

Escalations of Feedback removal and DSR-related requests

GUIDE.SUMMARY Internal Information What Feedback and a members detailed seller rating (DSR) are sensitive topics, whether the contact comes from a buyer or a seller. Note: When a member is requesting to have Feedback removed, please keep in mind the impact Feedback can have on a members account and the importance of the Feedback system to eBay. Feedback is an essential component of how eBay works. For our sellers, their Feedback provides insights into the health of their business and is a good way to determine areas they can work on to improve and grow on eBay. For our buyers, its how we establish a level of trust. Feedback lets buyers know what kind of experience they can expect to have with their transaction. As they research their potential purchases, they use Feedback to determine not only which seller they will spend their money with, but if they will spend money on eBay at all. At eBay, we take these roles very seriously and in cases where the Feedback system is misused, we will step in to protect its usefulness and integrity. The guidelines we have set out for removing Feedback reflect this. Please keep this in mind when you are reviewing a Feedback for removal. When you take any action related to Feedback, you are working to help re-establish trust on eBay. When This article provides you with talking points, instructions, and steps to resolve member-to-member escalations regarding Feedback and/or DSRs. Who This article addresses concerns raised by eBay members (both buyers and sellers) who wish to escalate their concern about Feedback or DSRs.

GUIDE.DETAILED_INFORMATION Internal Information Reasons for withdrawal (Comment removal only - rating and DSRs will remain) Note: This is only a list of withdrawal reasons. See the

<https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1299>

Feedback comments policy for all of the details.

Feedback comment contains inappropriate content False positive for buyer Fee avoidance Not related to the transaction Personally identifiable information Profanity Reference to an investigation Threat of bodily harm

Reasons for hide (Comment, Rating, and DSRs Removal) Note: This is only a list of hide reasons.

See the <a

performance and feedback policy - Removal and appeal of defects, late shipment, and

feedback for all of the details. eBay Caused / eBay Programs

Free in 1, 2 or 3 or Better Delivery Estimate Global Shipping Program

(GSP) In-Store Pickup / Click & Collect cancellation eBay

Bug (verified only) eBay Catalog issue Customs fees

Listing didn't offer to ship to the buyer's country eBay canceled the order or

instructed the seller to hold shipment The seller offers free returns and issued a full

or partial refund to the buyer
 Wide-scale Disruption

Natural disaster, extreme weather, or carrier delay (AB Post) Held or

delayed in customs
 Canceled item for the 'Buyer didn't pay

reason' and Case Ruling Buyer didn't pay Received court

order Independent Feedback Review ruled in favor of Seller

eMBG case, or appeal request, ruled as Seller Wins Case

 Buyer Error (ASAC permissions needed) Buyer's complaint is

contradicted by objective information in eBay system Clearly positive comment and

communication, but left negative rating Buyer requested change to delivery or item

that caused problem Feedback left for wrong member or wrong item

Buyer canceled the transaction

</h2><h2>GUIDE.RELATED_LINKS Help pages Seller performance

and feedback policy

<http://pages.ebay.com/help/policies/defect-removal.html>

Inappropriate Feedback comment policy

<http://pages.ebay.com/help/policies/inappropriate-feedback-comments.html>

When eBay may remove or adjust Feedback

<http://pages.ebay.com/help/policies/feedback-removal.html>

Feedback extortion policy

<http://pages.ebay.com/help/policies/feedback-extortion.html>

CSKB articles

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

Seller performance and feedback policy - Removal and appeal of defects, late shipment, and feedback

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1409>

FB - Remove Feedback Agent Desktop

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

FB - Canceled Transaction - Feedback Removal Guidelines

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

FB - Intended for Another User - Feedback Removal Guidelines

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4303>

Received negative feedback

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL3885>

Seller FB - How can I deal with bad buyers?

GUIDE.TALKING_POINTS Internal Information All of the following examples

are instances where the Feedback/DSR cannot be removed, but the member still wants it taken off.

