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Woolworths MarketPlus Seller Service Standards

In addition to the performance criteria outlined in our [Service Level Agreement](#), Woolworths MarketPlus has a series of metrics and standards we expect Sellers to adhere to. These standards are in place to ensure our customers have the best possible experience when shopping at Woolworths MarketPlus.

New Seller Service Standards - coming into effect on 8 September 2026

	Metric	Benchmark	Description
Order fulfillment	On-time dispatch rate	2 business days, ≥ 96%	The percentage of orders dispatched on or before their required dispatch date (2 business days after order date).
	Out of stock (OOS) cancellation rate	≤2.5%	The ratio of refunds issued due to being out of stock (OOS) relative to all orders received.
	Valid tracking rate	≥ 95% (New)	The percentage of dispatched orders that have valid tracking information provided using WMP supported carriers .
Return & refunds	Refund rate	≤ 3%	The ratio of refunds received due to seller-related issues (e.g., damaged items, incorrect items, faulty items, or late delivery) relative to all orders received, excluding refunds caused by out-of-stock (OOS).

Customer service	Ticket rate	≤ 5% (Unchanged)	The ratio of seller-attributed customer contacts created relative to all orders received.
	Aged ticket rate	≤1% (New)	The ratio of all tickets that remain unresolved for 8 or more days relative to the total enquiry tickets received in the reporting period.
	Escalation rate	≤ 5%	The ratio of escalations received relative to all tickets received.

Please note: The above metrics (except for the new Aged ticket rate) are used to calculate your monthly [Seller Rating](#) in the Seller Portal. While you still need to meet the Aged ticket rate benchmark to maintain overall account health, it won't impact your monthly rating. Customer product ratings will continue to be part of the Seller Rating.

Current Seller Service Standards:

The below benchmarks are **effective until 7 September 2026**.

Refund rate	Maximum percentage of orders refunded in the last 30 days	5%
Out of stock rate	Maximum percentage of orders refunded due to out of stock in the last 30 days	3%
Ticket rate	Maximum percentage of tickets raised relative to the total number of orders	5%
Escalation rate	Maximum percentage of tickets that resulted in an escalation by the customer in the last 30 days	5%
On-time customer first response rate	Average time taken to first respond to customer enquiries in the last 30 days	2 business days
On-time dispatch	Average time taken to dispatch orders in the last 30 days	2 business days

Woolworths MarketPlus also has a series of policies outlining what we expect from our Sellers.

[See the full list of policies](#)

If a Seller fails to meet these metrics or any of the standards in the Service Level Agreement or the above policies, Woolworths MarketPlus may take action against the Seller ranging from a reminder, to store suspension or termination at its discretion.

Woolworths MarketPlus aims to be transparent and work with Sellers where they may fall short of our expectations and, without limiting any rights Woolworths MarketPlus may have under the Seller Services Agreement, the below table details the different levels of reminders and warnings we may issue depending on the issue or policy breach.

Level	Description	Action
Level 1 - Reminder	Minor issue or policy breach	A reminder email and/or training if required
Level 2 - Warning	Medium issue or repeated/continued level 1 policy breaches	Store placed under monitoring for 30 days - may result in further action
Level 3 - Warning	Significant issue or repeated/continued level 2 policy breaches	May result in store suspension at Woolworths MarketPlus' discretion
Level 4 - Account Review	Major issue or continued/repeated level 3 policy breaches	May result in termination at Woolworths MarketPlus' discretion

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