Service Standards - Email

<h2>GUIDE.SUMMARY Internal Information <table align="center" border="1" cellpadding="5" cellspacing="1" dir="ltr"> <thead> <tr> <th scope="row"><img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1831_GUIDE/Compass%202.jpg"></th> <th scope="col"> <h4>Welcome the customer</h4> </th> <th scope="col"> <h4>Understand the issue</h4> </th> <th scope="col"> <h4>Identify the resolution</h4> </th> <th scope="col"> <h4>Resolve the issue</h4> </th> <th scope="col"> <h4>Represent eBay</h4> </th> <th scope="col"> <h4>Close contact</h4> </th> </tr> </thead> <tbody> <tr> <th scope="row">Communication Standard</th> <td>Welcome the customer in line with eBay's guidelines. <hr>Acknowledge the customers feelings, emotions or concerns.</td> <td>Confirm the customer's reason for the contact. <hr>Express willingness to help.</td> <td> </td> <td> </td> <td>Communicate effectively, throughout the interaction. <hr><a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#act_prefessional">Act as a professional representative of eBay, throughout the interaction.</td> <td>Ensure the customers contentment with the resolution. <hr>Close the contact in line with eBay's guidelines.</td> </tr> <tr> <th scope="row">Resolution Standard</th> <td> </td> <td> </td> <td>Identify the root cause of the customer's issue. <hr>Determine the resolution for the customer's issue or question.</td> <td>Resolve the customers issue or question. <hr>Set expectations and provide supporting education.</td> <td> </td> <td> </td> </tr> <tr> <th scope="row">Policy Standard</th> <td>Verification</td> <td> </td> <td>Account Information <hr>PII <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#piggybacking">Piggybacking</td>   <td><a

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en_US#Legal_Advice">Legal   Advice   <hr><a

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en_US#Coupons">Coupons   <hr><a

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en_US#Credits">Credits   <hr><a

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en_US#Feedback_Policy">Feedback   Policy   <hr><a

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en_US#Defect_Policy">Defect   Policy   <hr><a

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en_US#Issue_Handling">Issue   Handling   <hr><a

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en_US#eMBG_1">eMBG   <hr><a

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en_US#Seller_Limit">Seller   Limit   <hr><a

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en_US#Transfer">Transfer   <hr><a

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en_US#Escalation">Escalation   <hr><a

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en_US#Outbound">Outbound</td>   <td><a

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en_US#Complaints">Complaints   <hr><a

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en_US#Vulnerable_Customer">Vulnerable Customer <hr><a

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en_US#Code-of-Conduct">Code of Conduct</td> <td><a

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en_US#SR_Closure">SR Closure <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#Disconnect">Disconnect <hr><a

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en_US#Paused">Paused <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#Documentation">Documentation <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#ACW_1">ACW</td> </tr> </tbody> </table>

</h2><h2>GUIDE.DETAILED_INFORMATION <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#identify">Identify the resolution
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href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#welcome">Welcome the customer
 <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#understand">Understand the issue
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en_US#resolve">Resolve the issue
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en_US#represent">Represent eBay
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href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1832&ViewLocale=

en_US#close">Close the contact   Internal Information Identify the resolution   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="20%;"> Standard & Definition</td> <td width="40%;"> Components </td> <td width="20%;"> Applicability </td> </tr> <tr> <td rowspan="2"> Identify the root cause of the customer's issue </td> <td> Perform research (when applicable) Utilize available tools and systems relevant for your supported LOB and the reason for contact to research the customer's issue. </td> <td>Only applicable if the customer's description of the situation requires clarification. </td> </tr> <tr> <td> Review the previous communication with the user (when applicable) Check these resources to understand better the customer's reason for contact. </td> <td>Only applicable if these resources are available and are necessary to understand better the customer's reason for contact.</td> </tr> <tr> <td> Determine the resolution for the customer's issue or question </td> <td> Determine the resolution for the customer's issue or question (when applicable) Utilize your resources relevant for your supported LOB and the reason for contact to locate the most appropriate resolution for the customer's issue or question, when available. Sometimes the resolution from eBay's perspective can be no resolution from a customer's perspective. </td> <td>Only applicable when using any resources is essential to Identify the Resolution for the customer's issue.</td> </tr> <tr> <td>Comply with the Account Information Policy</td> <td>GUIDE1690
 GUIDE1098</td> <td>Only applicable as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1690"

