First 90 Days Apple Business Chat

<h2>GUIDE.SUMMARY What The First 90 days Apple Business Chat pilot offers an additional and innovative/more prominent contact channel to F90 Buyers on eBay. Who New Buyers (~2%) in their first 90 days on eBay who are iOS users (Apple). When This pilot begins December 2022. How iPhone and iPad users will be able to use iMessage to contact eBay for assistance with their questions. Where This is exclusive to iOS users using iMessage.   Table of Contents <ol> Logging in - Sprinklr Agent Console Statuses (AUX codes) Engagement Dashboard & Columns Working cases assigned to you Reassigning cases Case ownership Follow-up reminders Authentication SOP <a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1795&ViewLocale=

en_US#10">Macros Case tagging Removing PII Disassociate/Associate cases   </h2><h2>GUIDE.RELATED_LINKS First 90 Day Buyer Program Overview (F90DB)</h2><h2>GUIDE.TALKING_POINTS 1. Logging In <ul> Navigate to https://ebay-app.sprinklr.com/ DO NOT enter an email or password Under "Login using Single Sign-on" select "eBay Prod" Your NT name should auto fill and the field will not be editable Enter your PIN and tap your YubiKey as instructed DO NOT click on "Sign On"...just wait a few moments and it will log you in Clicking on "Sign On" will result in a connection error. This is not an issue with your connection. Back out and try again

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_1.png">
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_2.png">   2. Agent Console If Sprinklr doesn't automatically route you or if you accidentally close your console tab: <ul> Open a new tab within Sprinklr Under "Modern Care" look for "Resolve" Under "Resolve" click on "Agent Console" F90 team mates should be using the "Agent Engagement Dashboard for ABC
 <img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_3.png">
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_4.png">   3. Statuses (Aux Codes) To change your status, click in the top right corner of the Sprinklr page and select the appropriate AUX code. In general, this will be "Available". For a breakdown of Status Uses, please see the Sprinklr Aux Code SOP below.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_5.png">   Sprinklr Aux Code SOP To change or verify your status, click in the top right corner of the Sprinklr page and select the appropriate AUX code. In general, this will be "Available". To ensure you're using the correct status for your assigned task please see the list below. Available <ul> Used when working cases   Unavailable <ul> Use when: <ul> You've first logged in, before changing your status and starting your shift. At the end of your shift before logging out.   Meeting <ul> Use when: <ul> Performance review or 1:1 with your team leader Huddles Team meetings eBay all-hands, roadshows, or similar Company events Project meetings Coaching sessions   Break <ul> Use when: <ul> You are on break For the 15 minute paid breaks (as identified in Empower)   Tech issue* *Must notify team lead before using tech issue aux Only to be used if a teammate is not technically capable of answering or working on proactive cases because of errors in the system When teammates cannot do productive tasks because of technical issues in Agent Desktop, or any other eBay-provided tool which is indispensable for production   Busy <ul> Restroom breaks Side by Side coaching sessions with either TL or Coach Giving a Side by Side Comms Pack when instructed by leadership to take time outside a Huddle Approved Project Time   Training <ul> Comms Pack Trainings/LMS/eLearnings   Lunch <ul> Lunch (as identified in Empower)   Community <ul> To be used by community team mates only. Community work only.   4. Engagement dashboard Once you have opened the Engagement Dashboard for ABC, make sure that you select the Assigned to me queue to start handling cases. The system will automatically assign cases to you based on your skillset.

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 If a case needs to be assigned to another group of agents please follow the Reassigning cases SOP.   5. Working cases assigned to you When a case is assigned to you, you will see three panels:
    Case <ul> Will contain the member's Apple user ID and age of the contact   Case-Conversation Thread <ul> This is where the interaction happens. You can read the member's messages, and any we've sent here At the bottom of this is where you click to reply   Case Details <ul> Where your Macros are located to close or pend the case once you've replied Information about the case, including who it's assigned to, sentiment, associated messages, and case notes Can also access Profile information about the member, including profile notes left by previous agents, and Historical (previous) case information

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_7.png">   To respond, click on "Write a reply" in the middle of the

Case-Conversation Thread panel <ul> A smaller window will open within that panel See screenshot below for actions <ul> When sending a link be sure you dont have the URL Shortener selected   Please follow the Authentication SOP for all details related to customer authentication.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_8.png">
 If you have a case number and want to search for a case, you can use the Sprinklr search functionality.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_9.png">

