

# **Kobo Batch Process Guide for Booksellers**

## **1. Overview**

- 1.1 Information on the Kobo/UK & Irish Bookseller Program is available to Booksellers in the Members Only section on the BA website under 'E-Book Solutions' - full Terms & Conditions can be obtained on request by email from Kobo or the BA.
- 1.2 Batch is providing the communications channel for the Kobo/UK & Irish Bookseller Program and instructions for joining are on the Batch website under 'E-Book Solutions' (there is a link from the BA website).
- 1.3 Booksellers must be registered on Batch to participate (the Batch service is FREE to Booksellers) – this will enable Booksellers to place orders, pay Kobo for devices/accessories and be paid commission on their e-book sales.

## **2. Registration**

- 2.1 Bookseller logs into Batch and registers their interest in the Kobo/UK & Irish Bookseller Program.
- 2.2 Batch informs both Kobo and WH Smith (WHS have been appointed as the Kobo Agent & Distributor) of the Bookseller interest.
- 2.3 Kobo sends an e-mail with the Terms & Conditions for both the sale of the devices/accessories and the e-book commission (if not already supplied) requesting the Bookseller to sign and return, either by scanning or by faxing back to Kobo.
- 2.4 Kobo assigns an Affiliate ID and Affiliate Name & informs Bookseller, WHS & Batch that the Bookseller can now place orders for devices/accessories and can add the Kobo Affiliate link to their website.

## **3. Ordering Devices & Accessories**

- 3.1 'Devices' are Kobo e-book readers and tablets.
- 3.2 'Accessories' includes different types and colours of e-reader covers and other products linked to Kobo e-readers/tablets.
- 3.3 Bookseller places orders using the Kobo Order Form on Batch.

- 3.4 NB: Under the Kobo/UK & Irish Bookseller Launch Program, Bookseller must order an initial 'bundle' (ie a minimum of five or fifteen Kobo Glo eReaders and five or fifteen accessories) – Note: This includes a FREE display unit and demonstration device.
- 3.5 Point of Sale material is downloadable from the Batch website (limited printed stock can be obtained from the BA).
- 3.6 Subsequent Bookseller orders are subject to a minimum order value of £150 @ cost ex VAT.
- 3.7 WHS sends out a weekly stock update each Monday of devices/accessories available to order - includes other Kobo e-readers and tablets as available.
- 3.8 Batch generates an e-mail and sends to WHS and WHS prepares the devices/accessories for shipping pending availability.
- 3.9 At this point WHS also records the Serial Numbers of the devices and tags them to the Bookseller Kobo Affiliate Name - WHS sends this data to Kobo within 24 hours of shipping.
- 3.10 Devices/accessories are usually shipped to the Bookseller by Parcelforce within 3-5 working days pending availability.
- 3.11 An invoice payable 30 days from the end of the month is raised by WHS and appears on the Bookseller account on Batch.
- 3.12 A copy of the Order Form is included with the delivery.
- 3.13 Bookseller authorises payment of invoice(s) on Batch.
- 3.14 On the last working day after the month following the issuance of the invoice, Batch pays to WHS all monies paid by Bookseller for invoices they have authorised.

#### **4. E-Book Sales Commission – E-Readers**

- 4.1 Bookseller sells device to customer and customer registers with Kobo *via the device*. All e-book purchases via device by consumer are matched by Kobo to Bookseller Affiliate ID (see above).

- 4.2 Commission will be paid to Bookseller for all their purchases from then on regardless of how they buy their ebooks (the only exception is if they were already registered as a Kobo customer, eg they are just upgrading their Kobo eReader).
- 4.3 If Bookseller has time it is best to “help” the customer then and there by clicking through the booksellers website to Kobo and assist the customer in setting up the account online or setting up their device.
- 4.4 The key is for Bookseller customers to register as a new Kobo account via the device or the Bookseller’s own website to ensure the Bookseller receives commission on their future ebook purchases.

