Supplier Direct
Operating Manual - Mirakl

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VERSION 3.0

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00 - Version Control

Version control tracking:

Version	Author	Summary of changes	Date
3.0	Emily Blackmore, Paul Cairns, Harry Bailey	Aligned with Mirakl	07/05/26

Schedule

Please note - all sections of this apply with the exception of *Section 4 - Delivery Offer and Requirements.*

Within Section 4, only the relevant fulfilment option(s) depending on the delivery agreement shall apply.

01 - Getting Started

1.1 - Introduction to Supplier Direct Operations at John Lewis Partnership

Welcome to John Lewis Partnership

Since 1864, when the first shop opened on Oxford Street, John Lewis has been committed to offering true and enduring value in quality, price, and service, guided by our "Never Knowingly Undersold" philosophy since 1925. As a D2C Supplier within our Supplier Direct fulfilment channel, your role is crucial in upholding this commitment and building strong relationships with our customers, which are integral to our brand and values.

To maintain our position as the UK's most inspiring Omni-Channel retailer, we will earn customers' trust and lifetime loyalty through unsurpassed product curation, design, quality, personal customer service and experiences. Together, we will create an inspiring, targeted proposition and deliver the first-class service our customers expect.

John Lewis has chosen to partner with Mirakl as its Supplier Operating Platform. As a market-leading D2C solution, Mirakl is pivotal to supporting the partnership's D2C strategy, focusing on growth and enhancing the customer delivery offering.

This manual provides all the necessary information for you to trade as a Supplier Direct supplier with the John Lewis Partnership, enabling us to collaboratively create an inspiring proposition and ensure an exceptional customer experience.

Please read and understand this document thoroughly. For any questions, contact the Supplier Direct Operations team at supplier.direct.mirakl@johnlewis.co.uk.

John Munnelly
Distribution Director, John Lewis

01 - Getting Started

1.2 - Requirements for becoming a Supplier Direct Supplier

Prior to launching as a Supplier Direct supplier, all documentation and actions detailed in the check list below must have been completed.

Supplier Direct Onboarding Checklist

- Regular interaction with Mirakl for product launch, inventory updates and to receive inbound customer orders for fulfilment and send outbound updates containing order status changes
- Ability to provide regular daily inventory updates and any agreed ring-fenced stock quantities.
- 1-person customer delivery to be made using a tracked carrier: e.g. Royal Mail, APC, DPD, DHL, Fedex, Evri, Parcel Force, TNT, UPS, Yodel.
- 2-person customer deliveries to be made preferably using a tracked carrier, with the option of untracked but requiring manual updating.
- Ability to deliver to Mainland UK (including Northern Ireland and the Isle of White, excluding the Isle of Man, Orkney, Shetlands, Outer Hebrides, the Isles of Scilly and Channel Islands).
- Non-UK based Suppliers must hold and use a UK VAT registration number and an EORI number.
- Arrange collection of customer returns weekly from John Lewis and Partners Returns Centre (ADC/CDH)
- Service levels to be maintained all year round, excluding Christmas Day, Boxing day and Easter Sunday. Contingency plan required for peak trading so operations can be scaled up to handle volume increases.
- Customer queries will be handled via John Lewis contact centres and the Suppliers must respond within agreed SLA.
- All of the above should be done in compliance with John Lewis defined GDPR regulations.
- Commercial terms to be agreed and should include signed D2C Terms & Conditions.
- Suppliers will be on a weekly Self Bill Model, they are emailed all reporting, this covers Sales and Returns.

1.3 - Definitions

- **SOR (Sale or Return) -** This form of dropship is where the supplier agrees a commission rate (SPTI) for the goods sold through John Lewis. This is known as a Mirakl One Creditor seller account.

- **Wholesale -** This form of dropship is where the supplier has agreed to a set cost price for the goods sold through John Lewis. This is known as a Mirakl Dropship seller account.

- **Expected Delivery Date -** refers to the delivery date agreed by the supplier or delivery contractor with the customer or DC / CDH. This is the expected delivery window given to John Lewis customers at point of sale and it is calculated by adding the Lead Time to Ship to the Delivery Time. is the latest date that delivery must occur to the customer, unless the customer has requested a deferral. It is also known as or referred to as the Promise Date.

- **Customer Delivery Window -** The time between the order being placed and the Expected Delivery Date.

- **CDH** or **Customer Delivery Hub** refers to a John Lewis Customer Delivery Hub (regional depot) which operates deliveries direct to customers using the John Lewis Partner Delivery Fleet.

- **DC** or **Distribution Centre** refers to a John Lewis Distribution Centre (or national distribution centre), stock delivered directly to our DC's are internally shipped to Customer Delivery Hub's for delivery to John Lewis customers via the Partner Delivery Fleet.

- **Mirakl** is John Lewis' nominated platform for Direct to Customer Fulfilment including product onboarding, availability & order management. Suppliers must interact with this in order to trade as a supplier.

- **Mirakl Connect** is a platform with pre-built connectors, allowing suppliers to connect with other ecommerce platforms.

- **API** stands for Application Programming Interface which allows the supplier to synchronise data between multiple platforms.

- **Packaging** refers to the supplier's chosen packaging or John Lewis branded packaging (to be determined at point of assessment with agreement from John Lewis Commercial team).

- **Working days** and **working hours** refer to Monday to Friday, 9:00am to 5:00pm.

- **Delivery days** and **delivery hours** refer to Monday to Saturday, 7:00am to 9:00pm.

- **Lead-time to ship** is the number of calendar days that Suppliers expect to dispatch a customer's order.

- **Delivery Time** is the number of carrier days, set by John Lewis Partnership

- **AM Delivery** time slot should be equivalent to 7.00am – 2:00pm.

- **PM Delivery** time slot should be equivalent to 2:00pm – 9:00pm.

- **Offer** is a supplier's sellable proposition for a product (price/stock/condition/availability, etc.)