 Another way to look for cases handled by you is to go to Agent Dashboard, column Closed by Agent. This column shows all cases that were closed by you in a specific period of time.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_10.png">   6. Reassigning cases You should do your best to assist any case that is assigned to you and shouldn't re-assign a contact solely because its a difficult situation. Reassignment in Sprinklr are like the equivalent of Transfers for other eBay channels. To assign a case to an individual, you can use the Assign to X macro and select the name of the teammate from the drop down. This macro should be used only in rare cases and in agreement with your Team Leader. NEVER re-assign something to someone who is offline. To assign a case you are not skilled for, you should use the Department Reassignment macro. The following departments will be available for selection: The following departments will be available for selection: <ul> F90 Buy F90 Sell F90 M2M F90 Payments F90 e2M US Mobile Messaging: this skill is used to handle Apple Business Chat contacts from customers that no longer have a F90 CSEG How to Reassign Cases: Cases should be reassigned with a Macro, NOT with the Assign button. Please see screenshot below. <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_11.png"><

br> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_12.png"> In the drop down you will see all departments currently supported on Sprinklr (and not just the F90-related ones) but most of them are owned by our Social Media team, hence not relevant to you. Given that all F90 messaging Teammates will be cross-skilled at launch, we expect a very low number of reassignments within Sprinklr Nonetheless there are various use cases (mostly in the e2M and Payment areas) you wont be able to handle through this channel and will need to put the customer in contact with the right department outside of Sprinklr. In these situations, follow the processes outlined below:

   <table border="1" cellpadding="1" cellspacing="1"> <tbody> <tr> <td> Topic </td> <td> Process</td> </tr> <tr> <td>ATO & Known Good</td> <td>Provide customers the link to HH topic 4196: Get help with a hacked account</td> </tr> <tr> <td>Account Suspensions</td> <td>Refer customers to HH topic 4190: Account restrictions and suspensions</td> </tr> <tr> <td>Buying Limits queries requiring hard verification</td> <td>Refer customers to HH topic 4012: Buying limits and restrictions</td> </tr> <tr> <td>Report an item / report a seller
 Listings policies
 INV policies</td> <td>Refer customer to HH topic 4022: Report an issue with a seller
 Report through <a

href="http://watchdog/Account/Login">Shato when you identify the urgency for an item to be deleted from the site, e.g. in case of minors or child pornography, weapons, firearms etc.
 More information on RAM/RAI guidelines can be found in GUIDE1623.</td> </tr> <tr> <td>Any other e2M topic you cannot handle</td> <td>Follow Offline SR process</td> </tr> <tr> <td>Payments</td> <td>Refer customers to HH topic 4814 Getting paid for items you've sold </td> </tr> </tbody> </table>   When it's appropriate to reassign cases: CONTACTS SHOULD ONLY BE REASSIGNED UNDER THE FOLLOWING CONDITIONS: TL, Coach or previous owner of the case indicated by email or Slack message that due to exceptional circumstances the case needs to be reassigned to a particular TM, (THESE SITUATIONS ARE INCREDIBLY RARE). IF the case should be reassigned for one of the above reasons, we can transfer contacts manually to the appropriate agent as long as that agent is in the office and in one of the following statuses: Available, Meeting, Break, Training (message first to ensure the training is not more than an hour remaining or does not last until end of their shift), Lunch. NOTE: we should not be reassigning cases simply because a customer is asking for an update. If their situation is not something we would be able to give an update on, we should address the member's request for an update as appropriate for the situation. Some common examples are: <ul> Reporting another member: educate that we cannot discuss the outcome of their report Technical issues that have been reported (including Possible Site Bugs filed with MyIT) thank them for their patience and let them know that while we do not generally receive updates to share, they can let us know if anything changes. If necessary pass new information on to the previous team mate to add to the REQ FedEx shipping disputes refer to MAC notes for updates Manual Corrections refer to MAC notes for updates White Glove requests refer to MAC notes for updates Remember, we should not reassign to another agent if this will lead to an unnecessary delay in resolving their issue, or if reassigning would not have any kind of positive impact on the member's experience. When in doubt, talk with a member of leadership. The customer experience always comes first, so what we do should always be the easiest, quickest and simplest way to help our members. If you believe a case has been reassigned to you incorrectly, you can check for this in the Case Activity.   7. Case Ownership <ul> ALWAYS leave a note with detailed info on why the contact needs to be reassigned to you. Set the right expectation for the member when owning a case. If its going to take a week to get back to them, it might be better to resolve the conversation and let them know that while youre closing out their conversation now, you will follow up at the estimated time for resolution. Follow up when you told them you would. If theres a delay, let them know that youre still working on it. If you have sent off to an internal team and will be out of office for the next two days, you should inform the member of this. If youre going to be OOO for an extended period, find backup teammates or leadership to assist you.   8. Follow-up reminders There are circumstances where its appropriate for you to double check on the resolution path you shared with the customer, especially for eMBG-related cases. For instance: if a Return gets initiated, you want to make sure a seller replies to your buyer within the SMIR time frame and, if this happens, you want to make sure the buyer is aware of their response and acting accordingly. Another reason to use the reminder feature would be to monitor the case until EDD is passed and open an INR or Return. To add a new reminder in Sprinklr, follow these steps: Before applying the Closed or Awaiting Assignment macro to your case: <ol> Click on the 3 dots at the top of the right-hand side pane Select Reminders
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_13.png"> In this window, only use the Name field at the top as well as the message box and select the date you want to receive the reminder.

