

First 90 Day Buyer Program Overview (F90DB)

<h2>GUIDE.RELATED_LINKS GUIDE1412 eMBG - Policy: Courtesy Payouts GUIDE1065 Bidding/Buying for Items GUIDE1016 Checkout Paying for Items GUIDE1520 eMBG Policy GUIDE1565 eMBG Overview New Hires GUIDE1566 INR GUIDE1567 Returns, SNAD, FALSE SNAD & FSNAD GUIDE1780 eBay International Shipping Program Overview GUIDE1099 Daily Deals SOL11534 First 90 Day Buyer Programme - free return shipping label <h2><h2>GUIDE.TALKING_POINTS <h2>Teammate talking points</h2> How can I identify a buyer is part of the First 90 day buyer program? A Buyer Welcome flag will appear in Communicator. (see

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1766&ViewLocale=en_US#DetailedInformation>Detailed information below) How is this different to the NoRB/New Buyer program? There are some similarities between First 90 Day Buyer & NoRbs however they are two separate programs. See

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1766&ViewLocale=en_US#DetailedInformation>Detailed information section below for a full breakdown. What is the dedicated team for First 90 Day buyers called in each region? The name of the team is the New Buyer team. What queries does the New Buyer team handle? The New Buyer team will support Buy & M2M Med/Esc queries only. If the First 90 Day Buyer has an M2M Appeal, Sell or Payments question and goes through Help Hub or IVR, they will be routed to the relevant LOB for that question. The First 90 Day Buyer has an M2M Appeal, Sell or Payments question - what do we do? New Buyer Teammates: Handle the question only if you were trained to do so. Otherwise, Warm transfer (US) or Conference (UK/DE) with an expert who can resolve that question. Other LOB teammates: Handle the contact exactly as you normally would. The First 90 Day buyer will not be receiving any special treatment for these questions. What are the hours of operation for the First 90 Day Buyer team? UK: Monday to Friday 8am-9pm & Weekends 8am-6pm DE: Monday to Friday 8am-8pm & Weekends 9am-8pm US: Monday - Sunday 6am-10:30pm The F90 buyer lost an INR case so they did not receive a NQA refund. Can I grant their appeal, or credit their account for the amount? No, we will not be issuing any credits, manual corrections or granting any appeals for buyers who did not receive the NQA INR refund when the case was originally closed. For the NQA refund, the buyer must meet all criteria listed below

in the Detailed information section.

What is Speedy Resolution automation? We utilize IFD technology to automatically close eMBG cases so the member doesn't have to contact us.

This automation reduces effort for members and reduces costs for the business.

 How exactly does Speedy Resolution automation impact members?

For First 90 Day Buyers who have filed an INR case, we will use Speedy Resolution automation to issue a refund at the end of SMIR.The case must meet specific

criteria in order for this refund to be issued Note: We don't share the exact t&cs of automation with teammates as these rules change often

The case will be closed as Buyer Wins No Seller Fault. Buyer receives their refundSeller is not required to do anything (no defect is issued/recoupment is

not required) How do I know if a case was closed by Speedy Resolution/IFD? Any cases closed as part of IFD automation will

have a case note that appears in Guided Judgment. What are the criteria for New Buyer/F90DB return postage credit? Qualifying Criteria:

Buyer has already paid return postage costs The case amount is less than or equal to \$100 USDReturn is postage less than or equal to \$10 USD,

no proof required Return postage is greater than \$10 USD but less than \$100 USD, proof of purchase required (return label credit is capped at \$100)

Transaction: Domestic & CBT New Buyer has not received a courtesy postage refund before. Check Mac Notes to ensure the buyer has not received this

courtesy before. Mac Note title will be:
 Approve Request (Courtesy Payment) & INR or SNAD & Member Request
<img alt=""

src="https://cskb.qa.ebay.com/library/EBAY/GUIDE1766/GUIDE1766_1.png">

Use cases:

- Buyer opened remorse return instead of SNAD and was charged return postage
- Buyer is not happy to pay return postage on remorse return
- Buyer returned SNAD item at own cost

Click <https://forms.office.com/r/A5Z8gSvDLP>; Manual Correction; to submit request

- Select New Buyer Return Label Credit for the Reason Code

How do I handle eMBG appeals for First 90 Day Buyers?