- **Product** is the catalog item in your operator catalog (shared data like title/description/images/category/brand)

02 - Order Management & Availability

2.1 - Introduction to Mirakl

Mirakl is our chosen platform for order management and availability. John Lewis reserves the right to change the supplier platform that suppliers are required to interact with, providing adequate notice is given. To continue as a Supplier Direct supplier, the supplier hereby agrees to use any nominated Portal provider to trade with John Lewis.

To guarantee outstanding customer service, our suppliers must update all orders within Mirakl to their designated statuses. This enables John Lewis Partners to address customer inquiries efficiently, without the need for direct contact with suppliers via email or telephone.

There are three methods of interaction with Mirakl

1. **API** - allows the supplier to synchronise data between multiple platforms using secure data transfer

2. **Mirakl Connect** - a platform with pre-built connectors, allowing suppliers to connect with other ecommerce platforms.

3. **Manually** - allows the supply to interact with orders through the platform interface either individually or in bulk.

The Supplier Direct Onboarding team will recommend the most suitable integration method, considering factors such as product type and projected order volume.

It is important to note that Mirakl is exclusively for John Lewis Partnership Supplier Direct orders and products and does not support wholesale agreements.

Returns are not currently processed through Mirakl, however the supplier will have visibility once a refund has been processed.

2.2 - Order Management

The order status flow must follow the below sequence for **1 person deliveries:**

- **Pending Acceptance -** A new order must be acknowledged and accepted within 24 working hours of the customer's order being placed.

- **Awaiting Shipment -**The supplier picks, packs and prepares the customer's order for shipping.

- **Shipped -** The chosen carrier collects the customer’s order and tracking information is provided.

- **Received -** The order is delivered to the customer and the order journey ends.

All of the above are mandatory statuses to progress orders through the Mirakl order journey flow.

The order status flow must follow the below sequence for **2 person deliveries:**

- **Pending Acceptance -** A new order must be acknowledged and accepted within 24 working hours of the customer’s order being placed.

- **Awaiting Shipment -**The supplier picks, packs and prepares the customer’s order for shipping.

- **Delivery Date Booked -** The supplier has booked a delivery date with the customer.

- **Shipped -** The chosen carrier collects the customer’s order and tracking information is provided.

- **Received -** The order is delivered to the customer and the order journey ends.

All of the above are mandatory statuses to progress orders through the Mirakl order journey flow.

Delivery Date Deferred - Should only be used to indicate that a customer has been contacted by the carrier elected to select a date outside of the **Expected Delivery Date.**

Mirakl KPIs

Should the supplier fail to meet the Key Performance Indicators (KPIs) detailed in **Appendix 9.1,** John Lewis reserves the right to suspend the supplier's account.

2.3 - Product Availability

To allow John Lewis to update all product availability and give customers accurate Expected Delivery Dates via our website, the supplier will be required to provide regular inventory updates daily or up to every 15 minutes into the Mirakl platform. Any updates to inventory will be reflected on the website within the hour.

Please note – the principle for managing product availability should be driven solely by available quantity. John Lewis does not permit Lead Time to Ship extensions as a means of retaining a product in-stock.

Lead Time to Ship adjustments must be submitted by 5:00pm each calendar day to be instantly updated in Mirakl. Website reflections will occur overnight. These changes are exclusively for operational purposes and not to compensate for low stock or inaccurate forecasting. Prior approval from the Supplier Direct Operations team is required for any such modifications.

Available products and quantities displayed through Mirakl should only reflect the online availability, this should not reflect any wholesale or in-store available product.

Suppliers are required to ring-fence stock whenever feasible, especially when stock allocations are shared among multiple retailers. If ring-fencing is not feasible, suppliers may publish global stock, provided a buffer of at least 2 is applied to the quantity to prevent overselling.

Pricing - For the avoidance of doubt and in keeping with UK competition law, John Lewis retains sole discretion regarding our retail prices and will decide, for ourselves, whether or not we wish to follow any of your revised RRPs.

03 - Customer Orders

3.1 - Order & Data Transmission

John Lewis customers can place customer orders in three ways:

- In person in one of our John Lewis branches;
- Via the telephone with our contact centres; or
- Through JohnLewis.com.

The day the order is placed is classed as day **zero**. Transfer of orders in the normal course of operation will be transmitted on Mirakl instantly (**seven days** per week).

Upon creation, orders will immediately show in Mirakl and will be in a "Fraud Check Pending" status. This status can last for approximately 1 to 24 hours.

John Lewis will capture the following customer information (where the customer leaves it):

- Customer's Full Name
- Delivery address and postcode;
- Customer contact details (telephone number and email address)
- John Lewis order number
- John Lewis & supplier product codes and description.
- Expected Delivery Date

All information transferred to the supplier is subject to GDPR laws as stipulated in Supplier Direct Terms & Conditions.

04 - Delivery Offers & Requirements

4.1 - Delivery Offer Definitions

The delivery definition of which the supplier will take will be decided by the Supplier Direct Operations team during the supplier operational assessment and validation of customer fulfilment.

Supplier Fulfilled - 1 Person delivery (standard): Products defined as 1 person delivery-type and fulfilled through a 1 person delivery network (“usually up to 32KG max dimensions 60cm x 60cm x 90cm”) must be available for delivery within **seven calendar days** to the customer from the point at which the customer order is transferred to the supplier.

Supplier Fulfilled - Letterbox 1 Person delivery: Products defined as 1 person delivery-type and fulfilled through letterbox delivery service

Supplier fulfilled | 2 Person delivery (standard): Products defined as 2-man delivery-type and fulfilled through a 2-man delivery network, must be available for delivery within seven calendar days to the customer from the point at which the customer order is transferred to the supplier.

Supplier fulfilled | 2 Person delivery (extended): By exception and when agreed with John Lewis Supplier Direct Operations team, products defined as 2 person extended delivery-type and fulfilled through a 2 person delivery network, must be available for delivery up to 24 calendar days to the customer from the point at which the customer order is transferred to the supplier. This proposition may or may not include the undertaking of specialist installation services by the supplier.

