

Why FBA Reimbursement Cases Get Denied (2026): Step-by-Step Checklist

Phase 1: Identify the Trigger (What Caused the Denial?)



Start with the exact reason your case was rejected.

- Review the denial message or reason code
- Identify the event type Amazon is referencing
- Check if your claim matches that exact event type

Phase 2: Validate the Event Type



Make sure you're claiming the right issue.

- Lost inventory (warehouse loss)
- Damaged by fulfillment center
- Customer return not received
- Customer refunded without return
- Removal or disposal discrepancy

Phase 3: Check the Reimbursement Window



Timing matters more than most sellers expect.

- Confirm the claim is within Amazon's reimbursement window
- Verify event dates (shipment, return, removal, etc.)
- Check if Amazon has already processed or closed the case internally

Phase 4: Audit Your Proof (Verifiability Check)



Ask yourself: would a reviewer approve this with what you provided?

- Invoice or proof of ownership (if required)
- Shipment ID, removal order ID, or return reference
- Inventory logs showing discrepancy
- Screenshots that directly support the claim

Phase 5: Tighten the Request (Routing Optimization)



Rewrite your case like a clear instruction, not a story.

- One SKU per case (or tightly grouped if identical issue)
- One event type only
- One clear "Requested Action"

Phase 6: Re-File with Correct Structure



When resubmitting:

- Use the correct event reference
- Include only relevant identifiers
- Attach proof aligned with the claim
- Keep the message concise and specific

Phase 7: Handle Policy-Based Denials Properly



If your claim was denied due to policy interpretation:

- Identify the correct policy category
- Reference it clearly in your response
- Avoid emotional or argumentative language
- Request supervisor review if needed

Phase 8: Escalate Strategically



If the issue persists:

- Continue within the same case thread
- After 2-3 loops, request escalation
- Reference previous responses for context
- Restate the claim clearly