 The Name field at the top will be already populated with your name. You can add an additional name if you want multiple people to receive this reminder, for instance in the event of upcoming PTO.

 In the message box you can add the details of why you are setting up the reminder. Click on the Add button
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_14.png"> Close the case by applying the appropriate Macro The reminder will show up in your Sprinklr notifications. It can be found by selecting the bell in the top right of your Agent Console. If you are online when the reminder triggers there will be a notification that flies in and then a red number badge on the bell icon to symbolize there is a new notification. Please note that there is no restriction on how long from the last customer message eBay can respond back to the member, as long as they have not deleted the conversation. Once the customer deletes the conversation eBay cannot respond or engage.   9. Authentication SOP All customers using Apple Business Chat should go through Authentication in order to get help. Before cases are assigned to you, customers are required to authenticate themselves through auto-responders. This ARs will be prompted twice. If customers still dont complete the flow, the case will be assigned to a teammate who will prompt Authentication manually.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_16.png"> Steps on how to trigger the authentication process: Once you've typed your message to the member, explaining what the link is that we're sending, go to Macros and select ABC- Auth Template (1). The Sign in box will be immediately shared with the customer and you can view it in the conversation thread panel (2).

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_17.png"> The case will disappear from your inbox and will be assigned again to a Teammate once the customer has completed the authentication flow. There is no need to manually drop an Awaiting

Response macro after sharing the auth link. Passed Authentication Once the customer is successfully authenticated, their case is assigned automatically to the next available teammate, even if they dont let us know that they have completed the process. You will be able to view the Successful authentication outcome in the Case Detail Pane (3rd column): <ol> The gray circle next to the Case number will turn into Green Authorization Succeeded will appear under the Apple User ID
    <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_19.png">< br>
 IMPORTANT: Once a customer is authenticated within Apple Business Chat, this will remain valid for 24 hours, after which the process needs to be performed again following the steps illustrated above. Please click here to refer to GUIDE1098 for further info. Once a member has passed authentication you will have access to information to find their account. When the authentication status shows a Green circle Next to the Case #; Look under "Case Information" to find the "Public User Id (Teammate)" Take the Public User ID code and enter into SM Profile ID search in AD <ul> The account that comes up in the search is the account that was verified, and that's the only account info you should be sharing   Note: No notes should be made in Sprinklr to the member's profile page to indicate the user ID, as that information is provided through the process at the time of authentication.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_20.png">< br> <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_21.png"></ li> Failed Authentication - What's next? If a customer fails the verification process, the indicator that would normally turn green upon successful authentication will instead be red. It will also provide additional information. Scenario 1: Successful authentication-denied consent

This means that they successfully authenticated an eBay account, ie. they logged in to the site through the link without an issue, but then they did not grant consent to us when asked if they consent to our verification process/us talking to them about their account. Please help the member be aware that the consent approval is mandatory If the member prefers to re-run authentication and consent steps, you need to re-send the authentication link to the member If they continue to deny consent, advise that you can help with general information, but for account specific assistance they will need to contact us using the options in our Help and Contact pages
      Scenario 2: Successful authentication-user mismatch <ul> You need to inform the member that he has attempted to authenticate with another eBay account within the same case. If the member has queries related to other eBay accounts, then you can create another case manually and re-send the authentication link within the new case.   Scenario 3: Customer is unable to log in via the link but has an established account <ul> Advise that we can give general information, but for account specific details, they will need to contact us via the Help & Contact pages. Scenario 4: Customer has a guest account and cannot log in <ul> Advise that we can give general information, but for account specific details, they will need to contact us via the Help & Contact pages. Scenario 5: Customer refuses to click the Authentication box and complete the process <ul> Some members might have concerns with this process. We should be understanding and help to instill confidence in our members in these situations. Advise the member that our verification process helps to make their account more secure and that it saves them from sharing personal information in the messaging conversation. Some talking points to reference in your responses are: I completely understand your concerns and want to help reassure you. This verification process offers a more secure method to authenticate your account without you having to share personal information via iMessage, such as