4.2 - Carriers & Delivery Methods

John Lewis reserves the right to require the Supplier to change its designated carrier or source an alternative delivery method if John Lewis identifies a potential or actual conflict of interest. Upon such request, the Supplier shall source a substitute carrier or delivery method that meets John Lewis’ operational standards, ensuring that any transition does not disrupt the agreed delivery schedule.

4.3 - UK Trading

All suppliers must hold and use a UK VAT registration and have a UK EORI number. The supplier is responsible for any import customs entries required when the goods arrive in the UK and any associated import duties including but not limited to UK import VAT.

As the goods are dispatched for individual customers there is a risk that, if the import process is not managed correctly, our customer will be asked for various additional charges such as import duty, import VAT and customs clearance costs.

Direct to Customer suppliers must hold a UK VAT registration number and a UK EORI number so that they take care of all import formalities including:
- the UK import customs entry, which must be in the supplier's name
- any UK import duties (depending on product and country of origin)
- any UK import VAT charges

Furthermore the supplier must ensure that the courier used does not pass on any commercial invoices or charges relating to importation to the customer.

Should the supplier have any questions regarding the application of this they should revert to their own Customs Authority for guidance.

4.4 - Delivery Process for Supplier Fulfilled - 1 Person delivery (Standard)

Pre-Dispatch

Once a customer order has been received the supplier must acknowledge order receipt via **Mirakl** by updating order from **'Pending Acceptance'** to **'Awaiting Shipment' within 24 working hours** of receiving the order. Orders that have not been updated within this timeframe will be flagged to the supplier by the Supplier Direct Admin Team.

Post-Dispatch

Once the order has been dispatched, the supplier should update Mirakl from '**Awaiting Shipment'** to **'Shipped'** containing the carrier tracking reference which will enable Mirakl to intake in-flight tracking updates directly from the carrier. John Lewis does not currently nominate a suppliers' carrier but it is a requirement for suppliers to utilise an API mapped carrier to enable updates to be processed. John Lewis' on-boarding manager will provide a list of API-mapped carriers.

All 1 person deliveries must be notified to the customer **on the day prior** to the offered delivery date by SMS. The supplier or the supplier's third-party communication must reference John Lewis or the supplier's name in the text messaging. If the API mapped carrier does not offer an SMS service, John Lewis will facilitate an e-mail communication on the suppliers' behalf, provided the supplier inputs a specified carrier name and tracking reference.

On the day of delivery, an Out for Delivery notification should be sent to the customer before 8am. This should provide a delivery slot of no more than 2 hours and provide contact details for the customer to redirect or rearrange. Parcels should not automatically be delivered to a neighbour unless this option has been agreed by John Lewis Supplier Direct during the onboarding process.

At least one delivery date offered to the customer must be within the **Expected Delivery Date.**

Where a parcel is delayed, the customer should be notified by text message.

Delivery requirements

Delivery by the supplier or the supplier's carrier must cover the following areas, (subject to agreement to the contrary):

- Mainland UK (including Northern Ireland and the Isle of Wight, but excluding the Isle of Man, Orkney, Shetlands, Outer Hebrides, the Isles of Scilly and the Channel Islands). Postcode exclusions can be referenced in **Appendix 9.2.**

The supplier is responsible for the management of any third party agents to ensure delivery is made within the **Expected Delivery Date** (as referenced in **'Appendix 9.1'**), subject to any deferral agreed with the customer.

One person deliveries are normally doorstep deliveries only. Deliveries should be signed for by the recipient and should include a printed first name and surname to uniquely identify the individual.

Any amendments to customer details including address must be authorised by John Lewis.

Subject always to the Supplier's continued responsibilities under its respective guarantees and warranties in respect of the products as detailed in the Services Agreement the supplier is responsible for Damaged product or property for 48 hours from point of delivery and for Faulty products in accordance with the Consumer Rights Act. A signed proof of delivery is not evidence of a successful delivery should damage subsequently be reported on opening the package.

Failed deliveries

The supplier must attempt delivery on the day that has been arranged with the customer within the agreed time slot. If the supplier or supplier's representative is required to fail a delivery then a text message must be sent to the customer advising of redelivery options and carrier contact details. This may be supplemented by a card notification of failed delivery through the customer's letterbox. The calling card must include the following information:

- The date and time that the delivery was attempted;
- Contact details including opening times so that the customer can make contact to re-arrange the delivery; and
- A consignment or tracking number if appropriate.

If a delivery fails, the supplier's carrier must attempt delivery at least 3 times before returning the product to the supplier. If the supplier fails to deliver within the Expected Delivery Date, John Lewis may require the supplier to make special arrangements for re-delivery.

John Lewis may request GPS tracking for failed deliveries disputed by the customer.

The supplier is responsible for all costs associated with re-delivery. Should the proof of delivery (POD) and GPS information provided be deemed insufficient or of unsuitable quality in a delivery dispute, the supplier is obligated to resend the item to the customer without any additional charge.

4.5 - Delivery Process for Supplier Fulfilled - 1 Person Delivery (Letterbox)

Pre-Dispatch

Once a customer order has been received the supplier must acknowledge order receipt via **Mirakl** by updating order from **'Pending Acceptance'** to **'Awaiting Shipment' within 24 working hours** of receiving the order. Orders that have not been updated within this timeframe will be flagged to the supplier by the Supplier Direct Admin Team.

Post-Dispatch

Once the order has been dispatched, the supplier should update Mirakl from '**Awaiting Shipment'** to **'Shipped'** – based on the delivery type (i.e. Royal Mail), the carrier is unlikely to be API mapped. The supplier is therefore responsible for completing the critical tracking updates (i.e. Received) however there is no requirement for the supplier to replicate the richer in-flight statuses provided by an API mapped carrier. The supplier must update the order to **'Received' within 24 working hours** of the **Expected Delivery Date.**

Delivery requirements

Delivery by the supplier or the supplier's carrier must cover the following areas, (subject to agreement to the contrary):

- Mainland UK (including Northern Ireland and the Isle of Wight, but excluding the Isle of Man, Orkney, Shetlands, Outer Hebrides, the Isles of Scilly and the Channel Islands). Postcode exclusions can be referenced in **Appendix 9.2.**

The supplier is responsible for the management of any third party agents to ensure delivery is made within the **Expected Delivery Date** (as referenced in **'Appendix 9.1'**), subject to any deferral agreed with the customer.

