

# Forward

The purpose of this Fnac Marketplace Good Practice Charter is to help and guide our seller partners to carry out their sales.

This document is packed with tips to help sellers to optimise their sales, if they put them into practice.

These recommendations are as much for the benefit of existing sellers as for newcomers. They are essential to making the customer experience you provide one of the best.

Attention: This Good Practice Charter is complementary to our general terms and conditions of use and sales. It does not limit or replace them.

This Charter is not exhaustive and is not a legal or fiscal instrument. Each seller remains responsible for his/her own business dealings and must abide by the national, European and international regulations and laws governing the exercise of commercial activity.

## Good practice: delivery

Knowing how to deliver promptly and in the spirit of the promise of performance is essential to a successful sales experience - besides being a major selling point.

The transparency of delivery information is crucial to maintaining an atmosphere of trust between you and your customer.

To help you get your shipping strategies organised, here are some things to keep in mind. These apply to both French and international sellers.

To ensure the highest quality of service to your customer, you need to adopt a number of best practices at each stage of the sales process:

### ➤ *In advance*

- ❖ On your seller's account, correctly advertise your estimated delivery times. Aim to be as accurate as possible with these deadlines, ensuring you factor in the total time between the confirmation of the order by your staff and your customer's final acceptance of the product. [Remember that fulfilling delivery in accordance with the promise of performance is the foundation of building the loyalty of your customers.](#)
- ❖ Ensure you take orders promptly. When a buyer places an order, you will receive an email containing information about the product in question, as well as a link to the details of the order in your sales account. You therefore need to be logging into your seller account on a daily basis.

[Please take orders within 48 hours. You will find that the order has been automatically cancelled if you do not process it within the stipulated timeframe.](#)

- ❖ It is important to attend to your stock levels. In order to avoid any issues, check and replenish your stock regularly to keep pace with your sales. When you sell on our Marketplace, you have the option to be alerted when your stock is running low.
- ❖ After taking the order, lose no time in shipping the product via a trusted carrier and then confirm this to the customer through your seller account. In order to maintain a quality of service in keeping with customer expectations you have a window of 24 hours to ship the order.
- ❖ If the customer contacts you after placing an order, do not hesitate to demonstrate your responsiveness to his/her queries. He/she may wish to contact you for a variety of reasons, such as a cancellation, a change of address, or any other subject related to his/her order.  
[Please reply to customer messages within 48 hours maximum. Your responsiveness will be an important to the image of yourself that you project to the customer.](#)

➤ *During*

- ❖ Abide by the published delivery times. Do not make promises that you will struggle to keep. Do not make a feature of your turnaround times for dispatch if you cannot keep to the deadlines you have announced. Bear in mind that shipping an international order requires more time than a national order.
- ❖ International sellers should be careful not to impose unexpected delays or additional charges on customers because of tax or other customs duties that may apply potentially to their products.
- ❖ Always comply with the shipping method chosen by order buyers in order to protect you from litigation.
- ❖ Subject to being able to meet delivery deadlines, offering fast and cheaper delivery is a great way to strengthen your customer loyalty.  
[Fast delivery is an effective way to boost your sales volume during holiday times or high seasons such as Black Friday or back to school.](#)
- ❖ When confirming the shipment of a product you must always provide accurate information about the country of shipment and also a valid tracking number for each of your orders that links with the correct carrier.  
[Keeping customers apprised of the status of their order at each stage of transit is a key factor in their satisfaction and commitment towards your brand.](#)
- ❖ Remember to state your conditions of return. You must provide a return address in France, the United Kingdom, Germany, Italy or Spain. Failing this you must provide a prepaid return coupon, even in the event of withdrawal.  
[Taking this step will make it possible to pre-empt all disputes relative to possible returns, to retain your customers and to improve your conversion rate.](#)

- ❖ Do not forget to include with the delivery of the product an invoice of purchase or any other document required to give effect to the buyer's guarantee.
- ❖ Take all necessary care to package the product(s).  
Remember to protect the products sufficiently so that they are not damaged during shipping. Proper packaging will project a positive image to your customers.
- ❖ If the customer contacts you during shipping, do not hesitate to be responsive to his/her requests. He/she may want to contact you for more information on the progress of his/her order.  
Please reply to customer messages within 48 hours maximum. Your responsiveness will be an important to the image of yourself that you project to the customer.

## Good practice: feedback

- ❖ Positive feedback contributes to the improvement of your sales performance - they can make a big difference to customers who are considering hitting the order button. Good feedback results from a successful customer experience and it testifies that quality of service and customer satisfaction count among your top priorities.
- ❖ When a customer sends you negative feedback, we advise you to get to the bottom of the issue through a combination of responsiveness and a breadth of offers that will lead to an adequate resolution. This can also aid the review and refinement of your processes and policies.  
A customer with a satisfactory buying experience is someone who will create new potential customers.

### ➤ Seller performance indicators

In order to inspire you to maintain an ideal mindset for quality of service towards buyers, certain performance objectives are prescribed.

By remaining faithful to our following quality standards, we guarantee you successful statistics and a long-lasting business:

#### **Order Rate**

You agree to take at least 95% of orders

#### **Complaint rate**

Your customer complaint rate must be less than 5%

#### **Feedback / Average rating**

Your score should not be less than 4.5 / 5

#### **Instant refund rate**

This must not exceed 5%

To maintain your shop's inclusion on our platform, it is imperative to observe this quality of service. If your quality indicators fall below the authorised thresholds, a two-week probationary period will be put into place in order while you correct the situation. If no improvement is forthcoming, we will take steps to suspend your shop.