## **5. E-Book Sales Commission – Bookseller Website**

- 5.1 Bookseller logs onto Batch and can see their unique Kobo Affiliate ID, Affiliate Name, Kobo E-Bookstore URL and Kobo logo under ‘Your Kobo Profile’.
- 5.2 Bookseller adds Kobo logo by right clicking on the Kobo logo and saving to their PC. Then upload the image to their web server, and put in a new folder called kobo\_images at the top level.
- 5.3 Below the Kobo logo image is a textbox containing some HTML code – this is the unique Kobo E-Bookstore URL. Bookseller copies the entire contents of that text box, and pastes into their own website page wherever they wish the logo to appear. Bookseller saves the page and uploads to their web server.
- 5.4 Bookseller should visit the page in their browser and should see the Kobo logo image. Clicking on it should take Bookseller to their Kobo Affiliates page.
- 5.5 These instructions require knowledge of web servers and ftp, etc. Bookseller should ask their website designer for help if unclear.
- 5.6 All e-book purchases by consumer via Bookseller website are matched by Kobo to the Bookseller Affiliate ID. Any customer (regardless of the device they use, eg they can download the Kobo app to read on a laptop or smartphone as Kobo ebooks are device neutral) who then clicks on the Kobo logo on Bookseller website and is redirected to Kobo will earn

commission for Bookseller if they subsequently purchase an ebook.

## **6. E-Book Sales Commission – Payments**

- 6.1 At the end of each month a consolidated report of all e-book sales in the Kobo/UK & Irish Bookseller Program is sent to Batch.
- 6.2 Batch splits the report into individual reports for each Bookseller Kobo Affiliate ID - this report can be viewed on Batch by the Bookseller and will be stored for 12 months after which it will be deleted.
- 6.3 Batch issues invoices to Kobo to cover the total of Booksellers commission for that month.
- 6.4 On the first working day of February, May, August and November, Batch collects from Kobo cleared funds to cover the total of the commissions from the previous three months due to Booksellers registered on Batch as recorded in the monthly reports.
- 6.5 On the fifth working day of February, May, August and November, Batch pays the commissions from Kobo by Direct Credit to Booksellers.

## **7. Returns**

- 7.1 Booksellers have the right to return to WHS unsold Kobo devices only, purchased prior to the 31st December 2012 as part of the Introductory Package - Returns Authorisation must be applied for prior to 1st February 2012.
- 7.2 Booksellers may return faulty/damaged goods as per Kobo's Standard Warranty.
- 7.3 Replacements for faulty products to be ordered as above.
- 7.4 All returns must be conducted via Batch Returns system:
  - From the Dashboard the Bookseller clicks on Create/Send Requests (or Outbox tab) and selects Kobo from the supplier list.
  - Bookseller clicks on 'Add ISBNs' button then enters the product code(s) of the items they wish to return.
  - Once all codes have been entered click on 'Add to Request'

- Check quantity and change if required.
- If you are requesting a return of mint stock then leave reason code as it is.
- If you have a product that has been delivered damaged select reason code 'B30' followed by 'Damage Code' 'C01' or 'C02', whichever is appropriate (is the carton intact or damaged?).
- If the product has a manufacturing defect select reason code 'B31' followed by Defect Code 'D03'.
- When completed click on the 'Send Request' button and confirm by clicking 'Send Request' again on the pop-up box.

7.5 The returns request is sent to Kobo.

7.6 Kobo authorises returns to Bookseller and WHS is sent details.

7.7 Bookseller sends a confirmation to Kobo detailing the products and quantity being returned and WHS is sent details.

7.8 Bookseller generates address label with bar code to return products to WHS and WHS confirms receipt of products to Kobo.

7.9 Booksellers are advised to insure all returns.

7.10 When the products being returned are received WHS will issue a credit.

## **8. Launch Promotion Bonus**

8.1 This is not part of this regular process, but will be paid by Kobo via Batch after 31<sup>st</sup> January 2013.

8.2 Launch Promotion Bonus will only be paid to Booksellers who have not returned stock under the Sale or Return conditions in the T&Cs.

## **9. Customer Support**

9.1 Kobo will provide customer support in relation to all product enquiries

9.2 Kobo Customer Care: [BAUK-Kobo@Kobo.com](mailto:BAUK-Kobo@Kobo.com)

Please note that this e-mail address should only be used for customer service questions and **not** for delivery or business enquiries.

Kobo/UK & Irish Bookseller Program Contact:  
[nquattromini@kobo.com](mailto:nquattromini@kobo.com)

WH Smith *Distribution Only Enquiries*:  
[info@kobosellers.com](mailto:info@kobosellers.com)

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