Any amendments to customer details including address must be authorised by John Lewis.

Subject always to the Supplier's continued responsibilities under its respective guarantees and warranties in respect of the products as detailed in the Services Agreement the supplier is responsible for Damaged product or property for 48 hours from point of delivery and for Faulty products in accordance with the Consumer Rights Act. A signed proof of delivery is not evidence of a successful delivery should damage subsequently be reported on opening the package.

Failed deliveries

The supplier must resend disputed deliveries at no additional cost as no Proof of Delivery can be provided.

4.6 - Delivery process for Supplier Fulfilled - 2 Person Delivery (Standard and Extended)

Pre-Dispatch

Once a customer order has been received the supplier must acknowledge order receipt via **Mirakl** by updating order from **'Pending Acceptance'** to **'Awaiting Shipment' within 24 working hours** of receiving the order. Orders that have not been updated within this timeframe will be flagged to the supplier by the Supplier Direct Admin Team.

Once a customer order has been received and allocated, the supplier must attempt to contact the customer no fewer than three times within the following 48 working hours to arrange delivery, or in the case of extended propositions to notify the customer that the order has been received by the supplier and is being processed.

If an order cannot be fulfilled, or if the customer is unreachable, the supplier must contact John Lewis Customer Services via jlsupplierdirect@johnlewis.co.uk John Lewis will then handle all communication with the customer on the supplier's behalf and provide any necessary information back to the supplier. It is essential that the order status remains 'Awaiting Shipment' until the issue has been resolved.

All 2-person deliveries must be arranged with the customer at least two working days before the Expected Delivery Date. The supplier or the supplier's third-party must use a booking script that has been approved by the John Lewis Supplier Direct Operations team (see **"Appendix 9.4"** for example). All such communications must be introduced as a booking call on behalf of John Lewis. Once the delivery has been arranged, the supplier should update the order to 'Delivery Date Booked' within Mirakl and update the Expected Delivery Date to the secured scheduled date.

At least three delivery dates should be offered to the customer within the Expected Delivery Date and the supplier should also offer a time slot either on the day of booking of at least AM or PM, if not possible at the time of booking then the customer should be informed no less than one day prior to actual delivery date. In the event the Customer does not want a delivery date within the Customer Delivery Window, the supplier should update the order to **'Delivery Date Deferred**' within Mirakl. This status should only be applied when the customer has chosen a date outside of the Customer Delivery Window, and not because of the supplier's delivery date availability. Once delivery has been scheduled, the supplier should then update the 'Delivery Slot Booked Field' with the respective date that the customer has chosen.

Post-Dispatch

Once the order has been dispatched, the supplier should update Mirakl from '**Awaiting Shipment'** to **'Shipped'** containing the carrier tracking reference which will enable the Mirakl to intake in-flight tracking updates directly from the carrier. John Lewis does not currently nominate a suppliers' carrier but it is a requirement for suppliers to utilise an API mapped carrier to enable updates to be processed. John Lewis' on-boarding manager will provide a list of API-mapped carriers.

In the event the suppliers utilises their own transport company, the supplier would be responsible for completing the critical tracking updates (i.e. Delivered, Failed Attempt) however there is no requirement for the supplier to replicate the richer in-flight statuses provided by an API mapped carrier. The supplier must update the order to **Received** within 24 working hours of the **Expected Delivery Date** inputted. For orders involving an API-mapped carrier, if a customer refuses delivery at the doorstep, the supplier will be automatically debited through self-billing, and the customer will be credited. Should a supplier use an untracked carrier, they are required to contact John Lewis Customer Services via jlsupplierdirect@johnlewis.co.uk to determine the customer's preferred resolution.

Delivery Requirements

Delivery by the supplier or the supplier's carrier must cover the following areas, (subject to agreement to the contrary):

- Mainland UK (including Northern Ireland and the Isle of Wight, but excluding the Isle of Man, Orkney, Shetlands, Outer Hebrides, the Isles of Scilly and the Channel Islands). Postcode exclusions can be referenced in **Appendix 9.2.**

The supplier is responsible for the management of any third party agents to ensure delivery is made within the **Expected Delivery Date** (as referenced in **'Appendix 9.1'**), subject to any deferral agreed with the customer.

Delivery vehicles and equipment used should be appropriate to the delivery – i.e. tail lifts, restraining straps, floor protection mats etc.

Where feasible, a pre-delivery survey should be undertaken by the supplier or delivery provider to assess accessibility or advise of any preparation that needs to be undertaken by the customer prior to delivery.

John Lewis expects the delivery crew to have been fully trained in the services that the supplier has been requested to carry out and that the requisite due-diligence has been completed.

Under no circumstances should a John Lewis customer be permitted or requested to assist in the offloading of the delivery or the movement of any product related to a customer order.

Customers should be contacted by a SMS message or phone call one-hour before time of arrival on the day of delivery.

The customer delivery must be completed to the room of choice at the delivery address provided on the customer order unless an address amendment has taken place prior to this. Any amendments to customer details including address must be authorised by John Lewis.

Customers should be offered the choice of having all products unboxed and for the packaging to be taken away at the point of delivery. This is not necessary for flat-packed self-assembly items.

Prior to the delivery crew leaving the customer premises, all products must be checked for damage on site at point of delivery. A customer may report damage to the property within 48 hours post-delivery.

