

Merchant support operations (MSO) lobby

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href="https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html"

target="\_blank">https://pages.ebay.com/seller-center/run-your-store/subscriptions-and-fees.html

</a></li>    <li>Store    Selling    Fees<br>    <a

href="https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122"

target="\_blank">https://www.ebay.com/help/selling/fees-credits-invoices/store-fees?id=4122</a

></li>    <li>Motors Parts & Accessories Enterprise Partners<br>    <a

href="https://pages.ebay.com/sellerinformation/parts-saleshub/index.html#additional-links-container"

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href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1035"

target="\_blank">Setting up an eBay Store - Subscription levels, creating, opening,

closing</a></li>    <li><a

href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1079"

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target="\_blank">Concierge    Landing    Page</a></li>    <li><a

href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1455"

target="\_blank">eBay Motors - Buying and selling vehicles</a></li>    </ul>

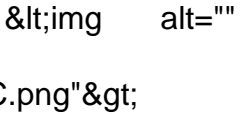
<h2><h2>GUIDE.TALKING\_POINTS    Seller health team    A team of trusted seller

advocates focused on facilitating measured growth and success by cultivating meaningful partnerships across all lines of business.

- Roles within the seller health team
- Seller growth SME (subject matter expert)
- Seller health works within their strategic partnerships to deliver compelling growth optimization recommendations
- Vertical lead for GCX
- Seller health works directly with category managers and leadership across eBay
- Streamline program adoption among sellers sourcing inventory for eBay deals and events

This role provides streamlined, seller-facing GCX support for our internal partners

- Book of business A Book of business (BoB) is a comprehensive list of eBay merchant sellers within the premium service cohort. A seller health teammates BoB is made up of single point of contact (SPoC), incubation and seller growth accounts.
- SPoC
- Top 25 accounts identified by merchandising with long-term, dedicated support by a seller health teammate
- These accounts can be identified via MAC note



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- Incubation program
- Strategic onboarding of large sellers and nationally recognized brands
- Seller health partners with these accounts over a set period of time to ensure the account is set up for success on eBay
- Seller growth partnerships
- Account-selection in-line with Devins vision of GCX being an offensive weapon of our business
- Seller health partners with these sellers for a set time period depending on the sellers needs
- These accounts are selected proactively by seller health from the MSO cohort
- Additional initiatives
- One page business readout
- An analytical report comprising of an account overview with strategic optimization recommendations
- Seller health uses these reports in order to help identify

areas of opportunity for the seller accounts they work with

- MSO webinars
- The MSO webinars are an educational tool used to bring live, consistent messaging to a large seller audience
- They cover a variety of topics that educate sellers on best practices with selling on eBay
- This helps to reduce contact rate
- Sellers simply need to register with their name and email in order to watch the [webinars](https://www.ebay.com/rpp/mso-webinars)
- Third party partnerships
- Provides direct support to third party channel partners and strategic accounts
- This includes account and site support
- Provides best practices to help with company and account growth
- Triages any escalations or site issues affecting the channel partners directly
- Canada support
- This initiative partners with a select group of handpicked sellers residing in Canada in navigating the differences between the .ca and .com eBay platforms
- Canada support also addresses any .ca executive escalations and any .ca related government/public relations issues
- Retail revival
- Created to support and grow small businesses, strengthen local economies and foster vibrant community growth
- Provides guidance and support to help them succeed on eBay
- Teammate business development
- A mentoring initiative aimed at aligning premium service teammates around seller health and growth conversations
- Helps teammates to have proactive, business development conversations with sellers who contact merchant support
- Provide sellers with tailored advice on their eBay business
- Charity support
- Provides escalation support to the top 15 accounts in the cohort where proceeds are given to charity
- Monitors needs and issues with these top accounts to assist with any health or growth concerns
- Event support
- Attending events such as eBay Open, Retail

Revival and the eBay Upfronts to represent eBay and provide sellers with in person health and growth opportunities on their accounts

- Verticals | categories

There are 3 main verticals, hard goods, soft goods and fashion. Within these verticals are the main categories that are sold on eBay.

- Hard goods
  - Hard home
  - Electronics
  - Motors; parts and accessories
  - Business and industrial
- Soft goods
  - Arts & collectibles
  - Sporting goods
  - Food and beverage
  - Pet supply
  - Media, toys and lifestyle (MeTL)
  - Fashion
  - Home decor
  - Baby
  - Craft
- MSO

Changes

Did something happen to the way customers get through to MSO / I had to verify my phone number before getting through, did something change?

