

BUYER SURVEY QUESTIONS

1. How often do you typically need to contact customer service when using an online marketplace?
 - a. Very often
 - b. Occasionally
 - c. Rarely
 - d. Never

2. What is your preferred way to get help from customer service?
 - a. Search a frequently asked question myself
 - b. Live chat with an agent
 - c. Email a support team
 - d. A phone call
 - e. Fill a web form

3. Imagine you have a problem with an order. What is the most important piece of information you'd want to provide right away?
 - a. The order number
 - b. A photo or video of the problem
 - c. A detailed description of what went wrong
 - d. The username of the seller/buyer

SELLER SURVEY QUESTIONS

1. How do you primarily track customer complaints today?
 - a. Email inbox
 - b. Spreadsheet
 - c. A dedicated platform or software
 - d. A mix of different tools
 - e. other:
2. How do you decide which complaint to handle first?
 - a. The one that arrived first
 - b. The most angry/urgent sounding customer
 - c. The value or size of the order
 - d. The type of issue (e.g refunds)
 - e. I don't have a system, I go through my inbox
 - f. other:
3. When a new complaint arrives, what information is the most critical for you to see immediately? (select top 3)
 - a. Customer's full name and contact information
 - b. The complete order history of the customer
 - c. Details of the specific order in question
 - d. The customer's previous complaint history
 - e. The complaint category
 - f. Other:
4. What specific actions do you need to perform most often to resolve complaints?(select all that apply)
 - a. A full or partial refund
 - b. Cancel an order

- c. Send a replacement product
 - d. Respond to the customer via mail/message
 - e. Other:
5. How critical is it that the customer service system is always available during business hours?
- a. Extremely critical
 - b. Very important
 - c. Moderately important
6. What is the most important feature for a new user?
- a. A simple, clean interface with clear labels
 - b. Built in step-by-step guides for common tasks
 - c. One-click button for actions like “refund” or “cancel”
 - d. Other:

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