Subject always to the Supplier's continued responsibilities under its respective guarantees and warranties in respect of the products as detailed in the Services Agreement the supplier is responsible for Damaged product or property for 48 hours from point of delivery and for Faulty products in accordance with the Consumer Rights Act. A signed proof of delivery is not evidence of a successful delivery should damage subsequently be reported on opening the package.

(For certain products which will be agreed with the Supplier Direct Operations team): It is expected that the supplier will be able to offer the service of recycling the customer's old product if required by the customer (examples such as washing machines, refrigerators and mattresses).

The supplier is required to inform John Lewis Supplier Direct Operations of any changes to their delivery proposition including changes of provider, delivery locations and service. This should be notified in writing to the suppliers' Operations Manager no later than 4 weeks prior to provisional change,

Proof of delivery

A signature should be obtained for all deliveries either from the customer or their appointed representative by the supplier or their nominated carrier.

A valid proof of delivery must have a signature and printed name. The customer should be allowed adequate time to inspect their delivery before signing for the goods.

If requested, the supplier may be required to provide us with a signed proof of delivery note or an electronic proof of delivery note within one working day of delivery. It is the supplier's responsibility to retain proof of delivery documentation in line with all applicable legal requirements.

If a John Lewis customer disputes a delivery, payment may be withheld until resolved.

A POD signature is not evidence of a problem-free delivery.

John Lewis permits submission of a copy of a supplier's proof of delivery template prior to sign-off.

Failed deliveries

The supplier must attempt delivery on the day that has been arranged with the customer within the agreed time slot. If the supplier or supplier's representative is required to fail a delivery then a text message must be sent to the customer advising of redelivery options and carrier contact details. This may be supplemented by a card notification of failed delivery through the customer's letterbox. The calling card must include the following information:

- The date and time that the delivery was attempted;
- Contact details including opening times so that the customer can make contact to re-arrange the delivery; and
- A consignment or tracking number if appropriate.

If a delivery fails, the supplier's carrier must attempt delivery at least 3 times before returning the product to the supplier. If the supplier fails to deliver within the Expected Delivery Date, John Lewis may require the supplier to make special arrangements for re-delivery.

John Lewis may request GPS tracking for failed deliveries disputed by the customer.

The supplier is responsible for all costs associated with re-delivery. Should the proof of delivery (POD) and GPS information provided be deemed insufficient or of unsuitable quality in a delivery dispute, the supplier is obligated to resend the item to the customer without any additional charge.

05 - Customer Cancellations & Amendments

5.1 - Cancelling an order

John Lewis customers may cancel a customer order up to the point of delivery.

If John Lewis receives a customer's cancellation request either in person, in one of our John Lewis branches or by telephone to one of our contact centres, John Lewis will promptly notify the supplier by email.

Suppliers must respond within **four working hours** to any cancellation request received by updating the order to a Full or Partial refund on the order page.

If a customer contacts the supplier directly to cancel a customer order, the supplier must direct the customer to contact John Lewis Customer Service using the contact details John Lewis have provided during the supplier assessment.

In the event that a product has already been shipped and the order cannot be cancelled, John Lewis will instruct the customer to refuse delivery of the product or follow the relevant returns process.

John Lewis or the customer will not be responsible for any costs or charges relating to the cancellation unless the supplier has obtained prior authorisation for such costs from the Supplier Direct Operations team.

Suppliers must not contact John Lewis customers to determine the reason for cancellation or to attempt to retain the order. Cancellation data will be analysed and shared with the supplier on a regular basis through the Supplier Direct Operations team.

Should the customer cancel due to the supplier delivering after the agreed Expected Delivery Date John Lewis reserves the right to debit the full amount from the supplier or set off this amount in accordance with clause 2.4 of the John Lewis Supplier Direct Terms and Conditions.

06 - Customer Service

6.1 - Service Agreement

For after sales, where required within the Commercial Arrangements, a Service Agreement should be in place between John Lewis and the supplier prior to launch. In the event of any conflict, the higher standard shall prevail. If the supplier has any questions surrounding the Service Agreement please contact the Supplier Direct Operations team at **supplier.direct.mirakl@johnlewis.co.uk**.

6.2 - Customer Service & After Sales

Suppliers will be required to provide customer support during **working hours** as an absolute minimum. The supplier is recommended to have a dedicated John Lewis telephone line that should be available to John Lewis. Any telephone lines provided by John Lewis suppliers for customer support purposes must not exceed standard geographical rates. Please be aware that calls from our Contact Center or Operational Support may be recorded for quality assurance, training, and monitoring purposes.

The supplier should aim to answer **80%** of inbound calls from John Lewis within **20 seconds**.

If the supplier has the ability to handle a warm call transfer, the supplier should have the ability to receive information about the customer during the warm call transfer and as such they should not ask for this information again once the customer has been transferred from John Lewis.

In the event that the supplier cannot answer the inbound call within 20 seconds or the customer contacts John Lewis outside of the supplier's working hours, John Lewis Customer Service will communicate with the supplier by e-mail. All queries should be responded to and resolved within **one working day.**

6.3 - Escalated Contacts

Suppliers must have a suitable escalation route for order and/or delivery failure. This must be available and documented during the supplier operational assessment and validation of customer fulfilment. This escalated process must also include and incorporate an out of hour's recovery process for any order failures outside of working hours and/or days.

6.4 - Engineers & Spare Parts

If suppliers offer a product engineer service, suppliers must provide the John Lewis Supplier Direct Operations team with full details of the service. This should include:

- Name, address, contact details and company registration details for the engineer;
- Engineer's SLA for suppliers; and
- Current KPIs imposed on engineers by suppliers.

Where a customer requires an engineer to visit suppliers should carry out this visit within **three working days** from receipt of the request. This visit must have been agreed with the customer via telephone call.

If a customer reports to John Lewis that their product has damaged, faulty or missing parts, John Lewis will notify suppliers via e-mail or telephone.

Customers must receive replacement parts within **three working days** of the request. If parts cannot be delivered within these timescales or if suppliers are unable to provide replacement parts suppliers must notify John Lewis Supplier Direct Operations team with details of how the customer's expectations will be met.