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width="20%;"> Examples </td> </tr> <tr> <td rowspan="3"> <a

id="welcome_guidelines" name="welcome_guidelines">Welcome the customer in line

with eBay's guidelines   </td> <td> Greet the

customer using the name they signed their email with or the details on the account If the name is not

available in the account, it's not a real name or you are in doubt, use 'Good day'. </td>

<td>Always applicable. </td> <td rowspan="3"> Example 1: "Hello John,"

Example 2: "Good day, thank you for contacting eBay Customer Service." </td> </tr>

<tr> <td> Thank the customer for contacting eBay Thank the customer for reaching out in all your emails. </td> <td>Always applicable.</td> </tr> <tr> <td> Brand eBay Customer Service 'eBay Customer Service' is the service marketing brand we use for all interactions and should be considered verbatim, localized into all languages. </td> <td>Always applicable.</td> </tr> <tr> <td rowspan="3"> Acknowledge the customers feelings, emotions or concerns </td> <td> Acknowledge the customer's experiences (when applicable) Acknowledge in writing, both positive and negative experiences when described by customers. </td> <td>Only applicable when a feeling, emotion or concern was expressed by the customer. </td> <td rowspan="3"> Example 1: "I can see why you would want to reach out to us about this case." Example 2: "I can see you have reached out multiple times already, thank you for your time and efforts in resolving this matter." </td> </tr> <tr> <td> Do not acknowledge feelings or emotions not expressed by the customer (when applicable) Don't put words into the customer's mouth and write in experiences that customers haven't expressed themselves. </td> <td>Only applicable when no feeling, emotion or concern was expressed by the customer.</td> </tr> <tr> <td> Do not apologize for negative experiences not caused by eBay (when applicable) Avoid making eBay accountable for negative experiences caused by third parties. </td> <td>Only applicable when a negative feeling, emotion or concern was expressed by the customer.</td> </tr> <tr> <td>Comply with the Verification Policy</td> <td>GUIDE1098
 GUIDE1794</td> <td>Only applicable as per <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1098"

target="_blank">GUIDE1098 and GUIDE1794. </td> <td colspan="1"> </td> </tr> </tbody> </table>   Understand the issue   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="2"> Confirm the customer's reason for the contact   </td> <td> Demonstrate an understanding of the customer's reason for contact Provide a written confirmation to the customer's description of their reason for contact, in order to reassure the customer of your proper understanding. </td> <td>Always applicable.</td> <td rowspan="2"> Example 1: "I understand you are contacting us in regard to the item that was removed and that you have concerns as to why."   Example 2: "I see you would like help on setting up combined shipping for your buyer." </td> </tr> <tr> <td> Summarize the customer's description of and desired outcome for their reason for contact (when applicable) In case of complex situations, using your own words, summarize the customer's description of and desired outcome for their reason for contact. </td> <td>Only applicable if the customer's description of the situation requires clarification. </td> </tr> <tr> <td> Express willingness to help </td> <td> Provide reassurance to the customer that you have taken ownership to resolve the issue (when applicable) Provide a reassurance statement in every interaction to demonstrate your commitment and sense of urgency to resolution. </td> <td>Only applicable in case of a repeat contact, or if customer expresses frustration with the lack of solution up to this

point.</td> <td> Example 1: "Rest assured I will make sure this is handled promptly." Example 2: "Thank you for confirming your situation. You are in good hands now, I will stay with you until the case is resolved." </td> </tr> </tbody> </table>   Resolve the issue   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="7"> Resolve the customer's issue or question   </td> <td> Address the customer's specific question or concern upfront, as the first statement after understanding the issue This should take place after 'Confirming the customer's reason for contact' and 'Expressing willingness to help'. </td> <td>Always applicable. </td> <td rowspan="7"> Example 1: "Your payment has been successful to the seller. You will receive an email confirming this as well. The expected delivery date is August 15th and will be shipped by USPS. All of this information can be seen in your purchase history. Once tracking information has been uploaded, you will be able to see it there. You will also see any further options available should you need them." Example 2: "It is now past the time to open an eBay Money Back Guarantee claim, however you can reach out to the seller to see what options they may provide." </td> </tr> <tr> <td> Explain the root cause of the issue and the why behind the resolution (when applicable) Before implementing a solution, make sure the customer understands your reasoning behind it and what it entails. Do this if you consider it necessary to clarify a complex issue, in case of a repeat contact, or if the customer is confused or in doubt. </td> <td>Only applicable when explanation is necessary to support customer understanding.</td> </tr> <tr> <td> Outline the resolution steps (when applicable) Outline the steps that will be taken during the contact to resolve the customer's issue, by being

