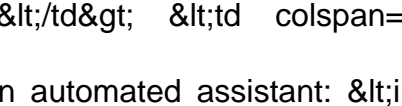


Conversational Help (customer support AI chat)

GUIDE.SUMMARY About Conversational Help

In the Conversational Help experience, we make it clear to customers that they're chatting with an automated assistant, and we provide a clear and simple way for them to get in touch with an agent. If appropriate to the topic, customers will be prompted to select the item in question. The automated assistant can take some actions, such as adjusting selling limits or adjudicating INR/SNAD cases, but will escalate the SR to a teammate if

required.		
	Conversational Help 2.0	
What is it?	"Automated Assistant" that provides answers to the most common issues experienced by customers. Improved issue and intent identification for better routing.	
When does a customer see it?	Shown to customers who are part of the ramp (including guests). Customers can access it from Contact us (Help pages) or a sidebar widget.	
What does it look like for the customer?	Channel offering on Help Hub pages indicates an automated assistant: 	

src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1575/ConvHelp_CU_resize.png"></td>
</tr> </tr> <td>Contact option also shown in sidebar widget on Help Hub
pages:

</td>
<tr><td>Automated assistant greets the customer:
</td>

	<td colspan=	"1"	rowspan="2">	What will I see in Communicator?	</td>
	<td>	Intent field shows the title of the last piece of content provided to the customer.	You'll see		
	the bot's interaction with the customer in the chat window.				

src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1575/ConvHelp_intent.jpg"> </td>

</tr> </tbody> </table> </h2></h2>GUIDE.TALKING_POINTS
FAQ for teammates
FAQ for members
FAQ for teammates Why use an automated assistant?
We want to make resolution on some of the most common customer pain points as smooth and easy as possible
We know a significant part of our customer base want to self-serve and find the answers themselves, rather than contacting customer service agents an automated assistant allows these customers to get the answers they need through the quickest channel.
By having an automated assistant take care of simpler queries and interactions, we allow teammates to focus on customers who have trickier problems, or where we can add extra value.
Where does the automated assistant get information from?
Conversational Help pulls information directly from Help, IFD (the same backend that's used for GJ), and all available eBay resources
What are the automated assistant's hours of operation?
Conversational Help is available 24/7, even if we are not open to take contacts.
What if the customer wants to speak to a real person?
There will be times when a customer specifically asks to chat with an eBay agent, or they ask a question outside the functionality of the automated assistant
When this happens, the automated assistant will show the expected wait time, and ask the customer to confirm they'd like to be connected to an eBay agent.
The member will then be placed in the queue for the appropriate LOB, and the automated assistant will hand over once the teammate joins.
Outside of CS hours of operation, if the customer wants to speak to someone else, the automated assistant presents the available option(s) such as email.
Why do we require members to tell us what they need help with before

they can escalate to an agent? We want to make sure we send the customer's question to the right team from the start and avoid unnecessary transfers. When engaging with Conversational Help, we will ask the member to tell us more about what they need help with before we allow them to escalate to a teammate. FAQ for members Why do you have to have a bot? I just want to talk to someone. Our automated assistant gives fast, easy help for a wide variety of super-common issues on eBay. It helps work out exactly what help a customer needs and can either take action for them or refer them to the right person.

Why chats get escalated from an automated assistant There are two main reasons why a customer who's been chatting with an automated assistant may get escalated to a human teammate: The automated assistant has identified that it can't handle the customer's issue and initiated the handover. The automated assistant has addressed the customer's query, but the customer has then chosen a "Chat with agent" option i.e. they don't feel their issue has been resolved. So, when the chat comes to you, the customer may already be feeling quite frustrated/upset, either because: The automated assistant hasn't been helping them (not understood the issue, going around in circles, can't handle the query), OR The automated assistant did give them the right answer, but it's not one they're happy with. You have the opportunity to turn the interaction around and make this a positive experience for the customer. Providing the human element Do: Greet the

member warmly, as if you were taking over from a colleague in another team.
Remember, the automated assistant introduces you by name when handing the chat over, and your name appears on your 'bubble'. Ideally, update your chat snippets to have a greeting variant that's less repetitive, such as "Hi there, I understand you need help with a return. Just give me a few moments to read through your chat so far."
Read and evaluate the chat the customer's been having with the automated assistant. Had the bot understood their issue or not? Do you have all of the info you need to investigate?
Provide extra empathy and reassurance if the interaction with the automated assistant hadn't been very successful, you may need to work a little harder to build the member's trust. Avoid: Repeating something that the automated assistant said word-for-word (don't copy and paste from the automated assistant transcript!)
Instead, paraphrase it. Offer additional explanation, empathy, clear next steps and tips for the future (if appropriate). Sounding robotic and canned, or sending big walls of text Take a few extra moments to consider and tailor your responses. Criticising the automated assistant to the customer Instead, focus on building trust and how you're going to work on a resolution with them. Indicate that we're constantly working to improve our automated assistant. </h2>