Suppliers must absorb the cost of all replacement products, replacement parts, associated delivery costs and engineer services. In the event a replacement order is required, we will not accept any replacement costs associated with this order.

In the event that the supplier offers a swatch service, customers must receive samples/swatches within **two working days** of the request. Swatches must be clearly labeled with product detail that it is associated with.

6.5 - Late Delivery Cost Recovery

Given the significant business costs of dealing with delayed orders from a customer service and operational management view point John Lewis reserves the right to charge the Supplier a fee for late delivery. The supplier's delivery performance will be measured against the "Customer Promise" service level agreements in **'Appendix 9.1'.**

Should the supplier's customer promise fall below Green for two consecutive periods, without an appropriate Mirakl Status, John Lewis reserve the right to charge the supplier 5% of the cost price of the Suppliers order for all orders affected ("**Late Delivery Charge**") and Supplier shall pay such Late Delivery Charge within 30 days of John Lewis' request for such Late Delivery Charge. John Lewis reserves the right to determine what an appropriate Mirakl status is.

John Lewis expects any customer deferrals (where the customer has chosen a delivery date outside of the Customer Delivery Window) to fall within the set KPIs.

John Lewis also reserves the right to set off the Late Delivery Charge in accordance with clause 5.4 of the John Lewis Supplier Direct Terms and Conditions.

07 - Returns

7.1 - Returns Definitions

The return definitions accompany the relevant process or documentation referenced within this operating manual. If the supplier has any questions surrounding this section, please contact the Supplier Direct Operations team at **supplier.direct.mirakl@johnlewis.co.uk**.

Faulty product: Products which are defective, including but not limited to lacking in intended functionality or structure and compliant with the definitions defined within the Consumer Rights Act 2015.

Customer Change of Mind: The John Lewis Partnership has a clearly defined 'Returns' policy which includes customer change of mind within 30 days of customer receiving the order. This will be extended from October to November each year. For examples of items which cannot be returned, please refer to www.johnlewis.com/customer-services/returns/our-refund-policy

Damaged product: Products containing physical damage or marking, including but not limited to scratches, dents or marks.

Sale or Return (SOR) Model: Once a returned item has arrived back to our ADC or CHD, the item is 'received'. At this point, ownership of the item is transferred to the supplier and the supplier is debited for the item at point of receipt and is notified for collection.

7.2 - Returns by Fulfilment Route

Supplier Fulfilled - 1 Person Delivery (Standard and Letterbox): John Lewis will arrange for collections of all returns, including faulty, damaged and customer change of mind. In circumstances where John Lewis collected the returned products from a customer, products that are 1 man delivery will be returned to our returns centre in Northampton (the ADC). Subject always to the Supplier's continued responsibilities under its respective guarantees and warranties in respect of the products as detailed in the Services Agreement the supplier is responsible for Damaged products for 48 hours from point of delivery and for Faulty products in accordance with the Consumer Rights Act. A signed proof of delivery is not evidence of a successful delivery should damage subsequently be reported on opening the package.

Supplier Fulfilled - 2 Person Delivery: John Lewis will arrange for collections of all returns, including faulty, damaged and customer change of mind. In circumstances where

John Lewis collected the returned products from a customer, products that are 2 man delivery products will be returned to one of our local CDHs except in the areas that are ex-catchment, which should be returned to our returns centre in Northampton (ADC). Subject always to the Supplier's continued responsibilities under its respective guarantees and warranties in respect of the products as detailed in the Services Agreement the supplier is responsible for Damaged products for 48 hours from point of delivery and for Faulty products in accordance with the Consumer Rights Act. A signed proof of delivery is not evidence of a successful delivery should damage subsequently be reported on opening the package.

If John Lewis deems a product as non-standard i.e. due to complexity of the product and/or capability of our Partner Delivery Fleet to successfully return the product due to its size or weight, the supplier shall be required to collect directly from the consumer. This agreement shall be determined as applicable at point of assessment. Should the supplier be required to collect these items, the supplier shall be notified by our contact centre that an uplift is required. Once the supplier has been notified of a collection, a phone call must be completed to the customer within 24 working hours of receipt and a suitable collect date agreed with the customer within 5 working days of that phone call. Once the item has been successfully collected, the supplier must notify the contact centre and Debit Admin to enable John Lewis to refund the customer and process the debit.

7.3 - Returns Process & Partial Refunds

If a customer contacts the supplier in relation to a collection or return of goods, please refer the customer to John Lewis using the contact details provided during the supplier operational assessment and validation of customer fulfilment.

All returns will follow the Sale or Return (SOR) model (as outlined in **7.1 Returns Definitions**), regardless of the agreed drop-ship method (wholesale or SOR or where the item is being returned to (CDH or ADC).

Upon arrival at our CDH or ADC, the item is designated as a Sale or Return (SOR) and the status is updated to 'received', this creates a debit for the item to the supplier. Since John Lewis does not hold ownership of this stock, these items do not necessitate any interaction with our finance or stock management systems.

A consolidated weekly report is provided to each supplier, detailing the items currently stored at the CDH or ADC and their precise locations. This report also includes the original Mirakl purchase order number to facilitate the reconciliation of returns with the initial order.

For the return of large items (2 person), customers will be directed via the Customer Hub to contact our Contact Centre. The Contact Centre will then arrange a collection date directly with the customer, and John Lewis will carry out the collection and return the item to the nearest CDH.

ADC or CDH Collections

- The supplier must contact the local CDH or ADC within **five working days** to arrange a date and time for collection. Please note it is not possible to collect products without prior arrangement.
- Suppliers should collect collated returned goods from our Returns Centre at Northampton (ADC) every **five working days**. Alternatively we can arrange delivery back to a supplier via our nominated carrier for the collated returns for which John Lewis will levy an agreed cage rate. This method will also be applicable to suppliers where goods are not collected within the defined time periods detailed above.
- John Lewis CDH's will store products for a maximum of **10 working days** after which arrangements will be made to dispose of the products and the full price of the product and any associated costs will be debited back to the supplier.

