Service Standards - Phone

<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=GUIDE1835&ViewLocale=

en_US#act_prefessional">Act as a professional representative of eBay, throughout the interaction.</td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#ensure_content">Ensure the customers contentment with the resolution.

<hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#close_guidelines">Close the contact in line with eBay's guidelines.</td>

</tr> <tr> <th scope="row">Resolution Standard</th> <td> </td>

<td> </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#identify_root">Identify the root cause of the customer's issue. <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#determine_resolution">Determine the resolution for the customer's issue or

question.</td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#resolve_issue">Resolve the customers issue or question. <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#set_expectations">Set expectations and provide supporting education.</td>

<td> </td> <td> </td> </tr> <tr> <th

scope="row">Policy Standard</th> <td><a

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en_US#call_disclaimer">Call Recording Disclaimer <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#verification_1">Verification</td> <td> </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#account_information">Account Information <hr><a

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en_US#PII">PII   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#piggybacking">Piggybacking   <hr><a

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en_US#hold_1">Hold</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

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#Credits">Credits   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

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

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

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

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

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en_US#eMBG_1">eMBG   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

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
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=
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
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en_US#Disconnect">Disconnect   <hr><a
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en_US#Documentation">Documentation   <hr><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&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=GUIDE1835&ViewLocale=
en_US#welcome">Welcome   the   customer
          <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=
en_US#understand">Understand   the   issue
          <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=
en_US#identify">Identify   the   resolution
          <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1835&ViewLocale=

en_US#resolve">Resolve the issue
 Represent eBay
 Close the contact   Internal Information Welcome the customer   <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="8"> Welcome the customer in line with eBay's guidelines Welcome is the initial message that a customer hears when they contact eBay. An effective call center welcome statement should provide customers with important information, such as our company name and customer service branding, the department they reached and who they are talking to. At this section of the interaction flow, Teammates are also required to perform account verification, followed by the loyalty statement and an offer for assistance or an explanation for the outreach in case of an outbound call. The welcome sets the tone for the contact and the stage for a positive customer experience. </td> <td> Thank the customer for contacting eBay (when applicable) 'Thank' the customer for reaching out for support in all inbound interactions. </td> <td>Only applicable when handling inbound interactions. </td> <td rowspan="8"> "Thank you for contacting eBay Customer Service, my name is [TM name], can I have your first and last name please?"[...] "We need to confirm your contact information to maintain the security of your account and the security of our site." "To maintain the security of your account, I can't provide you with that information. However, I am happy to provide guidance on where you can find that information yourself when signed into your eBay account." "Hi, Mr. Smith. I see you opened this account four years ago. Thank you for

your loyalty." "How can I help you today?" "As promised, I am following up on your recent case about [issue]." </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> Introduce yourself using your first name / alias Always provide your first name or alias, to add a human touch to the interaction. </td> <td>Always applicable.</td> </tr> <tr> <td> Explain the reason for account verification (when applicable) Follow the process and use the talking points from GUIDE1098 and GUIDE1794 when account verification is required. </td> <td>Only applicable when account verification was required as per GUIDE1098 / GUIDE1794.</td> </tr> <tr> <td> Inform the caller about limitations of contact handling (when applicable) Follow the process and use the talking points from GUIDE1469, GUIDE1097, GUIDE1428 and GUIDE1376, when not talking to the account owner. </td>

<td>Only applicable when you are not talking to the account owner.</td> </tr> <tr> <td> Incorporate the loyalty statement (when applicable) Follow the process and use the talking points from GUIDE1098 and GUIDE1794, when the loyalty statement is a requirement. </td> <td>Only applicable when not a documented exception as per GUIDE1098 and GUIDE1794.</td> </tr> <tr> <td> Offer your assistance (when applicable) Demonstrate that you care by asking an open question right at the start of inbound interactions that invites the customer to explain the situation they contacted us about. </td> <td>Only applicable when handling Inbound interactions.</td> </tr> <tr> <td> Explain the purpose of the contact (when applicable) Ensure that the customer understands the reason behind your outbound call. </td> <td>Only applicable when handling outbound interactions.</td> </tr> <tr> <td rowspan="3"> Acknowledge the customers feelings, emotions or concerns Acknowledgement is an important aspect of customer experience, because it helps build a strong emotional connection with the customer, which in turn can lead to customer loyalty and positive word-of-mouth recommendations. Teammates should strive to understand and acknowledge the customer's perspective by putting themselves in the customer's shoes. They should show genuine care by giving the customer their full attention and show that they value their time and concerns, to diffuse difficult situations and to provide a more positive customer experience. This not only helps build customer loyalty but also improves customer satisfaction and

