

Actions and Triggers

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Overview

Action triggers let you push changes from Pentagon Connect to your connected sales channels without logging in to each one. Actions live in two places: **Products** and **Orders**.

- **Product actions** keep your listings accurate: create, update, price, stock and removal.
- **Bulk actions** apply the same change to many products at once.
- **Order actions** move an order through fulfilment: acknowledge, request a label, ship or refund.

Each action is sent to the channel, processed there, and returns a result (success or error) you can review in Pentagon Connect.

Quick reference

Eleven actions are available: six on products, one bulk action, and four on orders.

Action	Where	What it does
Create product	Products	Publishes a new listing on the channel
Update product	Products	Sends changed product details (title, description, images, attributes)
Update price	Products	Sends the current price only
Update stock	Products	Sends the current available quantity only
Zero stock update	Products	Sets quantity to 0 so the listing can't be bought, but keeps it live
Delete listing	Products	Removes the listing from the channel
Bulk actions	Products / Orders	Applies one change to many selected records at once
Acknowledge order	Orders	Confirms to the channel that you've received the order
Request label	Orders	Generates a shipping label for the order
Ship order	Orders	Marks the order shipped and sends tracking to the channel
Refund order	Orders	Refunds all or part of the order to the buyer

Product actions

Use the narrowest action that covers your change: a price-only change should use Update price, not Update product. Narrow actions are faster and less likely to be rejected by the channel.

Create product

Publishes a product from Pentagon Connect as a new listing on the selected channel.

- **Use when:** the product doesn't exist on that channel yet.
- **Before you trigger:** check the required fields for the channel (title, SKU, price, stock, category, images) are filled in.
- **Result:** the channel returns a listing ID, which Pentagon Connect stores against the product.

Update product

Sends the latest product details to an existing listing.

- **Use when:** you've changed the title, description, images, attributes or category.
- **Tip:** if only the price or stock changed, use the dedicated action instead.

Update price

Sends the current price to the channel and changes nothing else.

- **Use when:** running a promotion, correcting a price or applying a repricing rule.

Update stock

Sends the current available quantity to the channel and changes nothing else.

- **Use when:** stock was received, counted or adjusted and the channel needs to match.

Zero stock update

Sets the listing's quantity to 0 on the channel. The listing stays live, so its history, reviews and ranking are kept, but buyers can't purchase it.

- **Use when:** an item is temporarily out of stock, or you need to pause sales quickly.
- **To resume selling:** trigger Update stock once you have quantity again.

Delete listing

Removes the listing from the channel. The product stays in Pentagon Connect.

- **Use when:** the product is discontinued on that channel for good.

- **Caution:** on most channels this can't be undone — relisting creates a new listing without the old history. If the pause is temporary, use Zero stock update instead.

Bulk actions

Bulk actions apply the same change to many records in one go — for example, a price update across a whole category or zeroing stock on every item from one supplier.

How to run a bulk action:

1. Open the Products or Orders list.
2. Filter the list to the records you want (by channel, category, SKU, status and so on).
3. Select the records — individually or with Select all.
4. Choose the action from the bulk actions menu and set any values it asks for.
5. Review the summary (number of records, channels affected) and confirm.

After it runs: each record is processed separately, so a few can fail while the rest succeed. Check the results view, fix the failed records and re-run the action on those only.

Good practice:

- Test the change on 2–3 records before running it on hundreds.
- Double-check your filter before using Select all, especially with Delete listing or Refund order.

Order actions

Order actions follow the life of an order: acknowledge it, get a label, ship it — and refund if needed.

```
flowchart LR
    A[New order] --> B[Acknowledge order]
    B --> C[Request label]
    C --> D[Ship order]
    B -. -> R[Refund order]
    D -. -> R
```

The solid path is the normal flow; Refund order can be used before or after shipping.

Acknowledge order

Tells the channel you've received the order and will fulfil it.

- **Use when:** a new order arrives. Many channels expect this within a set time and may flag or cancel unacknowledged orders.

Request label

Generates a shipping label for the order with your carrier.

- **Before you trigger:** check the delivery address, package weight and dimensions.
- **Result:** the label is ready to print and a tracking number is attached to the order.

Ship order

Marks the order as shipped on the channel and sends the carrier and tracking number to the buyer.

- **Use when:** the parcel has been handed to the carrier.
- **Tip:** make sure the tracking number is on the order first — some channels reject shipments without one.

Refund order

Returns money to the buyer through the channel.

- **Full or partial:** refund the whole order or select specific items or an amount.
- **Caution:** refunds are processed by the channel and usually can't be reversed. Confirm the amount and reason before triggering.

Best practices and troubleshooting

Most failed actions come from missing data or a channel rule, and the error message usually names the field to fix.

Problem	Likely cause	What to do
Create product fails	A required channel field is empty or invalid	Fill in the field named in the error and trigger again
Price or stock not changing on the channel	Action still processing, or the channel caches listings	Check the action status; allow a few minutes for the channel to refresh
Listing still visible after Zero stock update	Expected — the listing stays live at quantity 0	Use Delete listing only if you want it removed for good
Ship order rejected	No tracking number, or order not acknowledged	Request the label or add tracking, acknowledge, then ship again
Some records failed in a bulk action	Each record is processed on its own	Filter the results by failed, fix them, and re-run on those only
Refund rejected	Amount above what's refundable, or order already refunded	Check the order's payment and refund history

Good habits:

- Use the most specific action (price, stock) rather than a full product update.
- Prefer Zero stock update over Delete listing for anything temporary.
- Acknowledge new orders promptly to stay within channel deadlines.
- Review action results after every bulk run.

Need help? If an action keeps failing and the error isn't clear, contact support with the product SKU or order number, the action you triggered, and the error message.