# Small Appliances Brand recovers millions from Amazon

*Case Study: Household appliances supplier with $200M+ revenue on Amazon*

## The Problem

- Shortages kept recurring because the brand did not have the visibility into what could be causing the shortages on their end

- In this case, the vendor had a pallet/carton categorization discrepancy that caused Amazon to misclassify incoming orders

## The Solution

**Enable root cause analysis with…**

CommerceIQ's integrated retail ecommerce platform

**Key Feature - Profit Recovery Automation:** By leveraging AI and automation, the brand was able to do the following:

- Dispute ALL shortages with automation as they occur after Amazon Smart Match with no manual input needed
- Leverage a single source of truth for shortage claims, disputes approvals, resolution rates, and more tracking
- Use Root Cause Analysis to prevent problems from recurring

# Brand was able to find and fix source of many shortages

## The Result

### Within 12 months...

**$2.28M** — Of **Profit Recovered** in just phase 1 of the dispute process alone

**55.2%** — **Approval Rate** which remained high over duration of CommerceIQ activation

**2300+** — **Shortages Disputed** with large surge within first two months of CommerceIQ activation to catch older shortages



PERFORMANCE OVERVIEW

Display in: ● Dollars ○ Case/Ticket Count   Roll Up By: Weeks

Shortage Disputes Approved
$X.XXM

Count of Shortages Disputed
X.XXK

Shortage Dispute Approval Rate
XX.XX%

Shortage Disputes Resolved
$X.XXM

Powered by CommerceIQ

7 Feb   14 Mar   18 Apr   23 May   1 Aug   5 Sep   10 Oct   19 Dec

Surge in shortages claimed, many of which were approved

Average resolution rate high over time

The brand analyzed recurring shortages and discovered that it was using ASN formatting that was inconsistent with pallet-level shipment as it was only acceptable for cartons. Prior methods for disputing shortages could not detect this problem.