## Good practice: after-sales service

- ❖ After-sales service must be one of the pillars of your shop. You need to be aware that the quality of your after-sales service will have a direct impact on the satisfaction of your customers and consequently on your sales performance.  
The key words to your success here are responsiveness, thoughtfulness, availability and flexibility. Be responsive to your customers' messages and make yourself available for any enquiry.
- ❖ Deal quickly with open cases of complaint by providing solutions tailored to the issues of your customers. Act swiftly to give your customers a fair hearing in order to understand the cause of their dissatisfaction. Your reputation will only be the better for it.  
You have 48 hours after a complaint has been filed in order to provide a real solution for the customer. Without a satisfactory solution, Fnac Marketplace reserves the right to refund the order within 8 days.
- ❖ When handling complaints, it is essential to preserve a good relationship with all customers, conducted in a correct French. For foreign sellers, you must have a multilingual team that is able to field any kind of query in perfect French.  
Using courteous, professional and carefully considered language will help to establish effective communication.
- ❖ For the purposes of optimal complaint processing, we advise you to institute follow-up procedures for open cases of complaint against your products or shop. This will assist you in identifying frequent causes of customer dissatisfaction and thus put effective measures in place to address this.  
For example: If you receive a lot of returns for 'damaged, unfit for purpose', you will be able to see that the issue is probably with the transportation. You will be able to approach your carrier, solve the problem and avoid other complaints arising for this reason.

## ➤ Legal warranty of conformity

We remind you that the consumer enjoys two statutory warranties, the conditions of which are fixed by law: the legal warranty against hidden defects, and the legal warranty of conformity. As regards the commercial warranty, this depends on the conditions determined by the seller.

The legal warranty of conformity is valid for two years and begins the day the customer takes possession of his/her purchase. This warranty applies to both new and used products.

However, it applies differently depending on whether it is a new product or a used product. In order to understand the difference between the two scenarios, here is a summary:

- If a defect appears in a product purchased new within two years of the purchase, the customer does not have to prove that the defect existed at the time of sale. In order to repudiate the warranty, the onus is on the **seller** to provide evidence that misuse of the product is conversely the cause of the failure.
- For a product purchased second-hand, this rule remains applicable during the first six months only following delivery. After this period, the onus is on the **consumer** to provide proof that the failure has not arisen from misuse of the product.

## Good practice: anti-counterfeiting measures

We particularly draw your attention to this crucial topic for the sake of a safe environment for buyers on our platform.

Counterfeiting represents a threat to consumers, who are also victims of these practices in terms of safety and public health.

We hereby remind you that:

*1) In accordance with the legislation in force, certain products are prohibited online<sup>1</sup>, such as:*

- counterfeits;
- paedophile products, meaning 'objects of any kind with images or representations of minors that are pornographic in character';
- asbestos or products containing it, with the exception of those referred to in Article 7 (Decree of 24 December 1996);
- products containing certain dangerous substances (eg lead salts, nickel);
- plants, plant products and other products (bark, seeds, land and growing media) the introduction of which is prohibited in all Member States under Annex III of the Decree of 24 May 2006;
- animal or animal products subject to prohibition under the national or Community health regulations in force;
- infant polycarbonate baby bottles produced from 2.2 bis (4hydroxyphenyl) propane, also known as bisphenol A;

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<sup>1</sup><http://www.douane.gouv.fr/articles/a10913-caracteristiques-de-votre-marchandise-restriction-de-circulation-ou-interdiction>

- the skins or furs of cats and dogs and any product containing them.

2) *Current regulations prohibit the sale of products from countries subject to international sanctions or embargoes.*

3) *Our general terms and conditions of use and sale prohibit the sale of certain products, such as:*

- products of a pornographic nature and detrimental to morality more generally;
- goods that incite racial hatred or discrimination based on race, sex, religion, nationality, physical ability, sexual orientation or age;
- stolen goods;
- medicines or drugs of all types;
- arms, weapons of war and ammunition;
- live animals;
- alcoholic beverages

We advise you to always check the authenticity of your products before you put them online, and to refrain from offering them for sale in case of doubt. If a customer contacts you about some goods that they claim to be counterfeit, you are obliged to find a solution and, if necessary, proceed to compensate him/her.

## Good practice: information for consumers

When you offer a good or service on our Marketplace, you are required to share numerous pieces of information with buyers and your customers. Here are some good practices to follow:

### ➤ *Information about the product and related services*

Our partner sellers must provide information about the essential characteristics of the goods and the proposed related services.

Please describe as precisely as possible all the qualitative and quantitative aspects of the product or service. This will ensure that buyers are not misled as to the merits of the product, the associated warranties, its condition or price.

- Describe the exact condition of the product (new, used, reconditioned).
- Provide all shipping information, such as costs and timeframes.

### ➤ *Communicate about delivery, terms and warranties*

It is important to specify in your listings:

- Delivery terms and timeframes in accordance with which you agree to deliver the goods.
- The terms set out for handling complaints and providing after-sales service.
- The terms of exercise for the legal warranty of conformity and the commercial warranty.

➤ *Information on the right of withdrawal*

Keep in mind that customers benefit by law from a 'cooling off' period of 14 days, should they wish to change their minds. Note that it is also possible to exercise the right of withdrawal before the delivery of the goods.

The 14-day period countdown begins either the day following the conclusion of the contract or else the delivery of the goods, depending on the type of contract. If this period expires on a Saturday, Sunday or public holiday, it is extended until the next business day.

➤ *Responsiveness, flexibility and transparency*

Responsiveness, thoughtfulness, availability and flexibility are the key watchwords for fostering ideal communication with buyers. Be responsive to your customers' messages and available in all circumstances.

Provide transparent and correct information to buyers at all times. The quality of your information and the fulfilment of your commitments will see your reputation grow in stature.