email and post/zip code With this authentication process, all you need to do is sign into your eBay account, rather than sharing personal information through the messaging platform. You simply need to sign in through the link and youll automatically be verified with us. Once that is completed, we're able to review your account details and better address your concerns. Ultimately, completed verification and consent approval is required for us to be able to review account specific information for them. If they continue to refuse to authenticate you can advise them that we can give general information, but for account specific details they will need to contact us via the Help & Contact pages. Scenario 6: Customer is suspended <ul> Normally suspended accounts are not able to complete Authentication through messaging. In this case, advise that you can help on a high level, but for account specific assistance provide a link to the Help and Contact pages - see specific guidance in the Reassignment section.   10. Macros Macros are located at the top left of the third panel. You can add Macros to Favorites by clicking on the star to the far right of the macro name.

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 Once you've used a macro fairly often it will move out of the "All Macros" drop down and into the "Frequently Used" drop down. Macros are how you take action on a case. When we respond to a member and we provide full education and actionable next steps, we should be resolving the conversation.

 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_23.png">< br>
 When to Close a conversation? When you've provided the member with the full and complete information needed to resolve their contact reason, including relevant next steps or site resources for their reference. When ending a reply with, Let us know if you have any additional questions, or, Keep us posted if you need anything else, etc., we should still be closing the conversation. This also includes situations where were advising the member they need to wait a certain amount of time before being able to take the next step in a process. We shouldnt be asking unnecessary questions to postpone resolving the conversation. If you have the information to help the member, do so.   Don't hold off from closing a contact based on the assumption that a member is going to come back with a rebuttal or additional questions after we've given them a resolution. If we anticipate the member is going to ask certain questions, then we can provide information and resources in our reply to address reasonable follow up questions from the member.   If the member comes back after you originally resolve the conversation: <ul> Close after engaging again <ul> This includes situations where were replying to a kudos/thank you   Mark it No Response Required if youre not engaging again. This should be the only use case where the No Response Required is used for Apple Business Chat.
      When to place a conversation in Awaiting Response? When engaging with a member, we mark a conversation as awaiting response where we need the member to get back to us with further information in order to resolve their query i.e. where weve asked them a question. Conversations should also be marked as awaiting response when weve sent the verification link to a member and are waiting for them to complete this. Do not close the case if were asking for pertinent information to help us resolve an issue, or offering to take ownership of something that we will need to follow up on to fully address the member's situation. In these situations you would mark that contact as Awaiting Response instead An agent that has placed something in Awaiting Response is not automatically considered to have taken ownership of the situation, and any future replies will be routed back to them when available, or to the next available agent when the last agent is not available.   When to place a conversation in Internal Hold? The Internal Hold Macro operates similarly to the pause SR function on Communicator, and should be used only in rare situations, where we need time to look into something that may take a few hours/days to resolve. It is important to note that when a contact is placed into Internal Hold for up to 72hours, after this timeframe it will bounce back into the queue and be routed to you (if available) or to the next available agent. The same will happen if the customer comes back before the 72 hours have passed. In most situations we can update a member on what actions we are taking, provide appropriate expectations for when we will get back to them, notate the case appropriately, and use the Awaiting Response Macro. Examples of when we can use the internal hold Macro: <ul> When we need to reach out to an internal team for support with a query   When we should not use the internal hold Macro: <ul> When researching a regular query which does not need to be taken offline. When advising the member that they need to wait a certain amount of time before being able to take the next step in a process e.g. Come back to us after 3 working days so that we can escalate your case.   Note that the Internal Hold folder is shared by all teammates so its important to keep note of the conversation ID on any contact you need to follow up on so that you can locate it from the folder when needed. You can search the Internal Hold folder using the Convo ID, members name, or a portion of the message text and assign it back to yourself using the Assign to me Macro. What if a previous teammate didn't Close a contact they should have? We want to honor each other, and we understand there are times where mistakes happen. If you feel like a teammate didnt close when they should have, please resolve the contact appropriately.   11. Case Tagging Case details After applying the closed Macro additional information for the case is needed. Typically the only required fields are "Category" and "Subcategory". They should be pre-filled with Customer Service and Service Need respectively. Please do not change this. <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_24.png">