First 90 Day Buyer appeals are handled following normal <http://cskbapp/art?page=content&id=GUIDE1520>; eMBG policy

GUIDE.DETAILED_INFORMATION Growth mindset

One of the main goals of this program is to get the buyer to make a 2nd purchase.

Here's some tips to use when talking to First 90 Day Buyers:

- Always look for an opportunity to go above and beyond to help the buyer
- Don't get boxed in to one query or issue
- Look for ways to build trust and promote shopping on eBay
- Fix the primary question or issue and then make them feel great about eBay

Example 1: If they didn't get the item they purchased, explain what the INR process and then offer to help find another one from an eTRS seller with Free shipping

Example 2: If they received a not as described item, educate them about how to purchase from the best sellers, how to filter their searches to New/Used/Auction/BIN, Free shipping, C&C etc

Show the buyer our Daily Deals page - all from top sellers

In each interaction you have with the buyer, remember your goal is to support them in a way that encourages them to become a loyal eBay customer

Feel empowered to do what you can to resolve the members' issue.

- If something doesn't feel right to you, seek guidance from a leader.

Take every opportunity to not only resolve the member's current issue, but to educate them on how to avoid that problem in the future and on how to leverage all platform tools and functionality so they have the best experience possible while using eBay.

Resolving the issue is key, but think about how you can do that and create moments of magic for the customer so they walk away feeling great about their experience with eBay because they feel known, understood and cared for. Qualifications for NQA INR refund

 Buyer & case must meet all of the following: Account meets the definition of First 90 Day Buyer Transaction site = DE or UK or US Buyer contacts First 90 Day Buyer team Teammate loads the case in to Guided Judgment on the buyers side Case amount is less than or equal to <100 USD Buyer does not qualify for refund at point of contact (claim within SMIR or likely seller wins, further hold scenario) If yes to all: Guided Judgment will recommend Buyer Wins No Seller Fault package Exclusions: Buyers who resolve INR through Help Bot, Help Hub, resolved through existing automation. Communicator flag How to identify an inbound contact is from a First 90 Day buyer:

 Teammate scripts

Phone &td colspan="2">Welcome	
Call Us: Hello welcome to eBay, my name is [ENTER NAME] with our New Buyer Team. How may I help you today? Call Me: This is & [ENTER NAME]calling from our New Buyer Team. May I please speak to [ENTER MEMBER NAME]? & </td colspan="2">Sign off	
Option 1: Have I resolved all your concerns today? Thank you for choosing eBay and I hope you have a great day. Option 2: Im happy I was able to resolve all your concerns today! Welcome again to eBay and I hope you have a wonderful day. & </td colspan="2">	

</table> <table border="1" cellpadding="2" cellspacing="0"> <colgroup> <col

width="75"> <col width="699"> </colgroup> <tbody> <tr> <td colspan="2"> Chat </td> </tr> <tr> <td> Welcome </td> <td> Hello, welcome to the eBay New Buyer Team - my name is [ENTER NAME]. Please allow me a few moments to review your details. </td> </tr> <tr> <td> Sign off </td> <td> Option 1 I am happy I was able to resolve your concerns today! We are always here if you need us. I hope you have a great day. Option 2 Thank you for contacting the eBay New Buyer Team today. A copy of this chat will be sent to you shortly, you can refer to it if needed. Have a great rest of your day. </td> </tr> </tbody> </table> <table border="1" cellpadding="2" cellspacing="0"> <colgroup> <col width="123"> <col width="651"> </colgroup> <tbody> <tr> <td colspan="2"> Ways to acknowledge a New Buyer </td> </tr> <tr> <td> Registration date </td> <td> Option 1: I can see you recently registered with us! That's great. If you have any other questions or need any eBay shopping tips, I'm more than happy to help! Option 2: By the way, I just noticed while we were speaking that you've just recently registered with us! Welcome to eBay! </td> </tr> <tr> <td> First Purchase(s) </td> <td> Option 1: I see that this is your first purchase with us! That's fantastic, how are you getting on? Option 2: I see you've recently made your first few purchases with us! I hope you're happy with your items! </td> </tr> <tr> <td> Other examples? </td> <td> *If you have any other examples, please forward them to your leaders so we can add them to CSKB </td> </tr> </tbody> </table> Difference between NoRBs & First 90 Day Buyers <table border="1" cellpadding="2" cellspacing="0"> <tbody> <tr> <td>Solution </td> <td>First 90 Day Buyer</td> <td>NoRB</td> </tr> <tr> <td>Objective</td> <td> Build Trust, help buyer to feel confident in ebay Remove

