



Policy	BuyLead QC Guideline
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Purpose:

This document clarifies on how to create a good BuyLead and what all needs to be followed while approving a BuyLead with all valid and important information.

This document also clarifies and sets guidelines for Quality Team while auditing when to mark an error and when to give feedback to the associate who is approving the BuyLead.

Responsibility:

Responsibility of its implementation at the centre lies with centre Quality Manager and IndiaMART Operations Manager.

Feedback Procedure

- If there is any change in audit parameter/scenario then feedback will be shared instead of marking Error and after the acceptance of feedback the cooling time of seven days will be given.
- It is the joint responsibility of centre and IndiaMART that training and feedback on new changes is given to the associate before marking any error

Note: For any call audit, all call recordings must be made available on Gladwin by the vendor before the audit takes place. In case of unavailability of even a single call recording (when 2 or more calls are made by the agent to the same buyer); an error will be marked.

Call Opening

Overview:

The expectation from associate is that before proceeding towards probing, buyer must be aware of who is he speaking with, where is the caller from and what is the objective of the call.

When to Mark Error

- Associate missed to greet the buyer (Good Morning/Afternoon/Evening)
- Associate did not introduce himself during the opening of call (before confirming the requirement)
- Associate did not confirm the name of the buyer (before confirming the requirement).
- Associate didn't inform the buyer that "It's a recorded line and he has been chosen as an advisor by IndiaMART along with his IndiaMART Employee ID".
- Associate needs to make sure to complete self-introduction, right party confirmation and purpose of call before starting to ask ISQ's.
- Associate did not explain purpose of call.

When Not to Mark Error

- Buyer interrupts and deviates the associate in another direction and associate completes his opening after acknowledging the buyer's query.
- Buyer is getting irritated or seems in hurry at the beginning.
- Outbound Process
 - If buyer is power/regular user of IndiaMART and it appears that he knows everything about the system, purpose of call may be skipped.
 - In case of verified buyer, name confirmation may be skipped.
- Inbound Process
 - After giving opening; if the buyer has no issues why the call has landed to IndiaMART; associate may proceed with product/service probing.
- If the purpose of the call is explained clearly by the associate using different set of words other than the words present in the script.

Phone Etiquette

Overview:

It defines the verbal behavior of the associate towards the buyer (Includes Rate of Speech, Phone Etiquette, Modulation, Pitch, Language Expertise, Active Listening & Behavioral Issue)

When to Mark Error

- Rate of Speech is too fast and buyer is not understanding/responding.
- If the buyer asks the agent to repeat the sentence because of high ROS twice on call; it should be marked as an error. (If it happens once; it can be treated as a feedback.)
- If at the time of Opening and Closing ROS is very fast and vital information is missed because of it (Like Purpose of Call in Opening and Email and SMS in Closing).
- Associate is abusive on call. (Falls under ZTP).
- Rude on call (not due to MTI [Mother Tongue Influence]), but observed through tone.
- Wrong pronunciation (not due to MTI)
- Not following hold procedure (Asking for permission (first hold upto 30 sec; 2nd hold upto 1 minute from buyer before placing the call on hold) and subsequent refreshing of call within 1 minute)
- Error will be marked if time bound procedure is not followed.
- Buyer should not be made to be on hold for more than 2 times on one call (Expectational cases to be taken care individually)
- Discussion with other associate/TL during the call without mute.
- Unnecessary Interruption from associate's end (If the associate is not letting the buyer to complete his statement).
- If the agent's voice overlaps buyer's voice more than twice on call. (Interruption happening from agent's end)
- Laughing, Yawning, Sneezing, Coughing gestures from associate on call (but if customer is also laughing with associate or vice versa, it won't be an error)
- Active listening not found on the call (i.e. asking information from customer more than twice, asking information up-to 2 times is ok, in case of heavy regional accent we can ask more than 2 times)
- Buyer is changing his 1st VOC with 2nd one then the associate needs to re-confirm with the buyer one more time and then go by either 1st or 2nd VOC For Example- buyer told in opening that I need 32 Inches Samsung LED TV in one go and associate again ask buyer openly to repeat his requirement then buyer only told Samsung LED TV then the associate needs to re-confirm once with buyer. If he doesn't confirm it would be marked as an error.
- Associate didn't switch to English/Hindi language as per the buyer's first acknowledgement on call. Also, in case buyer is not comfortable with the language spoken by the agent then we need to ask the buyer about his language preference (Hindi or English); Any miss here will be treated as an error.
- If associate is unsure of the product/email/name etc. & associate did not use navy call list or other tool to capture the correct information and mentions wrong information.
- Dead air observed on call for more than 5 secs without informing the customer. (Forced silence or delayed response from the associate)
- Using words/phrases which sound unprofessional or wrong choice of words for eg: if associate is not able to hear the buyer properly then he/she should not use phrases like: "your voice is troubling me"