reduces customer churn. </td> <td> Acknowledge the customer's experiences (when applicable) Verbally acknowledge 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: (Customer) "I just sold my very first item on eBay, so exciting! Now, I have a question though, [...] (Teammate) "Well done, congratulations on your first sold item!". Example 2: (Customer) "I am not sure if you can help me, I am kind of lost at this stage, I am trying to understand [...] (Teammate) "It makes absolute sense to feel that way and to reach out for help, I would do the same when encountering an issue like this". Example 3: (Customer) "I have been waiting for the buyer to pay for my item, eBay should not allow unreliable members like this on the platform [...] (Teammate) "I understand your concern, however, there might be a reason for the payment delay". </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 verbalize 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 Call Recording Disclaimer Policy</td> <td>GUIDE1545</td> <td>Only applicable as per GUIDE1545.</td> <td colspan="1" rowspan="2"> </td> </tr> <tr> <td>Comply with the Verification Policy</td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1098"

target="_blank">GUIDE1098
                                                    <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1794"

target="_blank">GUIDE1794</td>   <td>Only   applicable   as   per   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1098"

target="_blank">GUIDE1098   and   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1794"

target="_blank">GUIDE1794. </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="6">   <a

id="confirm_reason_contact"   name="confirm_reason_contact">Confirm   the   customer's

reason for the contact Understanding the customer's reason and desired outcome for their contact is

crucial in providing effective customer service. This information helps Teammates to quickly and

efficiently address the customer's needs and to meet their expectations. Teammates should

encourage the customer to explain their issue or concern by asking open-ended clarifying questions,

then paying close attention to the customer to understand what they hope to achieve from the

contact. In case of complex situations, Teammates should rephrase the customer's description of

the situation and confirm that their understanding is correct. By following these guidelines before

attempting to resolve the issue, Teammates can provide a more efficient and effective customer

experience. This can lead to higher customer satisfaction and a more positive perception of

eBay.   </td>   <td>   Ask clarifying questions (when applicable) In case of complex

issues, ask open-ended clarifying questions to get the full picture of the situation and to be able to

resolve the customer's issue. </td> <td>Only applicable if the customer's description of the situation requires clarification. </td> <td rowspan="6"> "You mentioned this issue has happened to you before?" "What error message do you receive when you try to validate the transaction?" "So, just to confirm, you need help getting a return label for your buyer and also want to report them for using an inappropriate return reason, is that correct?" "From what you explained, I understand that the item you received is not the same size as in the description, therefore, you contacted the seller, who accepted the return. You sent the item back and that has now been delivered as per tracking, but the seller has not processed your refund yet, correct?" </td> </tr> <tr> <td> Demonstrate an understanding of the customer's reason for contact Provide a verbal 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> </tr> <tr> <td> Summarize the customer's description of their reason for contact (when applicable) In case of complex situations, using your own words, summarize the customer's description of their reason for contact </td> <td>Only applicable if the customer's description of the situation requires clarification.</td> </tr> <tr> <td> Seek verbal agreement with the customer whether your understanding of their reason for contact is accurate (when applicable) In case of complex situations, seek verbal confirmation from the customer that your understanding of their reason for contact is accurate. </td> <td>Only applicable if the customer's description of the situation requires clarification.</td> </tr> <tr> <td> Confirm the customers desired outcome for the contact In addition to demonstrating an understanding of the customer's situation, provide a verbal confirmation of their desired outcome. </td> <td>Always applicable.</td> </tr> <tr> <td> Do so before attempting to resolve the customer's issue or question Before performing any research or providing any resolution steps, ensure you are doing the right thing by the customer and eBay. </td> <td>Always applicable.</td> </tr> <tr> <td rowspan="3"> Express willingness to help Expressing a

