

Service Standard Policy: Bad Buyer Experience Rate - HIPO, IN and SEA ONLY

GUIDE.SUMMARY eBay is committed to providing a trusted marketplace and world-class customer experience. To help achieve this, eBay requires that sellers place great importance on the buyer experience and work hard to reduce the bad buyer experience (BBE) rate, with an emphasis on product and quality of service. Starting December 11, 2023, sellers in High Potential countries (HIPO), India (IN), and Southeast Asia countries (SEA) will be evaluated once per week on the number of transactions they have that resulted in a bad buyer experience. Who: The BBE rate will be measured for all sellers having their registration addresses in High Potential countries (HIPO), India (IN), or Southeast Asia countries (SEA), (including Singapore, Thailand, Malaysia, Vietnam, Philippines, and Indonesia). For a full list of countries, see our section [How you are being evaluated on our](https://export.ebay.com/en/regulations/ebay-policies/bber/) [Service standard policy bad buyer experience rate](https://export.ebay.com/en/regulations/ebay-policies/bber/) page.

GUIDE.RELATED_LINKS Policy Page: [HIPO:](https://export.ebay.com/en/regulations/ebay-policies/bber/)
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<https://sellglobal.ebay.in/seller-center/service-standard-policy-bad-buyer-experience-rate/>
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GUIDE.TALKING_POINTS What is a bad buyer experience (BBE) transaction and how is it measured? A BBE transaction is defined by any one of 4 components:

- Significantly Not as Described (SNAD)
- Neutral/Negative Feedback (NNFB)
- Low Detailed Seller Ratings (Low DSR)
- Stock-Out Cancellation (Stock-Out)

A transaction is considered a BBE

transaction when any one of these 4 components happens. eBay measures your overall rate of transactions with BBE. A BBE rate is defined as the percentage of BBE transactions out of all your transactions in the evaluation window. A high rate of BBE can have a negative impact on your account. How can I check my BBE performance? You can visit your Seller Dashboard to check your account performance, which will be updated every Wednesday. The bad buyer experience section provides:

- Status overview: your BBE rate, based on your selling performance in the relevant timeframe, and
- BBE listings: all listings that generate bad buyer experience transactions in the relevant timeframe. You can download the report for a more detailed analysis.

How can I improve my BBE performance? First of all, please check your Seller Dashboard to identify the problems or listings that are causing bad buyer experience. To improve your BBE performance, we offer our recommendations in the What you need to do? section of the [Service standard policy page](https://export.ebay.com/en/regulations/ebay-policies/bber/) bad buyer experience rate to help resolve these problems. What happens if my account doesn't meet the required BBE rate? We expect sellers to provide high-quality products and services all the time. If your account's bad buyer experience rate is much higher than average, eBay may take a range of actions including, but not limited to:

- administratively ending or removing listings,
- adjusting selling limits,
- holding the payment,
- enforcing buying or selling restrictions, or
- suspending the relevant accounts.

Why do I have a restriction or warning on my account? The restriction or warning is based on the evaluation of your account's BBE performance. We noticed a significant number of your buyers have had a bad buying experience. To help improve your result, we provide our recommendations in the What you need to do? section of our [Service standard policy](https://export.ebay.com/en/regulations/ebay-policies/bber/) bad buyer experience rate and try to provide good customer

experiences for buyers. What should I do if my account gets restricted or warned? Internal Information Talking points vary based on the consequences placed on the account. Please check the accounts restrictions and choose the matching talking points. DO NOT share Issue number with customers. Restriction: Issue 237 + Limit reduction + 30D Payment hold (issue 1061) + End high BBE listings Based on the evaluation of your account, your accounts bad buyer experience rate is much higher than average. Visit your Seller Dashboard to check your BBE performance and BBE listings. To improve BBE rate, please find out the problems and resolve them as soon as possible. eBay will again evaluate your account after four weeks from action. If your accounts BBE rate is still much higher than average, eBay will take further action: adjusting selling limits again, continuing to hold the payment, ending listings, or even suspending the account.