Note: Feedback is always situational and you will need to tailor the talking points to work within the members specific Feedback concern. Make sure you are following the steps in Instructions/Steps to

resolve to ensure that you have a solid understanding of the situation. I have done nothing wrong! I

dont deserve this negative/neutral/low DSR! The buyer is being unfair! Feedback

is about trust. Allowing buyers to post their honest opinion of a transaction, even the ones we

disagree with, shows that your Feedback score and ratings are an honest assessment of you as a

seller. Your customers can trust all those positives because you can get negatives.

This Feedback is a great opportunity to show your buyers how you handle a problem, so

lets look at your options for doing that.

 (For more, see the Tips for Members

section of this article.) The buyers Feedback isnt true. I can prove it! Why wont

you remove Feedback if its false? Feedback is about how your customer felt the

transaction was handled. Sometimes, customers have expectations that are different to yours. Right

or wrong, your customer was asked to rate you. While we may disagree with what they've said, we

can't tell your customer how to feel about the transaction, even if we think they may be

wrong. This Feedback is an opportunity to show your buyers how you handle a

problem, so lets look at your options for doing that.

 (For more, see the Tips for

Members section of this article.) I have been with you guys for years and make

you a lot of money, why is this buyer's opinion more important than mine? Why are you siding with

the buyer? Feedback is about what your customer thinks, not eBay. Your

customer wants an honest assessment of you as a seller before they decide to spend money on

your items. They arent looking for eBays opinion; they want your past customers opinions, the good

and the bad, so they can get a good idea of what kind of transaction they are going to have with

you. We appreciate all of our customers, buyers and sellers. We have set

guidelines on the appropriate use of our Feedback system, and your customer has followed them.

That doesnt mean we agree with what they've said, nor does it mean that we dont appreciate your

business. This Feedback is a great opportunity to show your buyers how you handle a problem, so lets look at your options for doing that.

 (For more, see the Tips for Members section of this article.) If I cancel the transaction, or refund the buyer their money, why can they still leave me Feedback? The buyer and I never went through with the transaction, how can they rate me on what didnt happen?
 Every transaction on eBay is important. Regardless of whether the transaction is completed or not, the customer is going to decide whether or not they will do business with you again, or if they will use eBay again. If a seller isnt treating their customer well, even in cases where that transaction ends up being canceled, that is information potential customers will want to know. This Feedback is a great opportunity to show your buyers how you handle a problem, so lets look at your options for doing that.

 (For more, see the Tips for Members section of this article.) My buyer said they were going to leave me negative/neutral Feedback - thats extortion! Why arent you removing their Feedback? Feedback is always going to be a part of your transaction - forbidding customers from mentioning it just puts unnecessary restrictions on how members communicate. Barring members from discussing Feedback isnt our intention. We dont want buyers using their Feedback as a way to take advantage of their sellers. However, asking for the transaction to be completed as listed isnt taking advantage. If you are unclear whether a customers communications represent extortion, contact eBay Customer Service. We are always happy to clarify and help you determine your next steps in dealing with a difficult transaction before Feedback has been left. This Feedback is a great opportunity to show your buyers how you handle a problem, so lets look at your options for doing that.

 (For more, see the Tips for Members section of this article.) Where is my seller protection? Buyers can leave whatever they want in their Feedback and I cant do anything about. This buyer leaves lots of negatives and neutrals, why do you let them do that? Our sellers are a vital part of our

community and we want to protect all our members.

- We know there are buyers who try to take advantage of eBay and our sellers.
- We monitor buyers in much the same way as we do sellers and keep track of their behavior. Like a sellers Feedback, we check for indicators of problems on a buyers account. We monitor:
 - Feedback they leave: How often are they leaving negative/neutral or low DSRs?
 - How often they dont pay for items
 - Refunds from sellers: Are they getting an excessive amount of refunds, or filing many claims?
 - Number of reports by sellers: Are there a high number of sellers complaining about a buyer?
- All of these things give us insight into whether a buyer is a problem for the community.

Just like with sellers, any buyer who is causing problems for the community will be restricted or suspended from eBay.

When we take action against a buyer for this reason, we have determined that it invalidates the ratings they have provided against sellers, and will remove any negative, neutral or positive Feedback with low detailed seller ratings they have left over the past year.