John Lewis Collections

Where John Lewis has collected the product under the processes defined within 'Returns Definitions' above, upon receipt of returned/collected goods, John Lewis will promptly notify the supplier by email providing the following information:

- Product description;
- John Lewis product code;
- Quantity;
- Debit amount;
- Reason for return/collection; and
- Returns location name and contact details.

If John Lewis has collected a product which the supplier should have been responsible for collecting, John Lewis reserves the right to charge the supplier for the cost of us collecting the product (in addition to the handling fee set out below).

John Lewis reserves the right to levy a handling charge of £35.00 will also be debited for each product that requires collection by a nominated 2 man carrier and £5.00 for each product that requires collection by a nominated 1 man carrier. For SOR products where a commission rate has been agreed, the handling charges outlined above will not apply given the terms of invoicing encompass collection costs.

Supplier Collections

John Lewis may request for suppliers to collect products. When requested, collections must be arranged with the customer within **two working days** of the supplier being notified. All collections must take place within **five working days** of the supplier being notified with the exception of escalated complaints. Collections of this nature will be managed as necessary and the supplier is required to notify John Lewis of a successful collection so that the above debit process can be implemented.

Partial Refunds & Goodwill

John Lewis will always endeavour to keep the order with the customer and will do so by offering a partial refund or service apology, up to a total of 50% of the Full Debit value ("Partial Refund") as a goodwill gesture – for example, in the event of faulty, late or damaged item. Where such an offer is accepted by the John Lewis customer, the Supplier shall reimburse John Lewis for this amount on request. John Lewis will provide written justification (including written justification by email) on request and evidence of the fault in the event that it decides to elect this option.

Overseas Returns

If the customer return has to be returned to the supplier's overseas premises, the supplier must be responsible for:
- the UK export customs entry which must be in their name
- creating the export commercial invoice, in their name
- any EU import duties
- any EU import VAT charges

The supplier may be able to use Returned Goods Relief (RGR) to avoid payment of any EU import duties. The supplier should consult their own Customs Authority for guidance

08 - Invoicing

8.1 - Invoicing Introduction

Suppliers will be on a weekly self bill model, where the supplier will be emailed all reporting which covers Sales and Returns. Suppliers are not required to submit an invoice.

John Lewis shall reconcile a weekly sales & returns report to inform the supplier of any completed orders valid for invoicing and pay based on the sales from the previous week and the commission (SPTI) or cost price agreed between the supplier and John Lewis.

A supplier may be asked to provide a proof of delivery in the event of a delivery dispute or query to enable successful payment.

The method of supplier invoicing will be determined at point of assessment with agreement from John Lewis Commercial team.

To receive self-bill invoices, suppliers must use Coupa. For any technical or payment-related questions, please contact the John Lewis team via our finance portal using the details provided below.

Portal URL: **https://www.jlpsupplierhelp.co.uk/portal/ss/**
Opening Hours: 08:30 - 17:00 (except bank holidays and weekends)

If the supplier needs to escalate a payment issue, please contact the Supplier Direct Operations team at **supplier.direct.mirakl@johnlewis.co.uk** or contact the commercial team directly.

09 - Appendix

9.1 - KPI Metrics

Delivery

KPI	Performance Description		Required Measurement	
Fulfilment Type			1 Person	2 Person
Customer Promise	% order unit volume delivered on time to the customer by delivery date promised at point of sale	B	100% - 98.00%	100% - 90.00%
		G	97.99% - 96.00%	89.99% - 80.00%
		A	95.99% - 94.00%	79.99% - 70.00%
		R	93.99% - 0%	69.99% - 0%

Sales

KPI	Performance Description		Required Measurement
Cancellations	% order unit volume cancelled against order unit demand volume	B	0% - 1.00%
		G	1.01% - 1.99%
		A	2.00% - 2.99%
		R	3.00% +

Mirakl Compliance

KPI	Performance Description		Required Measurement
Process Warning	% of orders acknowledged within 24 working hours	B	100% – 99.50%
		G	99.49% - 95.00%
		A	94.99% - 90.00%
		R	89.99% - 0%
Delivery Not Confirmed	% of orders 'received' by the expected delivery date	B	100% – 99.50%
		G	99.49% - 95.00%
		A	94.99% - 90.00%
		R	89.99% - 0%

Mirakl Account

KPI	Performance Description	Action
Order Acceptance	Performance is below 99% in previous 3 months	Account Suspension
Late Shipment Rate	5% or more of orders dispatched beyond the 'Dispatch Deadline' in previous 3 months	Account Suspension
Consecutive Rejections	5 consecutive orders automatically rejected (for non acknowledgment)	Account Suspension

** The above only applies for suppliers with 100 or more orders.

Customer Experience

KPI	Performance Description		Required Measurement
Goodwill Gestures	% of order value (£) affected by goodwill paid to customers against order billed value	**B**	To be updated
		G	To be updated
		A	To be updated
		R	To be updated
Cases Per Order	% cases triggered by exceptions against order volume	**B**	To be updated
		G	To be updated
		A	To be updated
		R	To be updated
Escalated Complaints Per Order	% cases forwarded to executive teams against order volume	**B**	To be updated
		G	To be updated
		A	To be updated
		R	To be updated
CSAT	Customer Satisfaction	**B**	100.00 - 90.00
		G	89.99 - 76.00
		A	75.99 - 35.00
		R	34.99 - (-)100

Failure to comply with requirements as specified above, will result in a formal review where John Lewis reserves the right to terminate the John Lewis Supplier Direct Terms and Conditions agreement with the supplier under clause 10 of John Lewis Supplier Direct Terms and Conditions.