When Not to Mark Error but feedback to be given

- Energy on call is low
- Rate of speech is slightly fast but buyer is properly responding on call and participating positively in discussion

- 2 instances can be avoided in case of high ROS (excluding Opening, Closing and buyer showing his discomfort towards high ROS).
- MTI effect on call (We should work on these associate's communication skills)

Note: Sequence of self-introduction, greetings, purpose, requirement may slightly change but must be completed before further probing on product/services

Probing - Discussion with Buyer

Overview:

It defines the way questions are asked to the buyer in order to understand his requirement in a better way. The questions which are mandatory and the exceptions associated with it.

When to Mark Error

- If ISQ not available
 - If associate is not able to find ISQ either from CRM or google then he must ask the buyer if he (Buyer) would like to share specifications about the product.(For Example:Would you like to share some specifications about your requirement?)
 - If ISQ available
 - Not asked 3 ISQ (If available) excluding Quantity ,AOV and Why do you need this?.
- Note:** If buyer is getting irritated or seems unaware about the product/service required OR wrong ISQ gets displayed, associate can skip ISQs. In "Others" option as well, associate may skip. We expect the associate to ask all ISQs unless the buyer gets irritated or simply denies having any knowledge regarding the product.
- Total Order Value//Quantity/Why do you need this not asked (If Shown by CRM)
 - If the associate is doing forced probing i.e. buyer is not interested in sharing the details but still if the associate is asking the same question again. **Example:** If Buyer has clearly said that "Estimated Quantity"/ Approx order value will depend on the situation. Associate should close the question by saying Ok Sir/ no issue & should proceed to next question. If the associate forces the client for these details it will be marked as ERROR.
 - If the associate is asking all the questions continuously one after one, without waiting for buyer's response. Putting all questions together without taking pause will be treated as Error.
 - When buyer shares Product Delivery Location instead of Supplier Location (Location of procurement) & no further probing is done to confirm supplier's location then it will be treated as an Error. **Example:** If the buyer says that I want this product in Bihar then associate need to probe further i.e. Are you looking to purchase from Bihar or you want the product to be delivered in Bihar.
 - In case the information given/already provided by buyer but seems confusing or contradictory, then associate needs to re-confirm the detail. In case he doesn't re-confirm then it would be marked as an error.
 - Expected Target Price should be updated in whole figure (for example, if buyer says I want 5 T-shirts of 1000 Rs each, then order value updated should be Rs 5000)
 - If associate is re-confirming any point from buyer, then associate should ask that question again from buyer instead of paraphrasing the question in his own way.Failing this would be treated as an error. Example : If buyer confirms his preferred city location as Delhi , Noida and Gurgaon and associate reconfirms only Delhi while asking for the detail (excluding Noida & Gurgaon) from this question.
 - If the associate does incorrect probing and seems negative in his probing approach eg: "Email ID to use nahi karte?","Price to mention nahi karwana chahte?"

- If the associate gives any wrong commitment to the buyer irrespective of the fact whether it has an impact on lead or not; it will be treated as an error.

When Not to Mark Error

- Buyer is in hurry but ready to give few details which leads to less discussion on call
- Associate can skip probing about product/service attribute if attributes already given by buyer and seem logical.
- If buyer provided exact model number/make then probing might not be required. (For Example: Buyer says he wants Canon MF-4750 Monochrome Multifunction Laser Printer).
- When the buyer confirms or says that he is comfortable with suppliers from "Anywhere in India", then the associate won't probe further (specific city) and select preferred supplier location as "Anywhere in India".
- While Probing Approx Order value, the agent should ask the Buyer's expectation first & if the buyer is unaware of the asked value, then only the agent should say that you can discuss this detail with the Supplier. However if the agent gives two options to the buyer like, "What will be the Approx order value or you want to discuss this with the Supplier" then it will be treated as a feedback.
- If associate has asked buyer a question and doesn't get response from the buyer then he should ask that question again but still if the buyer doesn't give the required answer then we need to inform the buyer that he has to provide some details so that we can approve the lead otherwise we will have to delete it.
Note: Associate can only skip a question if he has asked that question twice and hasn't got any response from the buyer. In case, buyer requests the associate to repeat his question and associate skips that question that it would be treated as an error.
- In case of multiple leads, it is not mandatory for associate to ask all available ISQ's of all the requirements excluding primary requirement. (However associates are advised to open multiple tabs for multiple requirement).