transparent about any potential impact to the customer. Do this when the customer needs to perform a series of actions on their side, or if they require a step by step guidance. </td> <td>Only applicable when resolution steps need to be performed.</td> </tr> <tr> <td> Offer alternative resolution options (when applicable) In case there is more than one appropriate resolution for the case, allow the customer to make an informed decision by outlining their options. </td> <td>Only applicable when alternative resolution options are available.</td> </tr> <tr> <td> Provide the most appropriate resolution Use the information provided by the customer and your research to provide a resolution that meets the customer's desired outcome and is also in line with eBay's processes and policies. </td> <td>Always applicable.</td> </tr> <tr> <td> Resolve each customer issue (when applicable) Make sure that all the issues mentioned by customer have been addressed and resolved before closing. </td> <td>Only applicable when the customer has more than one issue or question.</td> </tr> <tr> <td> Answer each customer question (when applicable) Make sure that all questions have been addressed and resolved before closing. </td> <td>Only applicable when the customer has more than one issue or question.</td> </tr> <tr> <td rowspan="4"> Set expectations and provide supporting education   </td> <td> Set accurate expectations about next steps (when applicable) Use your tools and resources to set accurate expectations about the resolution. </td> <td>Only applicable when the resolution includes next steps.</td> <td rowspan="4"> Example 1: "Should you need it, you can also review information and policies about eBay fees on the site, under Help and Contact." Example 2: "You can expect to see your refund back to your original form of payment in the next 2 to 3 business days." </td> </tr> <tr> <td> Provide supporting education (when applicable) Use your tools and resources to provide education on the resolution. </td> <td>Only applicable when the resolution requires customer education.</td> </tr> <tr> <td> Provide

accurate information Use your tools and resources or your knowledge to locate and share accurate information with the customer in order to build and maintain their trust in eBay. </td> <td>Always applicable.</td> </tr> <tr> <td> Share available self-help resources (when applicable) Provide a link to any self-help resources available that are relevant to the issue at hand, as additional information. </td> <td>Only applicable when self-help resources are available.</td> </tr> <tr> <td>Comply with the Legal Advice Policy</td> <td>GUIDE1487</td> <td>Only applicable as per GUIDE1487.</td> <td colspan="1" rowspan="11"> </td> </tr> <tr> <td>Comply with the Coupons Policy</td> <td>GUIDE1099</td> <td>Only applicable as per GUIDE1099. </td> </tr> <tr> <td>Comply with the Credits Policy</td> <td>GUIDE1506</td> <td>Only applicable as per GUIDE1506. </td> </tr> <tr> <td>Comply with the Feedback Policy</td> <td>GUIDE1118
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Policy</td> <td><a

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target="_blank">GUIDE1621 (Concierge)
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</tr> <tr> <td> Provide easy-to-follow instructions or information Customers don't always know what to do or how to proceed in certain scenarios. Write simple terms and explanations that they can understand. Use bullet points if necessary. </td> <td>Always applicable.</td> </tr> <tr> <td> Demonstrate confidence in knowledge Avoid filler words that can convey lack of confidence. </td> <td>Always applicable.</td> </tr> <tr> <td> Focus on what you can do Use positive language during your interactions to create positive customer experiences, even when dealing with difficult conversations. Make sure you address any concerns expressed by customers. Reframe your communication in a way that highlights solutions and focus on what can be done for the customer. </td> <td>Always applicable.</td> </tr> <tr> <td rowspan="6"> Act as a professional representative of eBay, throughout the interaction   </td> <td> Use appropriate, friendly and helpful language Communicate with care. </td> <td>Always applicable. </td> <td rowspan="6">
 Example 1: "I do see the seller is responding now and trying to help resolve the issue, something may have happened on his side that delayed his answer." Example 2: "I can't say what might have happened last time you contacted us, but here is what we can do today..." </td> </tr> <tr> <td> Maintain a professional demeanor in using words and phrases Treat others how you want to be treated. </td> <td>Always applicable.</td> </tr> <tr> <td> Speak respectfully about our employees, members, products, policies and partners Communicate with respect. </td> <td>Always applicable. </td> </tr> <tr> <td> Avoid slang or overly casual language Never use slang or overly casual language to avoid damaging eBay's image and reputation. </td> <td>Always applicable. </td> </tr> <tr> <td> Avoid repeated spelling and grammar errors Avoid making spelling and grammar mistakes. </td> <td>Always applicable.</td> </tr> <tr> <td> Avoid emoticons You can use the smiley emoticon :) once when appropriate, and only if customer used any emoticons