willingness to help is a key aspect of providing excellent customer service. It shows the customer that the Teammate is invested in finding a resolution to their problem and that they are willing to go the extra mile to deliver a positive experience. Teammates should let the customer know that they are committed to finding a resolution to their issue or question by taking personal responsibility and ownership of the case. By expressing a willingness to help after understanding the reason for contact and before attempting to provide a resolution, Teammates can build a strong rapport with customers, increase customer satisfaction, and improve the overall customer experience. This can lead to greater customer loyalty and more positive word-of-mouth recommendations. </td> <td> Express willingness to help the customer (incl. urgency to resolve) Provide a reassurance statement in every interaction to demonstrate your commitment and sense of urgency to resolution. </td> <td>Always applicable.</td> <td rowspan="3"> "I am happy to assist you further." "I am here to help you with that refund." "Let me explain that process to you step by step." </td> </tr> <tr> <td> Do so after confirming the customer's desired outcome for the contact Ensure that you have a proper understanding of the customer's situation, so that your reassurance is genuine. </td> <td>Always applicable.</td> </tr> <tr> <td> Do so before attempting to resolve the customer's issue or question Reassure the customer first, so that they understand why research and resolution steps are necessary. </td> <td>Always applicable.</td> </tr> </tbody> </table>   Identify the resolution   <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"> Identify the root cause of the customer's issue Performing research is an important aspect of providing effective customer service. Teammates should use their available tools and ask probing questions to gather more information about the

issue, then look up the customer's account and transaction details to identify patterns and potential causes of the issue. By identifying the root cause of the issue, Teammates can provide a more efficient and permanent solution, leading to a reduction in unnecessary repeat contacts, therefore, a higher customer satisfaction and a more positive perception of eBay. </td> <td> Ask probing questions (when applicable) Ask necessary questions to identify the potential root cause of the customer's issue. </td> <td>Only applicable if the customer's description of the situation requires clarification. </td> <td rowspan="2">
 "I can see this buyer purchased two items from you. Did you send them those items in two separate parcels?"</td> </tr> <tr> <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 rowspan="5"> Determine the resolution for the customer's issue or question Determining the most appropriate solution for the issue is a crucial aspect of providing effective customer service. Teammates should consult relevant resources, and if needed, colleagues, to locate an accurate resolution. Teammates should consider all available options and take into account the customer's desired outcome to ensure that the solution offered meets their needs and expectations. If necessary, Teammates can put the customer on hold for research or resolution purposes, in compliance with the Hold policy. By determining a solution for an issue, Teammates can provide a more efficient and effective customer experience, leading to higher customer satisfaction and a more positive perception of eBay. </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>

<td colspan="1" rowspan="5"> </td> </tr> <tr> <td>Ask the customer to hold while performing research (when applicable)</td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td>Explain the reason for putting the customer on hold (when applicable)</td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td>Inform the customer about the expected hold duration (when applicable)</td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td> Thank the customer for their patience (when applicable) Follow the Hold process and use the talking points from GUIDE1731. </td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td>Comply with the Account Information Policy</td> <td>GUIDE1690
 GUIDE1098</td> <td>Only applicable as per GUIDE1690 and GUIDE1098. </td> <td colspan="1" rowspan="4"> </td> </tr> <tr> <td><a id="PII"

name="PII">Comply with the PII Policy</td> <td>GUIDE1799</td> <td>Only applicable as per GUIDE1799. </td> </tr> <tr> <td>Comply with the Piggybacking Policy</td> <td>GUIDE1732 </td> <td>Only applicable as per GUIDE1732. </td> </tr> <tr> <td>Comply with the Hold Policy</td> <td>GUIDE1731 </td> <td>Only applicable as per GUIDE1731. </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="8"> Resolve the customer's issue or question Providing an accurate resolution is a critical aspect of providing effective customer service. An accurate resolution helps to ensure that the customer's issue is resolved on the first contact, quickly and efficiently, and that they are satisfied with the outcome. Before implementing a solution, Teammates should make sure the customer understands the why behind the resolution, what it

