

APAC Trust Initiatives

GUIDE.SUMMARY What: Providing good buyer experience is not only eBay's responsibility, but also sellers'. To improve global buyers' shopping experience with APAC CBT sellers, APAC Trust team has below new initiatives to help sellers to manage their business and operation better.

- https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1610&ViewLocale=en_US#tabs-1 Stock Out management
- https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1610&ViewLocale=en_US#tabs-2 Warehouse shipping performance management

Who: eBay accounts with SEA and Israel with high Stock Out rate. Purpose: To improve buyer experience and control improper cancel transaction. Enforcement Criteria: 2017 Criteria Stock Out% > 1% (Benchmark: eBay Global Average Stock Out% = 0.46%), AND 2017 YTD Stock Out absolute count >= 4. (Please keep the benchmark number internally, don't disclose that number to seller since this number is dynamic number) How: All selected accounts will be applied consequence as 75% limit reduction. Limit quota will be calculated according to actual usage. Take quantity for instance, impacted accounts' SWL limit's quantity quota will be adjusted to 25% X (Current Open Qty. + Sold Qty. in Past 30 Days). Restriction will be removed on early Jan, 2018 for all involved accounts. Accounts with their performance improved can get limit restore, based on previous actual usage in early Jan 2018. Global auto limit ramp up model such as PLI can still increase limit for restricted accounts. Who: SEA sellers who have bad performance in warehouse shipping on US\DE\UK\AU sites. Purpose: To encourage sellers to well manage their warehouse and provide good shipping service in a timely manner. Enforcement Criteria: Accounts with warehouse shipping performance lower than benchmark will get warning or limit reduction. (see detail requirements in Criteria) EDM template (may update later but the key message should remains the same)

src="https://cskb.qa.ebay.com/library/EBAY/Kyosar/APAC%20Trust%20Initiatives-1.png"> How:

Shipping performance evaluation will base on below metrics: (take US as example) Bi-weekly evaluate seller's warehouse shipping performance:

	Denominator	Numerator	
	Acceptance Scan (A Scan) Miss Rate	transaction with US buyers, item locates in US with Acceptance scan signals	Transactions with Acceptance scan, out of handling time
	Dissatisfactory Delivery	transaction with US buyers, item locates in US	Transactions with INR or Low ShipTm DSR

Notes:

- DE will use similar calculation.
- Current process covers US\DE warehouse shipping performance, will extend to UK&AU Q1 next year
- Seller will get shipping performance report bi-weekly through eDM. Evaluation window will change, please guide seller found it in eDM

Consequence Guideline:

	X	X
Dissatisfactory Delivery	X	X
Action	50% limit reduction	50% limit reduction
Warning		

: Better than benchmark X: worse than benchmark

Notes: 50% limit reduction will base on accounts' actual utilized limit. Such as if we give seller max limit is 100 listings, but seller only use 60. When we put 50% limit reduction, seller max limit will change to 30, not 50.

GUIDE.TALKING_POINTS

- Stock Out management

href="https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1610&ViewLocale=en_US#tabs-1">

href="https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1610&ViewLocale=

en_US#tabs-2">Warehouse shipping performance management

Why has my account been restricted? Your account has been restricted because you have an unacceptably number of cancelled transactions. This means you are out of stock or have some other issue with your business model, which creates a bad experience to buyers. What is unacceptably cancelled transaction? Unacceptably cancelled transaction refers to transactions that have been cancelled by seller. For example, transaction would be regarded as improper when it is canceled by seller while it has available quantity. If I end listings together with cancel transaction, will it make my performance better on stock out? eBay will not proactively end those listings. If you end those listings after our action, it will not erase the historical stock out records. However, we do suggest you end listings with no stock to prevent more stock-out cancelled transactions in the future. How should I cancel transaction properly? Always make sure your actions meet the below two requirements before you cancel a transaction/refund. Buyer requests cancel transaction/refund through M2M. Buyer opens Cancel transaction/refund cases for buyer's reason. What I should do to get released? eBay will review your account in early January of 2018. The restriction will be released if your stock out rate is reduced. After that please ensure that your eBay listings reflect the level of stock you have in your possessions. My seller dashboard shows I am eTRS , why did my account get restricted? eTRS is just one measure of seller performance. eBay also monitors other performance in sellers'accounts to ensure the best shopping experience for buyers. Cancelled transactions create bad buyer experiences. Thats ultimately bad for all sellers and eBay. How can I find more details about performance related information? More performance related information will be sent out by eDM on monthly basis. What happen if I am not able to improve my performance by early January? Will there be any further reduction/restriction on my limit? No further restriction will be applied; assuming you do not deliver further bad buyer experiences. Why is my account restricted when I have no cancellation case show on my resolution center? Historical canceled transactions in 2017 have also been involved in the evaluation. You can search your resolution

center and select Period. On the other hand, stock-out is calculated by cancel transaction and refund. All sellers voluntary full refund without any M2M communication will be treated as stock-out as well. I didn't find too many cancelled transaction records in my resolution center, why my account been restricted? Stock-out calculates from cancelled transactions and refunds. All sellers voluntary full refund without any M2M communication will be considered as stock-out as well. How can I monitor and keep track on my performance? An eDM with latest performance will be sent to you on monthly basis. I did not receive any warning before action taken, why? You should have received an eDM notification prior to the action. Please check your email. Will this affect my other related account performance? Evaluation is conducted on account level, no action will be applied as long as your other accounts have no relevant issue. Why my account been restricted? Your account has been restricted because you have received an unsatisfactory number of Item Not Received claims or low ship time DSRs from buyers. I send package from other place because of my oversea warehouse stock out, is it the violation? If you are out of stock in your overseas warehouse, we recommend that you either:

- Update the quantity available in their listing to zero until stock is available, or
- Change the item location in their listings to reflect where the item is actually locate.

 If a buyer has purchased an item and you are out of stock, you should notify the buyer immediately and offer cancel transaction as a stock out and full refund if payment was completed.- I send my package within handling time, but shipping vendor delayed scan it, why is it my fault? We take the time into consideration from the couriers part to complete the acceptance scan and understand that acceptance scans maybe delay sometimes. This is why we only restrict sellers with unacceptably high level of buyer complaint rate. if one of my item both has stock in APAC and oversea warehouse, what is the better way I list this item? If you wish to list a single item and offer shipping from multiple item locations, you can do so by listing multiple items and restricting your ship-to locations for each. For instance, you can create a listing on eBay.com with shipping to North America only; and another listing on eBay.co.uk with shipping to European countries only. I get notification about my limit been reduced 50%, but I found my limit

reduced more than 50%, why? Sorry to let you confused. Our limit reduction is based on your utilized limit, its not your seller limit. For example, your seller limit is 100, and utilized limit is 50. After limit reduction, your new limit will be 25 not 50. </h2>