L1/L2 Contact Reason Tagging is used to monitor and track the topics asked by our members via messaging. Contacts are to be tagged on the last message. In general, mobile messaging contact tagging aligns with other lines of business and guidance can be found in the Transfer Guidelines CSKB article if you're ever unsure. For Apple Business Chat, customers will be asked to choose a topic at the beginning of their journey. If they complete this process, the contact will be assigned to you already with an L1 tagging. This is how the topics in the picker are mapped against an L1.
   <table border="1" cellpadding="1" cellspacing="1"> <tbody> <tr> <td>Topic Picker selection</td> <td>Corresponding L1</td> </tr> <tr> <td>Returns and Refunds</td> <td>M2M Mediation</td> </tr> <tr> <td>Bidding and Buying</td> <td>Buying</td> </tr> <tr> <td>Listing and Selling</td> <td>Selling</td> </tr> <tr> <td>Receiving payments</td> <td>Payments</td> </tr> <tr> <td>Account security and restrictions</td> <td>e2M Account</td> </tr> </tbody> </table> If the case gets assigned to you with the right L1, you only need to choose the appropriate L2 from the drop-down. However, given that we offer a limited number of options for customers to pick from, it can happen that the conversation is assigned to you with the wrong tagging. In this case pls modify it as soon as their contact reason is clear (eg. while you drop the Awaiting Assignment macro).
 If the case gets assigned to you with no Tagging, you will add both an L1 and L2 classification.

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     12. Removing Personally Identifying Information (PII) When a member shares personally identifiable information (PII) in their messages, we must remove it from Sprinklr. Hover your mouse over the ellipsis (three dots) to the right of the message containing PII information. A menu will appear.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_26.png"></ li> Click on Macro and expand to view all options.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_27.png"></

li> Click on "Remove Data Due to PII Info" this will automatically generate a report to leadership to remove the PII from Sprinklr.   13. Disassociate/Associate Cases Disassociating a message to create a new case When: This process is used in the event a member is contacting us for a separate issue that is not in relation to the previous messages; Or in the event a member contacts us on 1 account- and needs us to review an additional account. Why: Dissociating the cases will separate the member's concerns into 2 individual cases (Conversations). This allows a fresh thread for the new topic and can prevent issues with the Authentication link. Example: The member reaches out with an M2M concern, then reaches out later in the day/week for an e2M concern. Or the member asks for assistance with multiple accounts. If their reply is the same as the rest of the thread; Another M2M concern, another e2M concern etc., you may action the case as normal. To disassociate a message from an existing case follow the below steps: <ol> Select the (...) to the right hand side of the message to open the expanded menu shown in the screenshot. At the bottom of this menu, select "Dissociate and Create New". Enter the new L1 and L2 contact reason. Select "Create Case" at the bottom of right of the screen. Both cases should now show in your inbox. If the newly created case is not in your inbox, you can navigate to "Historical Cases" and click on "Direct Message". This will bring up a box for you to type and send your message through. Once you have replied to the new message go back and select the message you previously worked on and close as "No Response Required" continue to work through the new case as appropriate.
 <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_28.png"> Associate a new message with an existing Case When: A member comes back to us in relation to the same topic theyd discussed previously, but due to the time thats passed a new case has been created. Why: This prevents multiple threads from the same member- which can create a bad experience if a most recent message ends up back in the queue and they are left waiting for a reply. This keeps all of their messages in the same thread. Example: A member reached out a month ago, we closed the case- and now the same member has reached out again. Due to the length of time that has passed, Sprinklr will create a new case. We want these together for ease of our work and for the member. The steps to Associate a case with the same topic; follow the below steps: <ol> In the same way we would begin to disassociate a case, we should start by selecting the three dots to the right of the message we wish to associate with an existing case. Select the associate/dissociate cases option from the drop-down. We can filter by the members profile using the dropdown menu, and select the conversation we want to add the new message to. From there, locate the appropriate conversation using the conversation ID and reply to the member from there. This allows all messages in relation to the same topic to be together in one case. Once Associated, you can continue to work as normal and no additional steps will be needed. <img alt="" src="https://cskb.qa.ebay.com/library/EBAY/Images/1000%20-%203000/1795/1795_29.png"> As always, ASK if you are unsure of which action to take. Dissociating and Associating cases should only be done in the use cases described above. If you are unsure, please ask your team lead or manager.   </h2>