friction from eMBG experience for new buyers

- Encourage buyer to make a 2nd purchase during peak trading (Q4)
- Drive awareness, value and usage of eBay
- Reinforce great service and trust awareness
- Reinforce value of eBay as a place to find great items at great prices
- Drive engagement and next action with eBay

Regions

DE, UK, US	UK, US - some DE
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Definition

Based on 1st purchase + 90 days	New Buyer: Based on 1st purchase + 90 days	Reactivated buyers: buyers with xx-months of no activity
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Members targeted

New buyers with 1st purchase only	New Guest buyers to follow later (2022)
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NORB as per Growth definition:

Guest buyers

Dedicated reactive team?

Yes	Yes	No
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Questions Asked

INR refund \$100	Yes	No
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Free Return label \$100

Yes	No
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MIR Coupons (Make it right)

No	Yes
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Speedy Resolution IFD Case automation

Yes	No
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Proactive inflow chat at critical churn

Wishlist for H1 2022	Yes
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On site marketing campaign?

No	Yes
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Integration into existing NB Email campaign

Yes

Nudges (app download, Save Search)

Yes (only to some extent)

Outreach at trigger points

Wishlist for 2022	Yes (NA only)
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</table> Follow-up Feature The purpose of the Follow-up Feature in Communicator is to allow Teammates to schedule a follow-up contact with a member that will be served back to First 90 Day Teammates at a scheduled time, whether the follow-up has been assigned to themselves or to anyone in the queue. The feature will integrate with CS tools and allow First 90 Day Teammates flexibility to manage these interactions as needed. The Follow-up Feature will replace Pause within Communicator. Remember, the Follow-up Feature is not yet available to all Teammates globally. It is only available to Concierge and First 90 Day Teammates. While you will have the ability to create a Follow-up on a non-First 90 Day/Concierge account, you must realize that the Only Me ownership setting is the only option you should choose until we can launch the Follow-up Feature to everyone. Follow up guidelines If there is an action required from you that doesn't require anything else from the customer, use the Follow-up tool to give yourself a reminder on the appropriate day to take the necessary action. In the interaction with the customer, assure them that you will take care of it, without promising a phone call or email. If you tell the customer you are going to take care of their situation, an additional phone call or email is not needed as they are expecting you to complete the action as you stated. Please review

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 </h2></h2>GUIDE.SUMMARY What Every year, 3/4 of new buyers

churn due to friction experiences with their first purchase 25% of our Buyer base is brand new (less than 90 days) 60% of new buyers purchase once but dont come back With the First 90 Day Buyer program, we want to: Build Trust with new buyers and help them feel confident in ebay Remove friction from their eMBG experience Educate new buyers about eBay processes & policies and encourage them to make a 2nd purchase during peak trading (Q4 2021) What is different for these buyers? Dedicated Help Hub landing page Dedicated Service Experience teams in US UK DE Teammates will be empowered to offer:
 No Questions Asked (NQA) INR Refund <\$100 - one time courtesy only (Guided Judgment
will convert into each currency and tell you if
the case qualifies or not.)
 so the teammate doesnt have to do the calculation. Free Return Shipping label <\$100 - one time courtesy only Well also be resolving their INR eMBG cases automatically by utilizing IFD automation, reducing the need for them to contact us (Speedy Resolution) Which buyers qualify? All new buyers (incl. new guest), from 1st purchase (any device) + 90 Days. If a new buyer purchased at 11:59 pm on Aug 7th, their first day would be counted as Aug 7th. Graduation out of program occurs at Day 91 Which regions? Buyer registered on the following sites only: DE, UK, US Launch dates UK 18
Oct
2021 DE: 1
Nov
2021 US: 15 Nov 2021 What channels will be offered to F90DB? UK: Call Me & Chat DE: Call me NA: Call me, Chat, Email </h2>