9.2 - Postcode Exclusions

ZE1,ZE2,ZE3,HS1,HS2,HS3,HS4,HS5,HS6,HS7,HS8,HS9,IM1,IM2,IM3,IM4,IM5,IM6,IM7,IM8,IM9,IM99,IV41,IV42,IV43,IV44,IV45,IV46,IV47,IV48,IV49,IV51,IV52,IV53,IV54,IV55,IV56,KA27,KA28,KW15,KW16,KW17,PA20,PA41,PA42,PA43,PA44,PA45,PA46,PA47,PA48,PA49,PA60,PA61,PA62,PA63,PA64,PA65,PA66,PA67,PA68,PA69,PA70,PA71,PA72,PA73,PA74,PA75,PA76,PA77,PA78,PH42,PH43,PH44,TR21,TR22,TR23,TR24,TR25,JE1,JE2,JE3,JE4,JE5,GY1,GY2,GY3,GY4,GY5,GY6,GY7,GY8,GY9,GY10,GX11,BT1,BT2,BT3,BT4,BT5,BT6,BT7,BT8,BT9,BT10,BT11,BT12,BT13,BT14,BT15,BT16,BT17,BT18,BT19,BT20,BT21,BT22,BT23,BT24,BT25,BT26,BT27,BT28,BT29,BT30,BT31,BT32,BT33,BT34,BT35,BT36,BT37,BT38,BT39,BT40,BT41,BT42,BT43,BT44,BT45,BT46,BT47,BT48,BT49,BT50,BT51,BT52,BT53,BT54,BT55,BT56,BT57,BT58,BT59,BT60,BT61,BT62,BT63,BT64,BT65,BT66,BT67,BT68,BT69,BT70,BT71,BT72,BT73,BT74,BT75,BT76,BT77,BT78,BT79,BT80,BT81,BT82,BT83,BT84,BT85,BT86,BT87,BT88,BT89,BT90,BT91,BT92,BT93,BT94

9.3 - Packaging

Suppliers must not generate a dispatch note for any John Lewis orders. All necessary order information is accessible to the customer through their online account.

There may be a requirement to use John Lewis branded consumables for D2C orders dispatched on behalf of John Lewis. This obligation will be determined at point of assessment with the commercial teams. The supplier will be required to order from John Lewis' approved provider – currently WoodwayUK.

Should the John Lewis Supplier Direct Operations team determine that the use of John Lewis packaging is not necessary, the supplier is then required to include a John Lewis branded 'Thank You' note.

The supplier shall not include any additional materials, including promotional materials such as leaflets, flyers, booklets etc., in any customer delivery or packaging aside from a John Lewis Thank You note, if agreed with the John Lewis Supplier Direct Operations Team

Irrelevant of whether the supplier utilises own or John Lewis branded packaging, the supplier must carry out the necessary stress testing on packaging to ensure items contained are suitably protected during storage and transportation. This should involve randomly selected items undertaking drop tests, including drops ranging from between 20-76cm depending on product weight. The supplier must ensure stress tests are carried out on multiple areas of the packaging and that the packaging is deemed suitably deformed as a result.

The supplier will be required to procure consumables directly from the approved provider, agree method of transportation i.e. collect or receipt, and frequency of consumable replenishment.

A service level agreement must exist between the supplier and John Lewis' approved supplier, which can be provided to the supplier once initial contact is made. A consumables catalogue can be provided by John Lewis' approved provider to align with the consumable profiles that meet the suppliers' requirements.

Woodway Consumables

For all queries relating to the use of consumables, including ordering and delivery, your first point of contact is WoodwayUK. Please use the contact details below:

Rebecca Ellson
Internal Sales Coordinator
01604 812678
rebecca.ellson@woodwayuk.com

Should you need to escalate the matter to John Lewis, please contact us at supplier.direct.mirakl@johnlewis.co.uk.

John Lewis Thank You Notes

If a supplier is required to use John Lewis branded Thank You notes for their orders, they must be included within any outer packaging, or affixed to the outside of the order.

- They should be printed on 170gsm paper in colour or black and white at a size suited to the supplier's parcels.
- Alternatively the 'Thank You Note' can be ordered from woodway.

A copy of the artwork for the John Lewis Thank You notes can be obtained by emailing supplier.direct.mirakl@johnlewis.co.uk

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9.4 - John Lewis Booking Script (2 Person Deliveries)

1. "Good Morning/Afternoon/Evening Mr/Mrs/Miss this is calling from (Supplier Name) on behalf of John Lewis I would like to arrange a delivery date for your (product) order and item details.

2. "Is now a convenient time?"
   a. If not convenient, arrange a suitable time with the customer to call them back and update the customer order with a note of the call.

3. "For security purposes please could you confirm the first line of your address and post code please?"

4. “Is this the address you would like the order to be delivered to?”, If yes proceed to book the delivery.

5. “The next available delivery date is , can I please book this for you?”
    a. If the delivery date is not convenient, an alternative date should be provided.

6. (If the customer requests a change of address).
    a. You will need to contact John Lewis Customer Services to authorise the change of address and advise the customer you will contact them when permission is received to book a suitable delivery date.
    b. Please update the customer order with a note of the call.

7. “Thank you Mr/Mrs/Miss to confirm the delivery date is we will contact you again the day prior to your delivery to remind you of your chosen delivery day
    a. “We have the following telephone number/s for you on our system”
    b. (Confirm telephone numbers back to customer)
    c. “Is this/are these telephone numbers correct?
    d. (Confirm the telephone number back to the customer (always try to get an alternative number and add to any special instructions)

8. “The driver will also call you an hour prior to delivery on the day of delivery to advise you of an estimated time of arrival, what telephone number would you like to be contacted on?

9. “The vehicle used to deliver your order will be the size of a dustcart lorry, will this be acceptable?

10. Are there any access issues or restrictions that we need to be aware of leading up to or within your property?
    a. If yes, take the appropriate action required.

11. “There will need to be a person over 18 years of age to accept and sign for the delivery”.

12. “Is there anything else I can help you with?”
    a. If yes, handle enquiry appropriately. If not:

13. “Thank you for your time Mr/Mrs/Miss Goodbye