entails, and agrees to proceed. Teammates should 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. If necessary, Teammates can transfer the customer to another department, following the Transfer policy. By providing an accurate resolution to each customer issue or question, Teammates can improve the overall customer experience and help to build customer satisfaction and loyalty. This can lead to greater customer retention, and therefore, more business for eBay.   </td> <td> Gain agreement on the resolution, before performing any actions (when applicable) Make sure the customer agrees to proceed with the required resolution steps you identified. You may need to ask the customer directly. </td> <td>Only applicable when resolution steps need to be performed. </td> <td rowspan="8">
 "I'm happy to confirm that your selling limits have been increased as requested. Now that you are a business seller, you can have your limits reviewed every 15 days, instead of 30 days. This is why my colleague couldn't do it for you before. The good news is that you don't need to contact us every time you want them reviewed, let me explain you step by step how to send us a request in the future." </td> </tr> <tr> <td> Explain 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 the call. </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 the call. </td> <td>Only applicable when the customer has more than one issue or question.</td> </tr> <tr> <td> Explain that the interaction is being transferred to a 'specialist' and the why (when applicable) In case of a transfer, always use the word 'specialist' to refer to the teammate you are transferring the interaction to. </td> <td>Only applicable when the resolution is a transfer to another department.</td> </tr> <tr> <td rowspan="4"> Set expectations and provide supporting education Setting accurate expectations and educating the customer are important aspects of providing effective customer service. Accurately setting expectations helps to ensure that the customer understands what they can expect in terms of a resolution. Education helps to empower the customer and provide them with accurate information they need, to make informed decisions. Teammates should educate the customer about any follow-up actions that may be necessary, and share available self-help resources with them. By setting accurate expectations and educating the customer, Teammates can improve the overall customer experience and help to build customer satisfaction and loyalty.   </td> <td> Provide accurate information Use your tools and resources to locate and share accurate information with the customer in order to build and maintain their trust in eBay. </td> <td>Always applicable.</td> <td rowspan="4">
 "It looks like your listing has bidders, this is

why you are unable to cancel it. I'm going to explain what you need to do to cancel a listing, but let me show you first where you can find this information on the eBay website, have you heard of the Help Pages?"</td> </tr> <tr> <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> </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> 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 <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1506"

target="_blank">GUIDE1506. </td>   </tr>   <tr>   <td><a

id="Feedback_Policy"   name="Feedback_Policy">Comply   with   the   Feedback

Policy</td>   <td><a

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target="_blank">GUIDE1118
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href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1745"

target="_blank">GUIDE1745</td>   <td>Only   applicable   as   per   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1118"

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<td><a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1487"

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id="Outbound" name="Outbound">Comply with the Outbound Policy</td> <td>GUIDE1731 </td> <td>Only applicable as per GUIDE1731. </td> </tr> </tbody> </table>   Represent eBay   <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="9"> Communicate effectively, throughout the interaction Effective communication with customers is a crucial aspect of providing good customer service. Clear, concise, and professional communication throughout the contact helps to ensure that the customer feels heard and valued. Teammates should listen actively by paying attention to what the customer is saying, and communicating back using verbal cues, while avoiding interrupting. They should use simple, straightforward language, adapted to the customer's volume, pace and tone, to avoid misunderstanding or frustration. While demonstrating confidence in their knowledge, Teammates should avoid using technical terms, industry or eBay jargon that the customer may not understand, and should provide easy-to-follow instructions instead. Maintaining control of the interaction drives efficiency, while a positive mindset helps with handling difficult conversations. By communicating effectively with customers, Teammates can help to build trust, improve the overall customer experience, and increase customer satisfaction and loyalty.   </td> <td> Listen actively Pay close attention to what the customer is saying, and communicate back using verbal cues to confirm your understanding. </td> <td>Always applicable. </td>