Visit the CBT Seller Dashboard here: <https://export.dashboard.ebay.com/> HIPO: <https://export.dashboard.ebay.com/> IN: <https://dashboard.ebay.in/> SEA: <https://dashboard.ebay.in/>

<https://dashboard.ebay.com.sg/>

Restriction: Issue 237 + Selling block (issue 861) + End all listings Based on the evaluation of your account, your accounts bad buyer experience rate is much higher than average. Because of this, eBay has decided to restrict your accounts selling privileges. This restriction is permanent. That means, you will neither be able to create new listings nor revise any listings that are live on eBay sites. This restriction will also close your store subscription if any, and will automatically credit early termination fees. Warning: seller received M2M, no MAC note Based on the evaluation of your account, your accounts bad buyer experience rate is higher than average. Visit your Seller Dashboard to check your BBE performance and BBE listings (listings which have bad buyer experience transactions). To improve BBE rate, please find out the problems and resolve them as soon as possible. If your accounts performance gets worse and the BBE rate is much higher than average, eBay will take action and restrict your account, such as

adjusting selling limits, holding the payment, ending listings, or even suspending the account. I would like to appeal some canceled/refund transactions. The canceled transactions were because the buyer asked to cancel or an issue with buyers shipping address, not because it was out of stock or damaged./The transactions were fully refunded and I did not cancel the transactions. Why have the transactions been counted as Stock-Out Cancellation? Internal Information Check the accounts M2Ms to verify two things: Has the buyer actually requested a cancellation? If they havent, then it is a Stock-Out Cancellation. If the seller alludes to an out of stock item, but doesnt directly say it is out of stock, then it is a Stock-Out Cancellation. For example, It occurred due to my inventory mismanagement. It is all my responsibility. Examples: The cancellation reason buyer asked to cancel should only be used by a seller if the buyer is the first to reach out and ask to cancel the transaction. If the seller is out of stock and cant fulfill the order right away and the buyer then asks to cancel the transaction, the transaction should still be counted as a Stock-Out Cancellation. If sellers are not choosing out of stock or damaged or directly fully refunding but they are sending M2Ms with content similar to the following, the transaction should still be counted as a Stock-Out Cancellation. We're unable to ship your order due to either address complications, state restrictions, or unforeseen circumstances. When packing your item we noticed it is damaged and the item is now on back order from our supplier. Unfortunately our supplier couldnt ship this order because they had some issues with the item. Our supplier notified us that they've received some negative feedback for this batch of the item. Since I dont want to send you a faulty item, I will send you a refund instead. It looks like you didnt select an accurate reason when cancelling orders. You chose buyer asked to cancel or issue with buyer's shipping address or fully refunded buyers instead of cancelling with reason out of stock or damaged, to avoid a defect and to receive a final value fee credit. For your appealed transactions, they are detected as Stock-Out transactions. Unfortunately, we have to deny the appeal. Why is my accounts payment held? Internal Information

Check issue 1061 status and MAC note to determine whether the accounts payment is held by BBE policy. Payment hold (issue 1061): During the period of time issue 1061 is open, transaction funds will be temporarily held for 30 days after the paid date.

Your accounts bad buyer experience rate is much higher than average and goes against the Service standard policy bad buyer experience rate. Because of this, your accounts payment will be restricted for 30 days until the next evaluation. Within 30 days of being restricted, transaction funds will be temporarily held for 30 days after the paid date. To avoid further restrictions, you need to improve the product and service quality as soon as possible, to improve your accounts BBE rate. To help improve your results, we provide our recommendations in the "What you need to do?" section of our Service standard policy bad buyer experience rate and try to provide good customer experiences for buyers. How can I withdraw my account? Internal Information Check issue 1061 status and MAC note to determine whether the accounts payment is held by BBE policy. Payment hold (issue 1061): During the period of time issue 1061 is open, transaction funds will be temporarily held for 30 days after the paid date.

Your transaction funds will be temporarily held for 30 days after the paid date. We will evaluate your accounts bad buyer experience rate after 4 weeks from action. Once it reaches the standard, your account will be released from this hold. Why are my listings ended/removed? Internal Information Check issue 237 status and MAC note to determine whether the accounts listings are ended by BBE policy. Note: Ended listings will not be recovered.

Your accounts bad buyer experience rate is much higher than average and goes against the BBE policy. To avoid any further bad buying experiences for buyers, eBay has decided to remove your relevant listings. Why are my selling privileges restricted?/ Why can't I sell?/ Why is my account in the selling block? Internal Information Please check issue 861 status and MAC note to determine whether the account is in the

selling block due to BBE policy. Your accounts bad buyer experience rate is much higher than average and goes against the BBE policy. To avoid any further bad buying experiences for buyers, eBay has decided to restrict your accounts selling privileges permanently.</h2>