

#### **Q7: HELPFULNESS: IS THE RESPONSE HELPFUL TO THE CUSTOMER?**

**Description:** Here, we will check the text response to see if it is helpful to the customer's query. A helpful response is one that answers the customer's query wholly and provides useful information.

##### **Answers (single selection):**

- Yes- Helpful
- No- Unhelpful
- Somewhat Helpful

##### **Guidelines:**

- If all information present in the response is useful to the customer's query, then select 'Yes-Helpful'.
  - The relevancy of a response is a useful factor to determine the helpfulness of a response. If you have marked a response to be relevant, evaluate if all the statements provided address the query asked by the customer for it to be considered 'Helpful' (*Helpful- example 1*).
    - Please note that end-summaries are considered helpful if they contain any unique statements that summarize the context and do not replicate or concise the exact information present in the response above it. (*Helpful- example 2*)
  - Any additional information that is directly related to the query such as recommendations based on the query that is relevant to the customer's intent is considered helpful (*Helpful- example 3*).
  - If a response contains just the product names/ASIN titles or the ASIN titles their descriptions, they are 'Helpful' (*Helpful- example 4*).
  - A response may ask for clarification for a vague customer query to understand the context better. If it provides related helpful information after requesting for a clarification, it is still considered 'helpful' (*Helpful- example 5*).
  - For sensitive queries where the customer is seeking non-compliant information such as the dosage of a medicine or PII or queries using profanity, the model may refuse to give a response. (*Helpful- example 6*).
- If the information present in the response is not useful to the customer's query, then select 'No-Unhelpful'.

- If the customer asks for a specific information such as the dimension of a product and the response gives information on a different topic (*Not helpful- example 2*).
  - If the recommendations given are not related to the customer's query (*Not helpful- example 3*).
  - The response gives partial ASIN titles with a description and we cannot locate the ASIN on the Amazon page. This may confuse the customer as the partial titles can be related to multiple products with the same name (*Not helpful- example 4*).
  - If a response only asks for clarification of an understandable query and does not provide any other information that would be useful to the customer (*Not helpful- example 5*).
- If the information present in the response is not entirely useful to the customer's query, then select 'Somewhat helpful'.
  - Please note that not all additional information is helpful. If the response completely answers the customer's query but provides excessive details that maybe relevant but seems unnecessary/ repetitive/ redundant, it is considered as 'Somewhat helpful' (*Somewhat helpful- example 1*).
  - If only a part of the customer's query is addressed i.e., the response does not provide information on the query completely (*Somewhat helpful- example 2*).
  - 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, it is considered 'Somewhat helpful'. (*Somewhat helpful- example 3*).
  - If a response asks for clarification for a vague query that is not understandable and does not provide any other information that is useful to the customer such as relevant recommendations/ description of products, consider it 'somewhat helpful' (*Somewhat helpful- example 4*).
  - If a response contains a mixture of ASIN and product types, consider that to be 'Somewhat helpful'. (*Somewhat helpful- example 5*).
  - If a response contains redundant recommendations/ descriptions/ information within the same response, consider that to be 'somewhat helpful'
    - This also includes redundant summaries of the context that is usually at the end of the response. (*Somewhat helpful- example 6*).

➡ Skip clause: If you have selected 'Yes', the response is helpful, proceed to 'Q8: Answer structure: Do you think the response is structured well?' Otherwise, proceed to 'Q10: Preference: Which response is better based on the quality criteria?'