Note: We will be coming up with a new sub parameter "Wrong Commitment" under valid probing in some time. Till then it will be marked as feedback and once it starts reflecting then we can start treating it as an error.

Also, the associate needs to raise the ticket immediately with IndiaMART in case of wrong ISQ. Displayed. For example: In case of Dish TV, size comes as an ISQ etc.

ISQ (Valid Probing or Information Missing)

Overview:

It defines the proper ways of probing the ISQ, the questions which are mandatory and the exceptions associated with it.

When to Mark Error

- If associate did not ask/Tried for ISQ (at least 3 excluding Quantity and AOV,Why do you need this) while buyer is discussing properly. (If ISQ's are available)
- If ISQ asked and not updated
- If ISQ is available and still associate updates it in description or any other field other than the ISQ field.
- If ISQ is wrongly updated.(Buyer said he wants Red saree but associate updated blue).
- If existing relevant enrichment details are removed without Buyer's consent.
- If buyer provides information from his end and agent doesn't capture it.
- If any industry specific information is provided by buyer on his own on call (In case CRM doesn't show it); it needs to be updated as custom ISQ.Any miss here will be treated as an error.

When Not to Mark Error

- If ISQs are irrelevant and not probed
- If buyer insists that he will share all the details with the supplier directly, then no need to ask further ISQ.
- If buyer gives 3+ specifications other than the available ISQs and associate did not probe for ISQ
- If ISQ is updated in ISQ field and also in Description(It should be covered under feedback)
- If because of technical issue the ISQ information is not captured.

Quantity and Its Unit

Overview:

It defines the expectation from the associate at the time of capturing details about the Quantity, things to be kept in mind while noting it down.

When to Mark Error

- If quantity removed which was relevant.
- If quantity wrongly updated.
- If quantity seems unrealistic and not re-confirmed with the buyer.
- If quantity unit is wrongly selected.
- In DNC cases, if irrelevant quantity/quantity unit is not removed.
- Quantity should be updated in below manner:

In case of service lead if associate did not ask quantity (For Example: Buyer needs 4 labourers for home decoration and quantity updated is 4 no's, associate should proactively ask for 4 no's or labourers)

E.g quantity: 4

Unit: others

Labourers

- If quantity is 5 L Size T-Shirts & 5 L Size Jeans then associate should update 5 pieces of each in quantity; any miss here will be marked as an error.
- If quantity is 5 L Size T-Shirts & 3 L Size Jeans then associate should update same clearly in description & can update sum of both products in quantity; miss here will be marked as an error.
- If quantity is 5 L size T-shirts & 3 M size T-shirts then associate should update sum of all T Shirts in quantity.

When Not to Mark Error

- If quantity seems wrong or unrealistic (even after re-confirmation) but it is provided by buyer on call.
- If buyer gives a range (For example: He says he needs 50-60 T-Shirts; then associate is expected to choose higher value (ie:60) however it will be considered as pass even if he mentioned 50-60 T-Shirts or 50 TShirts in Quantity or description.

Product Application

Application is actual use of the product. It is different from Why do you need this. Eg. Cotton Fabric (application is To be used for making cotton Kurtis)

When to Mark Error

- If application not asked but was applicable.
- If application field is visible under ISQ but not asked (If applicable)
- If application asked but not updated (application told by buyer on call was valid and (to be marked in information Missing)
- If application was there but removed by associates

When Not to Mark Error but feedback to be given

- Application not asked to avoid irrelevant probing (eg: What is the usage of V-Neck T-shirt?)

Call Closing

Expectation:

The associate is expected to set up the clear expectation of what the buyer should expect after the call and follow complete closing script of the process including pitching for CSAT .

When to Mark Error

- If associate did not explain what buyer may expect after the call
- Even in deletion cases Closing should be proper.
- If the call gets disconnected in between but the detail has not been confirmed/explained and there is no second call attempt detected.
- If CSAT (Customer Satisfaction) script is not followed by the agent.