If that ends up happening with this buyer down the road, you will see the Feedback removed. However, lets go over your options for what you can do right now about that Feedback.

(For more, see the Tips for Members section of this article.)

- Well, when do you remove Feedback?
- Your customers trust the Feedback system to give them insight into the type of seller you are. We take that trust very seriously.
- The guidelines we have created for removing Feedback outline what is an appropriate use of our Feedback system. If we feel that members Feedback comments, buyer or a seller, represents a misuse of that system, we will remove any Feedback or detailed seller ratings associated with that transaction. Similarly, we will remove Feedback and detailed seller ratings if we believe that the situation surrounding a transaction is inappropriate or a cause for concern.

I am going to sue you if you dont remove this Feedback from my account.

Its libel! (Legal threats)

- I understand your frustration with your customers Feedback. I definitely want to help you reach a resolution on

dealing with it on your account, and I'm happy to work through the options you have on eBay to deal with the Feedback. However, I am not able to advise or discuss Feedback from a legal standpoint and cannot assist you in pursuing legal action.

Why don't you remove feedback about sales tax or VAT? eBay provides the capability for sellers to collect sales tax or VAT. It is a seller's obligation to ensure they are collecting tax appropriately.

Buyers may leave feedback on any aspect of their experience. Since eBay does not offer tax advice and does not verify whether tax was appropriate on a specific transaction, we do not remove buyer feedback regarding tax collection.

GUIDE.TIPS_FOR_MEMBERS

Revising Feedback

When there is still an opportunity to work things out with the customer, you should work with them to get their Feedback revised.

Replying to Feedback

When Feedback can't be removed and either the customer isn't responding to your attempts to revise, or the situation is too far gone to work things out, replying to Feedback is an option.

Replying to Feedback is an important tool, letting you manage the impact a bad Feedback has on your account.

Potential customers are going to review your account and seek out those negatives. They do this to establish expectations on what kind of transaction they can expect to have with you. You can use this attention to help them set the correct expectations about your eBay business.

The negative Feedback shows there was a problem. Your reply to the Feedback shows them how you handle problems.

To reply to Feedback:

- Go to your Feedback profile by selecting the Feedback score next to your username in My eBay.
- Select Reply. (It's on the right side of the comment.)
- Enter your comment and press Send.

Things to do when replying to Feedback

- Be concise: You only have 80 characters to make your statement. Make them count.
- Reply professionally: Remember that you are demonstrating to future potential customers how you handle problems.
- Make it about resolving: If you tried

to work things out with the buyer, express that in your reply. Consider leaving it open-ended: The buyer may see it and change their mind and reach out to you to work things out. Consider sleeping on it: Its easy to take Feedback personally, but responding personally leads to a lot of things up in the things NOT to do section. This is your business, not you, that has been given a bad rating. Yes, you are your business, but that doesnt mean its about you. Its also not about the customer. Make it about your business and what your business does. Things not to do when replying to Feedback Refusing to reply: Sometimes it can seem like posting a reply is just going to add to the problem. But buyers are looking at that Feedback to see how you handle problems. Not replying is going to make it look like you dont take care of problems. This can set you up for a lot of bad things. A buyer who has that expectation is likely to leave Feedback before they reach out to you, because they dont think that you will help them if they contact you. Making the Feedback about that customer: Insults, finger pointing, and passing blame onto something/someone else (like the post office) only makes it look like you dont want to take responsibility. It may legitimately be someone elses fault, but in the end your customers want to know what you are going to do about it and when you pass the buck, the buyer is going to think thats what you will do if they have a problem. Protect yourself through Item specifics Set the right expectations for a transaction by using item specifics to get important information in front of your customers.Complaints about your items not being as described can be difficult to deal with. You thought you took good pictures and your description covered everything you thought the buyer needed to know but the buyer still left a bad rating complaining they got something different from what was listed. Bad ratings in this area, however, can really harm your business, so its really important to make sure you are meeting your buyers expectations when you create your listing. One way you can do this is to make sure you are taking full advantage of the item specifics. The item specifics are very helpful in a couple of ways. First, they are what determine how your item comes up when a buyer uses search refinements. Those are