<td rowspan="9"> [verbal cues]: "ok", "I see", "yes", "aha", "hmm", "right". "I can see the system is detecting that you are trying to connect from a different location, and is asking you to confirm your identity. Our Account Security team can help you resolve this, let me explain you how to contact them:
 - Step 1
 - Step 2
 - Step 3" </td> </tr> <tr> <td> Avoid technical jargon Never use technical or eBay jargon when communicating with customers, instead, use words that customers can understand and relate to, to avoid misunderstanding and confusion. </td> <td>Always applicable.</td> </tr> <tr> <td> Avoid interruptions Always allow customers to fully articulate their message or to express how they feel, before responding, so that you can better understand their situation and be able to address their needs more efficiently. </td> <td>Always applicable.</td> </tr> <tr> <td> Adapt your volume, pace and tone to the customer Since facial expressions cannot be conveyed over the phone, watch out for your tone of voice. Speaking too fast or loud can be overwhelming, while speaking too slow may be perceived as patronising, so listen and match the customer's preference. </td> <td>Always applicable.</td> </tr> <tr> <td> Use simple, clear and concise language Use simple, straightforward language. Avoid mumbling and unnecessarily long explanations. </td> <td>Always applicable.</td> </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. Use simple terms and explanations that they can understand. </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> Maintain control of the interaction Follow eBay's interaction flow to structure and control your interactions with customers. </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="4"> Act as a professional representative of eBay, throughout the interaction Being a professional representative of eBay is an important aspect of providing effective customer service. Teammates are the point of contact for customers in eBay, therefore, their interactions can have a significant impact on the customer's perception of our company. Teammates should be polite, patient, friendly and respectful, and should avoid using overly casual language or behavior that could be considered unprofessional or unhelpful. They should adhere to the company's brand guidelines incl. respect for our employees, members and partners, and maintain a consistent tone and style in all interactions with customers. By being a professional representative of the company, Teammates can help to build a positive reputation for the company and improve customer satisfaction and loyalty. This can lead to greater customer retention and more positive word-of-mouth recommendations.   </td> <td> Use appropriate, friendly and helpful language Communicate with care. </td> <td>Always applicable. </td> <td rowspan="4">
 "Please rest assured if a case is opened within 30 days of receiving your item, you are protected by our eBay Money Back Guarantee."   </td> </tr> <tr> <td> Maintain a professional demeanor in using words and phrases Treat others how they 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>Comply with the Complaints Policy</td> <td>GUIDE1717 </td> <td>Only applicable as per <a

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name="Vulnerable_Customer">Comply with the Vulnerable Customer Policy</td>

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Policy </td> <td><a

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  Close the contact   <table border="1"

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id="ensure_content" name="ensure_content">Ensure the customers contentment with

the resolution Gauging customer contentment with the resolution provided before ending the call is

an important aspect of providing effective customer service. Teammates should confirm with the

customer that the issue has been resolved and that the customer is pleased with the

outcome, so that they can address any remaining concerns the customer may have, and provide

additional information or support as needed. By gauging customer contentment with the resolution

before ending the call, Teammates can improve the overall customer experience and help to build customer satisfaction and loyalty.   </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="6"> "I hope this answers your question and how to handle the situation in the future". "We have discussed your business model today, and we agreed it would be a good idea to contact WebInterpret, to help you manage your inventory. Would this be a good solution for you?".   </td> </tr> <tr> <td> Confirm the customers understanding of the resolution provided (when applicable) Make sure the resolution provided is clear. </td> <td>Only applicable when a resolution was provided.</td> </tr> <tr> <td> Confirm the customer's contentment with the resolution provided (when applicable) Ask the customer directly or indirectly, whether they are happy with the outcome of the interaction. </td> <td>Only applicable when the resolution provided was in line with the customer's desired outcome. </td> </tr> <tr> <td> Don't ask if there is anything else you can help with Don't encourage customers to bring up other issues at the end of the interaction. </td> <td>Always applicable. </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 the customers specifically asks you about it. 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 Contact closing is an important aspect of providing effective customer service. Teammates should express

gratitude for the customer's contact and business, followed by a standard closing phrase, and wishing the customer a good day. By following these contact closing guidelines, Teammates can help to improve the overall customer experience, build customer satisfaction and loyalty, and ensure that the contact ends on a positive note.   </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">
 "Thank you for contacting eBay Customer Service and for your continued business with us. It was a pleasure talking to you. Have a nice day". </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 call 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 <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">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>GUIDE1731 </td> <td>Only applicable as per GUIDE1731. </td> </tr> </tbody> </table>   </h2>