Scenarios where Callback is not required:

- If buyer is irate
- All the necessary contact details are captured except details like company name in case of call disconnection.
- Re-attempt not applicable for PNS Inbound/96.

When Not to Mark Error

- If buyer disturbed and deviated the associate in another direction.
- If call disconnected in between the call (Disconnection due to technology or buyer)(how would we(auditor) come to know that its technology issue or buyer issue without working API Link) (will wait for half hour & ask center for recording) (For outbound centers only)
- In case of PNS Inbound, it is advisable to ask for further assistance apart from requirement.(It will be covered under feedback)
- If buyer is getting irritated or seems in hurry at the end of the call
- If buyer himself asked to disconnect the call due to any reason.

Noise on Call

Expectation:

The associate is expected to maintain telephone hygiene and make sure that there is no breathing sound, sneezing, coughing captured over call. Also, the associate needs to raise a concern in case of excessive noise coming from fellow associates around him.

Note: All the errors mentioned under this parameter will be marked at auditor's discretion.

When to Mark Error

- If after listening to the call found that background noise is impacting buyer's experience (Personal conversation between two associates/Floor Support sitting on floor is captured or any unprofessional word is captured from background)
- If the buyer mentions on call that background noise is making it hard for him to understand the agent.
- If there is a continuous background noise for more than 5 secs where the background noise is as much audible as agent's voice.
- If the instance of background noise is more than twice throughout the call.

When Not to Mark

- Noise is from buyer's end

Wrong Approval

Expectation:

The responsibility of the associate is to rightfully take consent from buyer about each information and share legitimate information with the buyer without giving any wrong commitment.

When to Mark Error

- Duplicate lead approved of same product (same Mcat) (Technical issue to be highlighted if any)
- Multiple leads approved same time by intentionally breaking the leads into multiple leads (Associate should educate buyer that he may receive calls from multiple suppliers for multiple requirements)
- If the buyer clearly says that he doesn't want to receive any call from the supplier then the associate needs to set up the expectation with the buyer that suppliers may contact him. If the buyer still persists with the thought of not receiving calls from the suppliers and still the lead is approved then it should be marked as an error.
- If the buyer says that he wants the product from a specific supplier or doesn't want the product from the specific supplier then we need to make the buyer understand the process and clearly state that we can't give you any assurance, still if the buyer is firm with his condition, then we need to delete the lead otherwise it will be marked as an error.
- When associate approves a single lead instead of having scope of making multiple leads (in case of different industry) then it will be marked as an error.
- In case of PNS Inbound if associate approves a lead without confirming GL details, Mobile No., City, Buyer's Name and without educating him about his journey on call and expectation after call then it should be marked as an error in wrong approval.
- If the requirement of buyer is of different product and associate approves the lead of a different product.
- Original requirement changed due to misinterpretation ie: Buyer's consent taken forcibly when buyer seems unsure about the product.
- Lead approved even after buyer denies the requirement.
- Leads related to job enquiries and property on rent don't need to be approved.
- Lead approved with consent of third party ie: If the caller says that he has posted the requirement on behalf of his friends and shares his friend's contact details, then we need to clearly make the caller understand that all the details mentioned on call will be his and suppliers will contact him and not his friend, in case caller doesn't agree with it, then we need to delete this lead.
- Lead approved when buyer says he just wants to know the price and associate doesn't delete it under correct disposition (No Requirement-Price Only)
- Associate putting words in the mouth of buyer and forcefully approves the lead. Also, if the associate is pitching products intentionally to raise multiple BuyLeads, then it will be treated as wrong approval and will fall under ZTP.
- If by mistake associate pastes wrong/half call recording.
- Leads where client does not have requirement at the moment or have future requirement (after 6-12 months) should not be approved unless client wants to pre-book the product.

When Not to Mark Error but feedback to be given

- Associate will approve lead unless and until he receives an alert or blocker for any product (If the lead was not supposed to be approved and associate didn't receive an alert or blocker, it will be covered under feedback)

Suspected Approval (Do not approve that BuyLead)

- If buyer's email ID and name is abusive.
- If buyer is making fun on call (like saying my name is Barack Obama)
- If buyer is not responding on call deliberately.
- If buyer is busy on call.
- If lead is verified by someone else than the name mentioned in the contact details

Note: In above cases do not approve that BuyLead

BuyLead Title

Expectation:

Title is the face of the BuyLead and it becomes utmost important that the associates writes the Title which clearly defines the exact requirement of the buyer.