Yes, effective the week of May 22nd we introduced a low-friction verification option within the IVR experience to make sure the service is focused on customers who qualify for this support. Customers and their employees will be asked to provide the phone number associated with their account eligible for MSO support. If the number does not match what we have on file for their eligible account, the call will be routed to general customer support. Why has eBay decided to do this now? Recently, calls from non-members have slowed down our service for our qualifying customers. Weve made this change to our dedicated support line so that the customers who qualify for dedicated support always get the help they need, when they need it. Why are you making me validate my phone number to get through to customer support? There has been an increased number of spam and non-value added calls to our merchant support phone line due to a lack of verification for the accounts who qualify for this service. Requiring customers to validate their phone number will help ensure that only eligible accounts are routed which will help us provide faster, more efficient service to you. Can I opt out of this experience? No, unfortunately you cannot opt out of having to verify your account if you wish to continue to receive support from this dedicated GCX

team. I have employees who may need to call in to get support for my account, what should they do? Your employees will need to provide the phone number associated with the account eligible for this support. If the number does not match what we have on file for your eligible account, their call will be routed to general customer support. How do I change my phone number on file? <ol><li>Go to your Account settings in My eBay</li><li>Select Personal information</li><li>Update your phone number</li><li>Save your changes</li></ol>

Why was I removed from receiving dedicated support? We periodically review our members as a whole to ensure we are providing the programs benefits to our strategic sellers with high growth potential and select inventory, and sometimes that means removing accounts who no longer meet those requirements. If you felt the dedicated support was helpful to your business you can regain access by signing up to become an Anchor or Enterprise Store subscriber. How can I tell if a customer was removed from MSO? If a member was removed from the MSO Program they will have a MAC note on the account titled Revoke Program Access (Top Buyer) > Buying. I received an email saying my customer support is changing and I get access to a dedicated support line, what is this about? We periodically review our members as a whole to ensure we are evaluating our strategic sellers with high growth potential and select inventory who may benefit from additional support. Because of this your account has been identified, which means you receive free access to a dedicated support line so you can get the help you need, when you need it. When you or any of your team members call the dedicated support line, you'll be asked to provide the phone number associated with your account so we can verify the phone number is associated with this service and route your call to the right group. How often are accounts being removed or added into MSO? We periodically review our members as a whole to ensure we are providing the programs benefits to our strategic sellers.

Internal Information The goal is to evaluate the seller population once a quarter to identify which sellers should be removed and or added to receive MSO support </h2><h2>GUIDE.SUMMARY Merchant support operations (MSO) A Premium Service that offers a US-based dedicated line of strategic support for merchant accounts

including: <ul> <li>Enterprise and anchor store subscriptions</li>  
<li>Motors</li> <li>Accounts that have a "Managed Account" designation</li>  
</ul> Requirements A seller meets our North America MSO requirements if any of the following  
are true: <ul> <li>An active anchor or enterprise store subscription on ebay.com or  
ebay.ca</li> <li>Selected to be included in our cohort (invite only)</li> </ul>  
<h2><h2>GUIDE.INSTRUCTIONSSTEPS\_TO\_RESOLVE Contacting MSO support  
Hours of operation: 7 days / week | 5am - 10pm PT Subscribers should be directed to locate the  
MSO phone number through the following steps: <ol> <li>After logging in to My eBay,  
select Help and Contact at the top of the page.</li> <li>Scroll to the bottom of the page and  
select the prompt to Call us.</li> <li>Select the topic and sub-topic related to the inquiry.  
This will bring up the contact phone number for MSO.</li> </ol>  
<h2><h2>GUIDE.DETAILED\_INFORMATION Supported store subscriptions and benefits:  
enterprise & anchor <ul> <li>Both Anchor and Enterprise subscribers have access to  
MSO dedicated customer support by phone or email.</li> </ul> eBay motors program  
parts & accessories Motors Programs is a division of eBay Motors designed to enable our high  
volume parts and accessories sellers for success by pairing them with the right enterprise partners  
and cutting edge listing tools to advertise and scale their e-commerce business. <ul>  
<li>Store subscription levels and services vary among motors program accounts</li>  
<li>Visit eBay motors parts & accessories <a  
href="https://pages.ebay.com/sellerinformation/parts-sales-hub/index.html#additional-links-container"  
target="\_blank">seller resource center</a> for a complete list of enterprise partners</li>  
</ul> Motors dealer <ul> <li>These accounts have special dealer subscriptions and  
may or may not have a store subscription</li> <li>MSO supports general account  
questions, feedback review and typical embg claims <ul> <li>Claims & returns related  
to VPP (<a href="https://cskb.vip.ebay.com/cs-kb-app/art?page=content&id=GUIDE1455"  
target="\_blank">Vehicle Purchase Protection</a>) or questions about their dealer

subscription are not supported by MSO

- Other sellers included in the NA MSO cohort
- Seller has been selected to be included in our merchant cohort (invite only)
- Strategic B2C sellers with select inventory

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