Supplier Performance Rating FAQs

Tamika C - 2021-08-31 - Supplier Ratings

What are the ASI Supplier Performance Ratings?

Supplier Performance Ratings reveal how an ASI Supplier is rated by ASI Distributors on six areas of their business:

- Overall Satisfaction
- Product Quality
- Communication
- Delivery
- Imprint/Personalization
- Problem Resolutions

The ratings are based on the collective experience of the Distributors who have completed a purchase transaction.

ASI Distributors can rate an ASI Supplier on a completed transaction they had in the last 12 months.

Distributors can enter a rating for each performance area by using the star rating scale from 1 star (poor) to 5 stars (excellent) and have the option to provide comments on their transaction experience.

Ratings are averaged across each area and updated every 24 hours reflecting the most accurate and timely picture as possible.

The information is available to all ASI Distributors; while ASI Suppliers have access to their own aggregated scores.

Where can I find the ASI Supplier Performance Ratings?

Ratings can be found via ESP Web®, ESP Mobile, ESP Online, and ASI Central.

What does ratings feedback usually include?

Ratings are a numeric star system ranging from 1 star (poor) to 5 stars (excellent).

Distributors can rate six categories based upon their completed transaction:

- Overall Satisfaction
- Product Quality
- Communication
- Delivery

- Imprinting/Personalization
- Problem Resolution

Distributors also have the option to place comments on the ratings about the transaction.

- Comments have a 150 character limit
- Comments deemed inappropriate will be suppressed
- Suppliers may review and respond to any comments prior to publication.

Where can a distributor rate a supplier?

Distributors can rate their transactions with suppliers through multiple links in ESP Web or ESP Online. Distributors can also click on the "Rate a Supplier" link in the Tools section on ASI Central.

If I am a supplier, how can I encourage my customers to rate me?

Suppliers can encourage Distributors to rate them via ESP Web, ESP Online, or ASI Central.

Suppliers can share the Supplier Ratings link in any of their communications with Distributors, such as:

- Email signatures
- Invoices
- Website
- Social Media pages asking ASI Distributors to rate them on transactions

How can a Distributor rate a Supplier via ASI Central?

To rate a Supplier via ASI Central, take the following steps:

- Open a browser and go to www.asicentral.com.
- Click on Tools and select Rate a Supplier.
- Distributors will need to log in using their Single Sign On information (ESP Login info).
  Note: If assistance logging in is needed, please contact ASI Member Services at 800-546-1350, option #1 or via email at customerservice@asicentral.com.
- The Supplier Rating Form will open
- Distributors must enter the Supplier ASI Number, number of completed transactions and ratings. Comments of up to 150 characters are optional.
  Note: There must be a completed purchase transaction within the past 12 months in order to rate the supplier.
- Click on the Submit button.

How long does it take for a rating to be posted?

Ratings that are submitted via ESP Web, ESP Online or ASI Central will be reviewed prior to posting. Average posting time is 24 hours.

If a rating contains a comment, the comment is reviewed first by ASI to assure appropriateness and professionalism. Next, the complete rating (with comment) is sent to the supplier for review.

The supplier has five business days to respond with a comment about the transaction within 150 characters. Once ASI receives the Supplier's comment, the rating is processed and posts within 24 to 48 hours. If the Supplier does not respond with their comments, the distributor comment is posted alone.

How often are supplier ratings rotated out of the system?

ASI automatically purges comments and individual rating submissions on a rolling 18-month cycle.

As a five-star-rated supplier, where can I find a logo to use in my advertising?

A five-star-rated supplier can download the logo from ASI Central: https://www.asicentral.com/supplier-logo.

How many times can a distributor rate a completed transaction?

Distributors can rate a completed transaction once per month. If a distributor has completed multiple transactions with the same supplier, they will need to indicate the number of transactions on the electronic rating form.

Can I retract my rating if a Supplier provides resolution on a transaction?

If a Supplier provided resolution based on a rating, the Distributor has the option to retract the rating by emailing a request to ratings@asicentral.com.

If a Supplier is questioning a rating or stated resolution was achieved, they must work with the Distributor to contact ASI to retract the rating.

Once a rating is retracted, it will be removed from ESP and ASI Central within 24 ro 48 hours.

Can I dispute a rating on my company?

If a Distributor submits a rating with comments, as the Supplier, you will have 5 business days to respond to the submitted comments. Supplier ratings comments are limited to 150 characters and are review by ASI Member Support prior to being posted in ESP and ASI Central. If a transaction was not completed, the Supplier can email ratings@asicentral.com and the rating will be reviewed by ASI Member Support.

When this happens:

- To prove a completed transaction, the Distributor must provide a purchase order

number or an invoice number from the last 12 month from the date the rating was submitted.
- If the Distributor can provide a purchase order or an invoice number, the rating will remain in the system.
- If the Distributor cannot provide a purchase order or an invoice number, the rating will be retracted for no transaction.

If you and the Distributor have reached resolution based on the rating, the Distributor can request to retract the rating by emailing ratings@asicentral.com.

Please note that ASI does not provide mediation between Distributor and Supplier due to Anti-Trust laws of the US Government. ASI is not a governing body of the specialty advertising business. As an information services organization, ASI cannot dictate nor arbitrate disputes.

Why would a rating be rejected?

A rating may be rejected if:

- No transaction was completed
- It contains inappropriate and/or foul language
- It includes a person's full name
- The rating is based on a sample/quote
- The rating is stating a price discrepancy in ESP

If a rating is rejected, the Distributor will receive an email with an explanation of the rejection.

As a Supplier, where can I view my ratings?

Suppliers can view their ratings from the Supplier Dashboard by logging into ESP Updates.