When to Mark Error

- Any spelling error (except singular and Plural)
- If all words are in lower case.
- If all words are in upper case.
- Any information missing from Title (Already mentioned by buyer) would be marked under Information missing from description.(For leads not posted by PNS Inbound)
- Not followed title case formatting (with few exceptions like LED, pH meter etc.)
- Title is not related to description / not present in description
- Single word title (generic)
- If associate makes an unsystematic Title..For example: Red 5 Bag Inch (Instead of 5 Inch Red Bag)
- Title is not defining exact requirement (in reference to description)
- If Title contradicts with the ISQ information or description.
- Single product name written in Title but multiple product names found in description (not followed P1, P2 and P3 Rule with Approximate 6-8 word limitation)

Note: If associate is marked for formatting in Title, he should not be again marked in Formatting/Grammar Section, or else should only be marked in Formatting and Grammar (In case of spelling errors)

When Not to Mark Error

- Single word title where possibility of making more than 1 word is not possible
- Different spelling (UK/US) of same product like Color and Colour
- If any information present in description couldn't be made a part of Title (In case of multiple product requirements of same industry) Example:- Buyer requires Wooden or IRON King Size Bed, & the agent created the LEAD title as "Wooden King Size Bed" only & mentions Wooden or IRON King Size Bed info in the description.

When Not to Mark Error But feedback to be given:

- Use of (And) instead of comma (,)
- Use of & instead of And
- Grammatical Errors which are not impacting the meaning of Title.
- If buyer says "any" when it comes to the product specification and if buyer mentions "Any" in lead then it will be marked as a feedback.
- Title is ok, but there is a scope of improvement for better title

Information Missing/ (Call / ISQ / Existing)

Expectation:

Any information specified by the buyer which is important for the lead needs to be mentioned and the associate is expected to capture all relevant details provided by the buyer without any fail (From call as well as from the existing information provided by the buyer)

When to Mark Error

- Associate doesn't update the ISQ provided by buyer on call. (technical challenge should be taken into consideration, ISQ history needs to be created).
- Any valid enrichment detail mentioned by buyer on call is missed to update by the associate.
- If any relevant information (related to product/service) already provided by the buyer is removed by the associate (Any existing information removed without buyer's consent).
- If the buyer by himself mentions on call Preferred Supplier location or Purchase frequency and associate didn't mention it in the lead.
- Any relevant information not mentioned in the description whenever required except junk/abusive terms.
- Calls wherein Buyer mentions that he requires the product on the Urgent basis or within a tentative timeline (In 4 days or within 5 days). In such scenarios, the agent must incorporate this info in the lead description, skipping this info from the lead, will be treated as an error.
- If buyer himself mentions the NOB of the required supplier ex. Manufacturer or wholesaler, then we must mention this info in the Lead Description. Skipping this info from lead will be treated as an error.
- Any enrichment details told by Buyer on call is missed to update (valid)
- If any dicey information (junk/abusive) not removed by associate from description/enrichment/ISQ
- If buyer confirms about Child Mcat's and that information has not been updated either in ISQ or in description. For Example: If buyer wants to buy Ladies Kurti and CRM shows multiple Mcat's like "Designer Ladies Kurti" or "Embroidered Ladies Kurti" and after getting confirmation from buyer that he wants the same product and associate didn't update the same either in ISQ or in description.

When Not to Mark Error

- Buyer says, "Rest of the details I will discuss with Supplier" then there is no need to add this in description.
- Due to technology issue, not able to update ISQ.
- Error won't be marked if 4th preferred supplier location is not updated by associate .
- If the buyer says no need I am not sure about the price then there is no point in mentioning this information in the description.

When Not to Mark Error but feedback to be given

- If missing information from call is not understandable or clear (in spite of 2 times probing)
- If missing information is not adding any value for buyer or supplier.
- If associate missed to update that buyer wants product details on whatsapp from supplier.
- If information missing (from call, ISQ, original description) is updated within 60 minutes of BuyLead approval by some senior.

Note: QA may decide when to mark and when not to mark an error; depending upon the severity of the case.

MCAT Selection

Expectation:

The selection of MCAT plays a vital role as far as buyer experience after call goes. Associate is expected to select only relevant MCAT's so that correct suppliers contact buyer after the call.

