



# Seller Score

## 1. What is the Seller Score?

- As Jumia is a marketplace, customers have to choose between many vendors, and they need trust, safety and relevant information. Then, **the Seller Score informs your customers about the quality of your shop.**
- The objective of Seller Score is two-fold:

-  Enable customers to choose the most reliable sellers.
-  Grow your business by attracting more customers and by building a strong brand image.

## 2. Where can you see your Seller Score?

- You can see your Seller Score on your Seller Center Homepage.

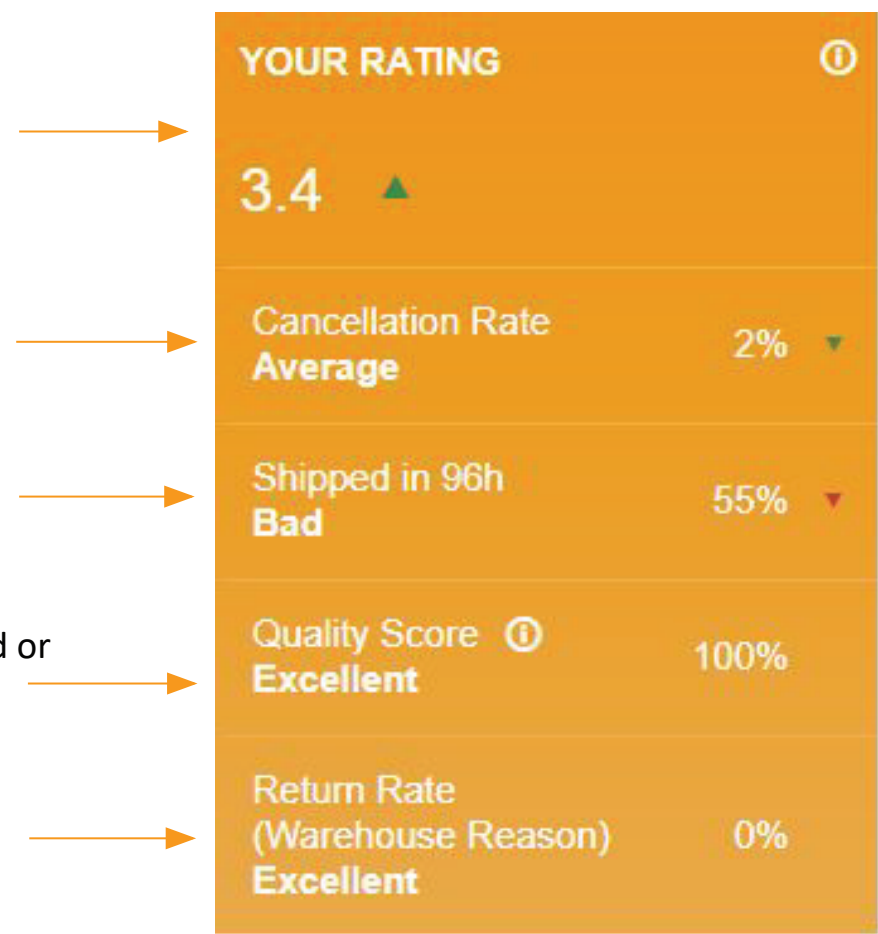
Your score is very important for your customers since they look at it before buying your products. **Reach a score of 5 to be among the best Jumia vendors.**

Cancellation rate is the reliability of your shop. It is the percentage of orders you have cancelled over the last 4 weeks.

Shipped in 96h is the speed of your shop. It is the percentage of orders you have shipped in less than **VARIABLE** hours.

Quality score is the percentage of orders that have not been rejected or returned by customers because of quality issues.

Return rate is the percentage of items that have been rejected or returned by Jumia because of failed quality check.



## 3. What is its impact for your customers?

- Your score as a vendor is visible on the page of each of your product. Products from top rated vendors have a conversion rate from 5 to 10 times higher than other vendors.



### Roadwalker Solid Slip On Shoes - Black

By Roadwalker

Have one to sell? Sell yours Here >

★★★★☆

(31)

See all ratings

JUMIA EXPRESS

Eligible for **Free Shipping**

Size

404142434445

Size Guide

Your size is not available? Be notified when it's back

EGP 175

EGP 399 **-56%**

BUY NOW

Be notified when this product is back

Save for later

Sold by Roadwalker Fashion Marketplace

Seller Score: **86%**

10,000+ Successful Sales

JUMIA EXPRESS

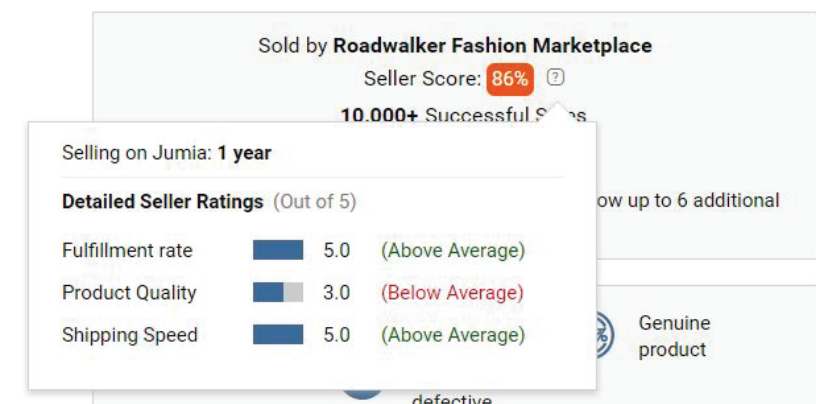
Delivery Get it in Cairo & Giza by Tuesday 30 Jul, allow up to 6 additional business days for other cities.

- The score that appears is the mean between those three criteria:

The Fulfillment rate is the equivalent to your Cancellation Rate that is in your Seller Center.

The Product Quality is the equivalent to your Quality Score in your Seller Center.

The Shipping speed is the equivalent to your Shipped in **VARIABLE** in your Seller Center.



## 4. How can you improve your Seller Score?

- Improve your Cancellation rate by updating your stock every day so that you will not have to cancel orders any more.
- Improve your Pending to shipped in less than **VARIABLE** hours by setting your items on ready to ship as soon as you receive a new order.
- Improve your Quality score by ensuring to stock only original, authentic, high quality products and brands.

## 5. Any questions? Don't worry we are here to help you!

- Raise a claim on the Internet: [https://jumia\\_form.formstack.com/forms/vendor\\_claims\\_uganda\\_2019](https://jumia_form.formstack.com/forms/vendor_claims_uganda_2019)
- Call us: **0323001350**
- Ask an agent in a Vendor Drop-Off: <https://vendorhub.jumia.ug/1766-2/>