before. </td> <td>Always applicable.</td> </tr> <tr> <td>Comply with the Complaints Policy </td> <td>GUIDE1717 </td> <td>Only applicable as per GUIDE1717. </td> <td colspan="1" rowspan="3"> </td> </tr> <tr> <td>Comply with the Vulnerable Customer Policy </td> <td>GUIDE1824 </td> <td>Only applicable as per GUIDE1824. </td> </tr> <tr> <td>Comply with the Code of Conduct Policy </td> <td>GUIDE1776 </td> <td>Only applicable as per GUIDE1776. </td> </tr> </tbody> </table>   Close the contact   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="3"> <a

id="ensure_content" name="ensure_content">Ensure the customers contentment with the resolution   </td> <td> Confirm the resolution of the customer's reason for contact, before closing (when applicable) Inform the customer that the situation is considered resolved from eBay's perspective, before ending the interaction. </td> <td>Only applicable when a resolution was provided. </td> <td rowspan="3"> Example 1: "I hope this explains the situation and how to handle it in the future." Example 2: "We appreciate the opportunity to resolve all of your concerns today." Example 3: "I hope this resolves your concern".   </td> </tr> <tr> <td> Don't encourage the customer to contact us again Don't use any formula or sentence that unnecessarily invites the customer to reach out again. </td> <td>Always applicable.</td> </tr> <tr> <td> Don't ask or influence the customer to complete a customer satisfaction survey Never talk about the customer satisfaction survey, unless customers ask you. Refrain from using the word 'satisfaction' to gauge the customer's contentment. </td> <td>Always applicable.</td> </tr> <tr> <td rowspan="3"> Close the contact in line with eBay's guidelines   </td> <td> Show appreciation for the customer's contact (and business when appropriate) 'Thank' the customer for contacting eBay and their continued business with us (if the customer is not new to eBay). </td> <td>Always applicable. </td> <td rowspan="3"> Example 1: "Thank you for contacting eBay Customer Service. We wish you success with your current and future transactions on eBay." Example 2: "I appreciate you taking the time to contact us today, thank you for your continued business. Have a wonderful day. Best Regards, [TM name]
 eBay Customer Service" </td> </tr> <tr> <td> Brand eBay Customer Service 'eBay Customer Service' is the service marketing brand we use for all interactions and should be considered verbatim, localized into all languages. </td> <td>Always applicable.</td> </tr> <tr> <td> Close the contact with an appropriate salutation Close the

contact with an appropriate statement, which leaves a lasting impression with the member. </td> <td>Always applicable. </td> </tr> <tr> <td>Comply with the SR Closure Policy</td> <td>GUIDE1540 </td> <td>Only applicable as per GUIDE1540. </td> <td colspan="1" rowspan="5"> </td> </tr> <tr> <td>Comply with the Disconnect Policy </td> <td>GUIDE1731 </td> <td>Only applicable as per GUIDE1731. </td> </tr> <tr> <td>Comply with the Paused Policy </td> <td>GUIDE1731 </td> <td>Only applicable as per GUIDE1731. </td> </tr> <tr> <td>Comply with the Documentation Policy </td> <td>TBC </td> <td>Only applicable as per [TBC]. </td> </tr> <tr> <td>Comply with the ACW Policy </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731 </td> <td>Only applicable as

per <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

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