When to Mark Error

- Selected MCAT is grossly irrelevant
- Deselected MCAT is relevant
- Generic keyword searched in spite of having availability of relevant keywords.
- Prime MCAT not correctly marked

When Not to Mark Error

- If buyer has a generic requirement and all suggested MCAT's selected (Child Mcat's). For example: If buyer says his requirement is of "Television" and he is okay with any brand and associate selects "LG Television" then it will not be marked as an error.
- If suggested Mcats are equally important as per the product; then any one of them can be made as Prime. For example: In case of Ladies Garments; if we are getting options of "Ladies Garments" and "Women Garments" as suggested MCAT's then we can select any one of them as Prime.
- If there are 3 products (P1, P2 and P3), associate can search through any one product (P1 or P2 or P3) and accordingly will select the MCAT (Associate should ideally search the most important product).

When Not to Mark Error but feedback to be given

- When keyword selected could have been a bit more relevant (By Tweaking) in order to get most specific/relevant MCAT.

Supplier Selection - Manual

Expectation:

In case of supplier selection manually, associate is expected to be very focussed and select only relevant suppliers according to the lead.

When to Mark Error

- If selected supplier(s) are not relevant (Grossly)
- If de-selected supplier(s) are relevant

When Not to Mark Error but feedback to be given

- If product name shown in the supplier selection seems like product name or falls under parent/child of the product required which is discussed on call.

Search Keyword (for MCAT/Supplier Selection)

Expectation:

The search keyword has to be in sync with the product requirement of the buyer and the associate is expected to use the most suitable search keyword after considerable tweaking (If required)

When to Mark Error

- If generic keyword used (For example, If buyer is looking for Samsung Mobile phone and associate searched through Mobile phone)
- If search keyword is totally different from the product required by buyer.
- If there is an spelling/grammar error in the search keyword which is having major impact on the relevant search result
- If the search keyword is jumbled because of which giving wrong search result.
- If no tweaking done wherever possible to get relevant results.
- If brand name/fabric/type found in the lead and not used in search keyword.

When Not to Mark Error but feedback to be given

- If there is a scope of better keyword, however it doesn't have major impact on lead.

Contact Details

Expectation:

It becomes important that we capture correct contact details of the buyer as it is only way how the buyer will receive details of the suppliers to meet his requirement. Associate is expected to be sharp when it comes to capturing the contact details.

When to Mark Error

- If associate updates wrong Name and and Company name other than what is provided by the buyer.
- In case of business/reselling use company name not asked.
- In case of DNC, if ambiguous name not removed or in cases where company name and name of buyer are the same and associate still approves the lead.
- If client wants to change his mobile number or email id, associate should guide him to contact on 9696969696 no. and get his details updated; any miss here will be treated as an error.

When Not to Mark Error

- If buyer's requirement is of personal use and company name not asked.
- In the company name if the associate mentions the name of the company where he is working. (It is not mandatory that he should have his own company).

Grammar and Formatting (Presentation)

Expectation:

The formatting and grammar used in lead should be correct and look professional as the lead can be seen all over the world. So, the associate is supposed to be quite focussed when it comes to grammar and formatting.

When to Mark Error

- If description is grammatically wrong or unprofessional choice of words used
- If sentence formatting is changing the meaning of the BuyLead.
- Spelling error in description, title & ISQ.

When Not to Mark Error but feedback to be given

- Error not to be marked if associate uses "s" instead of "es" or "es" instead of "s" (it will be considered as feedback, not error) or other similar examples where scope of improvement is there in presentation.

Note:

- In case an error falls in different parameters, then the associate will be marked in every parameter and not only in one parameter
- In case of a wrong parameter marked as error by the auditor where we had to mark it in some other parameter; it will still be considered as an error.

For Example: If the auditor has marked error under "Information Missing" however it should have been marked under "Active Listening", it will still be considered as an error.

City Confirmation Scenarios

Buyer's pre-filled City	Location where Product/Service Is required	SOP to be followed	
		Buyer City Confirmation required (Yes/No)	'Preferred Supplier Location' probing required (Yes/No)
XYZ	XYZ	No	No
XYZ	ABC	Yes	No

In addition to this, sharing below mentioned another SOP point related to service location-

If Agent gets any of below mentioned ISQ in case of Service Buy Leads then Agent needs to fill the Location/City (provided by the buyer) in ISQ "Preferred Supplier Location"

- Service Location
- Location
- Service Location / City

Note- If Agent missed to update the above mentioned ISQ details in "Preferred Supplier Location" then it will be treated as an Error.