

Q6: RELEVANCE: IS THE RESPONSE RELEVANT TO THE CUSTOMER'S QUERY?

Description: Here, we will check the text response to see if it is relevant to the customer's query. A relevant response is one that provides complete information (and additionally helpful information if required) that will answer the customer's question.

Answers (single selection):

- Yes- Relevant
- No- Irrelevant
- Somewhat Relevant

Guidelines:

- If all information present in the response is relevant to the customer's query, then **select 'Yes-Relevant'**.
 - **Any Additional Information that Is on-topic to the customer's query** is considered relevant. This includes any additional information that would seem useful in the customer's shopping journey (*Relevant- example 1*).
 - If the customer is seeking recommendations, **the recommendations must be diverse i.e., no recommendation must be repeated within the same response** (*Relevant- example 2*)
 - Especially for brand specific/ usage specific/ feature specific recommendations such as Maybelline lipsticks/ long lasting lipsticks/ matte lipsticks, the recommendations given must completely address the specific intents such as the specified brand or the specified usage such as 'long lasting' (*Relevant- example 3*).
 - If the customer is seeking **anything other than direct recommendations** (such as 'tell me about this air fryer' or 'how to wash satin?') and the response **provides recommendations related to the query after addressing the query**, it is still considered as fully relevant as these recommendations would further the customer in their shopping journey (*Relevant- example 4*).
 - If the **customer asks a harmful query and the model refuses to respond to that query**, it is still considered

relevant since the response addresses the query (*Relevant-example 5*).

- If the query is vague and the model prompts a clarification through the response, it is still considered fully relevant even if it does or does not provide follow-up information/ recommendations for the query (*Relevant-example 6*).
- If only the title/header of an ASIN/feature is given and no description of the same is present, we can still consider the response to be 'Relevant' (*Relevant-example 7*).

- If the response does not contain any relevant information or it does not address the customer's query, then select 'No-Relevant'.

- If the response provides incorrect brand/ usage/ feature recommendations/descriptions that were not asked by the customer (*Irrelevant-example 1, 2 and 3*).
- If Rufus recommends ASINs that are not available on Amazon (*Irrelevant-example 4*).

- Select 'Somewhat Relevant' if:

- If the recommendations/ description given contains a mixture of relevant and irrelevant information. This can include brand/usage/feature recommendations/descriptions (*Somewhat relevant-example 1*)
 - If there are exact repetitions of the recommendations given within the same response (*Somewhat relevant-example 2*).
 - If the customer asks for recommendation/ description and the response is biased towards a demographic/ product that the customer has not asked for (*Somewhat relevant-example 3*).
 - If the response does not answer the customer's query completely i.e., a part of the query was not addressed (*Somewhat relevant-example 4*).
 - If the customer requests information/ recommendation based on a specific product or brand/usage of a product/ attributes of a product and the response gives generic information rather than addressing the specific need of the customer (*Somewhat relevant-example 5*).
 - Similarly, if the customer requests information or recommendations on a generic product type and the response gives unilateral information that highlights only one product/brand/feature (*Somewhat relevant-example 6*).

 Skip clause: If you have selected 'Yes', the response is relevant, proceed to 'Q7: Helpfulness: Is the response helpful to the customer?'. Otherwise, proceed to 'Q10: Preference: Which response is better based on the quality criteria?'