the options on the left hand side of search results that let you narrow your results down. Like new/used, brand, size, color, etc. Second, correctly set item specifics better educates your customer on what they are getting. Using the item specifics to disclose important information ensures that the information gets in front of the buyer, especially if they are shopping on a mobile device, which is quickly becoming the way most customers shop. Making sure your customer has not only the right information, but also making it easier to find, will make for a more educated customer and that is always a good thing. Lastly, it will protect you against Feedback over confusion about the item. Part of our guidelines for Feedback is that buyers cannot leave negative/neutral Feedback when it is clear that the buyer did not review the information in the structured fields in the listing (item specifics are structured fields, so are your return policy and condition), or when we can prove that the buyer is changing the terms after the purchase.

- Examples:
- Buyer thought they were getting a small, your item specifics clearly stated it was a medium. Feedback can be removed.
- The buyer says the item didnt come with one of the parts. Your item specifics spell out what comes with it, and that part wasnt there. Feedback can be removed.
- Buyer states that the item doesnt fit the equipment/vehicle they bought it for. Your items specifics disclose what equipment/vehicle it does fit. Theirs isnt on the list. Feedback can be removed.

Make sure to watch out for contradictions. Your titles and descriptions have to match what is in the item specifics, any confusion between the two and it means your customer has a legitimate complaint. Assess your business using Feedback Do you have pain points? Sometimes, it can be really difficult to see past your emotional reaction to getting bad Feedback. Its easy to get caught up in the fact that someone said they dont like the way you did something, and react to it personally, but doing this can cost you an opportunity to become more profitable and better your business. That is what Feedback does. Its a tool that lets you monitor how well you are doing based on Feedback from your customers. It can be painful to use sometimes, and certainly not everything you come across will be useful, but if you use it correctly, you can identify where your business isnt succeeding or where it could be better and

make changes to be more streamlined and profitable. Things to do: Look for trends one person complaining about their item not being as described doesn't mean you have a problem, but 4 people complaining might; especially if it's all about the same item. So look for the consistent issues, and then look for what it's related to. Consider the following, are the complaints:

- Related to the same process, like answering questions or shipping?
- Tied to the same employee within your company?
- Caused by the same item?
- About the item itself or how it was listed?

If you can identify the trend and the cause, you can fix the problem. eBay provides a tool for you to do this kind of research and try and determine where the problem is. For more, review your Seller Dashboard and to see what you can find.

Case study Use the following story if your member needs convincing about the benefit of the Feedback system. We recently had a situation where negative Feedback helped improve not only a seller's eBay business, but their own website as well. A major retailer just moved some of their online business to eBay. They have been running their own web site for over 4 years now and wanted to expand. This is a very successful business with millions of transactions online. You know them, have probably shopped with them, but who they are isn't important. Here is what happened: This retailer's own website has no Feedback, comment or complaint system. Sounds great right? No negative Feedback, no red marks for everyone to see. However, that changed when they moved on to eBay. They immediately started to get complaints and negative Feedback, enough that it was viewed as a problem. They reached out to us and as we partnered with them and reviewed the Feedback and complaints, we realized there was a very startling trend. Many of the serious complaints were that the item the customer received was not what was in the listing. As they investigated these cases, they saw that many of them were related to the same items. There was a trend developing. Then they made a really incredible discovery. Many of their listings were severely lacking in description. Some were a single sentence long. The pictures alone didn't show the item well enough. People were getting toy items thinking they were actually for full-sized products, and the listings legitimately did not show that the buyer should have expected anything differently. It

wasnt buyer error. It was a major oversight. By a company that does billions of dollars in sales a year. It gets better. All of the bad listing information had been imported directly from their website. The images and descriptions that were causing all of these problems were exactly the same as what they were on their own website, for 4 years. They had been online running their business, using the same pictures and description and didnt know there was a problem. How much business had they lost? How many buyers bought from them and then never came back? How many returns had they processed because of this? They had no idea and never would have until they got on eBay and customers started pointing the problems out in their Feedback. Now the company is using that information to not only address their eBay listings, but their own website as well. </h2>