
<td>Allows you to easily toggle between your different Amazon accounts</td>
</tr>
</tbody>
</table>
Start Your Shopping Experience

Utilize the Search bar, your Lists, to search for specific items

LINKS TO EXPLORE:

• **Workplace Essentials**: 4+ star rated work supplies, including top searched and purchased
• **PPE Workplace Essentials**
• **Featured programs and storefronts**
• **Best Sellers**: Shop best-selling items across all departments, updated hourly
• **Today’s Deals**: Discover all current deals, including coupons
• **Wholesale**: Save by purchasing items in bulk, case packs, and large packs
• **Private Brands**: Discover Amazon Business brands, including Amazon Commercial, Amazon Basics and more
Amazon Business Homepage

- Notification Panel
  - Order Summary & Recommendations

- Customized to Each User
  - Features and Programs you could benefit from
  - Product Recommendations
  - Purchased by Your Organization
Search & Shopping Experience
Preferred Products/Small & Diverse Sellers
Blocked Policies
What Is Custom Quote Engine?

Is a new tool which helps Amazon Business Customers request a specific, discounted price on higher volume purchases (>$7.5K - $10K / >999 units).

Our Goal – Help Customers leverage:

✓ Amazon’s supplier network and competitive marketplace
✓ Get better pricing on bulk purchases
✓ All while meeting bid requirements.

Example: The School of Medicine wants to buy 5000 keyboards to be delivered by end of September. Existing offers on Amazon are good, but the department wants a deeper discount on the purchase.

We are thinking bigger with bulk:
Benefits of Custom Quote Engine

Convenience
- Self Service or leverage your Customer Advisor
- Dedicated quoting concierge team to guide your quoting journey

Discounted Pricing

Consolidated Shipping

Competition
Request for Quote
Basket Level Quoting

• Allows Customers to request multiple ASIN’s in a single request.

• Customers can request pricing on multiple items, receive multiple quotes on each item, and select which offer(s) they would like to purchase.

• Example: Customer needs to order 100 laptops, 100 keyboards, and 100 headsets for a group of new employees scheduled to start on August 1st
Placing an Order
Begin Checkout Flow by Punching Out via BearBuy

Begin by selecting the Amazon Business tile within your punchout catalog in BearBuy.

You'll be redirected to the centralized Amazon Business account homepage.
Search and Browse the Marketplace

Search catalog and identify item(s) to be purchased.

Select the product you wish to review to navigate to the product detail page.
Halted Orders

There are five instances in which orders can be halted/cancelled

- **Safeguards** – If the approval is not completed within the seven day cart lock, and the order falls outside of the safeguards at the time of approval, the item or order will be halted.

- **Multiple PunchOut Sessions** – Multiple PunchOut sessions can result in a cancelled order. When shopping on Amazon Business through PunchOut, make sure to use one PunchOut Session per order.

- **Changing or Modifying Cart** – If PO is sent with deleted line items or modified quantities, the order will be rejected.

- **Address on Final PO Differs From Address at Checkout** – If the checkout address is in the contiguous US, but the address on the PO is outside the contiguous US, the order will be cancelled.
  - If default addresses are set up in the account and orders are being shipped outside the contiguous US, please make sure to contact your administrator to add in a default address with your ship-to location.

- **Zip Code Change for Next Day Delivery** – If the zip code on the final PO differs from the zip code used for the address at checkout and the item is set for next day delivery, the order will be cancelled.
Halted Orders

Amazon Business will send this email if an order triggers one of the business rules (called “Safeguards”) set by your organization.

Things to note:

• Refer to details provided in the email. Or, contact Customer Service for more information.

• If an Amazon Business order has been halted, the end user will need to start over and place a new order.
Things to Know
Reorder & Shopping Lists

How do Lists work on Amazon Business?

Lists make it easy to keep track of the things you need, and are easy to share with others. Choose between multiple list types depending on whether or not you want the items to remain on a list after they are ordered.

- **Create a List** - Any User on Amazon Business can create a shopping list
- **Share a List** - Create a public list and share with your desired audience
- **Review a Shared Shopping List** - When a list is shared with you, you can save it to your own account or make a copy to edit yourself
Amazon’s Private Brands

Private Brands

• High-quality and durable products, Average Rating 4.2+ stars
• Over 48,000 products in 352 categories and growing
• Cost-effective options, including quantity discounts and lower-priced alternatives to national brands
• Quantities needed to get the job done, including large pack sizes and case packs
• End-to-end purchasing solutions for work, from everyday essentials to professional-grade selection

Learn more in this video
Socially Responsible Storefronts

- Socially Responsible Purchasing
- Climate Pledge Friendly
- Women-Owned Businesses
- Black-Owned Businesses
- Veteran-Owned Businesses
- Small & Local Businesses
Amazon Business Analytics provides the ability to:

- Aggregate purchases to compare and track spend over time
- Monitor and track 60+ data fields including customer info, shipment info, payment info, and seller info
- Customize and save report templates to meet business needs
- Download CSV files to analyze your data in excel
Your Orders

This section of the account provides additional detail regarding the status of all orders you have placed within the Business Account.

Take a variety of actions on Your Orders:

- Track Packages
- Initiate a Return

Use Contact Us or our Chat feature for assistance with Returns.
Additional Resources
Amazon Business Customer Support

Dedicated U.S. based Business Customer Support can be reached a number of ways including email, chat and phone. Not sure what you’re looking for? Learn more about the features and benefits on Amazon Business [HERE].
Your Interactions

Built in Amazon Business tool to track the issues that remain unresolved after the initial contact with Amazon Business Customer Support.

One-stop location to track progress of open support issues. Allows users to monitor progress and re-open cases on their account without requiring follow-up.

How it works?
When a customer reaches out to a support team or selling partner with an issue, a ticket is created that customers can directly reference from their account at any time.
Common Amazon Business Support Questions

Quick resolutions to frequently asked questions and contact information for a variety of support resources

Contact Business Customer Support: [CLICK HERE]
- Provides end users the option to call, email, or live chat. Please use this method of contact for anything relating to an order, transaction, charge, or shipment

Cancel an Individual Prime Membership:
- Your Account > Manage My Prime Membership > End Membership
- The end user must follow the steps to receive a pro-rated refund

Request a Tax Exemption Refund:
- Your Orders > Locate Order > Contact Seller > Request refund through email
- Additional tax queries can be emailed to tax-exempt@amazon.com
How To Guides and Helpful Videos

• Self Service Resources
  - User Guides
    - New User Registration: Direct Access
    - New User Registration: Punchout
    - Creating and Sharing Lists

• Training Videos

Training Videos

A portfolio of videos tailored for building the capabilities customers need to create a successful, data-driven procurement program.
amazon business

Thank You