Service Standards - Chat

<h2>GUIDE.SUMMARY Internal Information <table align="center" border="1" cellpadding="5" cellspacing="1" dir="ltr"> <thead> <tr> <th scope="row"><img alt="" src="https://cskb.qa.ebay.com/library/EBAY/1831_GUIDE/Compass%202.jpg"></th> <th scope="col"> <h4>Welcome the customer</h4> </th> <th scope="col"> <h4>Understand the issue</h4> </th> <th scope="col"> <h4>Identify the resolution</h4> </th> <th scope="col"> <h4>Resolve the issue</h4> </th> <th scope="col"> <h4>Represent eBay</h4> </th> <th scope="col"> <h4>Close contact</h4> </th> </tr> </thead> <tbody> <tr> <th scope="row">Communication Standard</th> <td>Welcome the customer in line with eBay's guidelines. <hr>Acknowledge the customers feelings, emotions or concerns.</td> <td>Confirm the customer's reason for the contact. <hr>Express willingness to help.</td> <td> </td> <td> </td> <td>Communicate effectively, throughout the interaction. <hr><a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#act_prefessional">Act as a professional representative of eBay, throughout the interaction.</td> <td>Ensure the customers contentment with the resolution. <hr>Close the contact in line with eBay's guidelines.</td> </tr> <tr> <th scope="row">Resolution Standard</th> <td> </td> <td> </td> <td>Identify the root cause of the customer's issue. <hr>Determine the resolution for the customer's issue or question.</td> <td>Resolve the customers issue or question. <hr>Set expectations and provide supporting education.</td> <td> </td> <td> </td> </tr> <tr> <th scope="row">Policy Standard</th> <td>Verification</td> <td> </td> <td>Account Information <hr>PII <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#piggybacking">Piggybacking</td>   <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#Legal_Advice">Legal   Advice   <hr><a

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en_US#Coupons">Coupons   <hr><a

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en_US#Credits">Credits   <hr><a

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en_US#Feedback_Policy">Feedback   Policy   <hr><a

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en_US#Defect_Policy">Defect   Policy   <hr><a

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en_US#Issue_Handling">Issue   Handling   <hr><a

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en_US#eMBG_1">eMBG   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#Seller_Limit">Seller   Limit   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#Transfer">Transfer   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#Escalation">Escalation   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#Outbound">Outbound</td>   <td><a

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en_US#Complaints">Complaints   <hr><a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#Vulnerable_Customer">Vulnerable Customer <hr><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#Code-of-Conduct">Code of Conduct</td> <td><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#SR_Closure">SR Closure <hr><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#Disconnect">Disconnect <hr><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#Paused">Paused <hr><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#Documentation">Documentation <hr><a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#ACW_1">ACW</td> </tr> </tbody> </table>
</h2><h2>GUIDE.DETAILED_INFORMATION <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#welcome">Welcome the customer
 <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#understand">Understand the issue
 <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#identify">Identify the resolution
 <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#resolve">Resolve the issue
 <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=
en_US#represent">Represent eBay
 <a
href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1831&ViewLocale=

en_US#close">Close the contact   Internal Information Welcome the customer   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="8"> Welcome the customer in line with eBay's guidelines   </td> <td> Thank the customer for contacting eBay (when applicable) Thank the customer for reaching out in all interactions. </td> <td>Only applicable when handling inbound interactions. </td> <td rowspan="8"> Example 1: "Hi, thank you for contacting eBay, this is [TM name] with eBay Customer Service. Who am I chatting with? [...] Hi, Linda. I see you opened this account eight years ago. Thank you for your loyalty. Please allow me two minutes while I research". Example 2: "We confirm your contact information in an effort to maintain the security of your account and the security of our site." Example 3: "To maintain the security of your account, I can't provide you with that information. However, what I can do is show you where you can check this on your eBay account." </td> </tr> <tr> <td> Brand eBay Customer Service 'eBay Customer Service' is the service brand we use for all interactions and should not be modified. </td> <td>Always applicable.</td> </tr> <tr> <td> Introduce yourself using your first name / alias Always provide your first name or alias, to add a human touch to the interaction. </td> <td>Always applicable.</td> </tr> <tr> <td> Ask customer to hold while reviewing customer or conversations details (when applicable) Ask the customer to hold if you need time to read the previous conversations between customer and eBay, or customer to customer, but ensure you come back at 2 minutes. </td> <td>Only applicable if there was no AI Summary enabled or populated, and therefore, you need to review the previous conversations to understand the situation further. Follow the guidelines from <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1651"

target="_blank">GUIDE1651.</td> </tr> <tr> <td> Offer your

assistance (when applicable) Demonstrate that you care by asking an open question right at the

start of the interaction, that invites the customer to explain the situation they contacted us

about. </td> <td>Only applicable if you still need clarification of the customer's

reason for contact, after reading the AI Summary when populated, and/or the customer's opening

statement and/or previous conversations as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1831"

target="_blank">GUIDE1831.</td> </tr> <tr> <td> Incorporate the

loyalty statement (when applicable) Follow the process and use the talking points from <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1545"

target="_blank">GUIDE1545, when the loyalty statement is a requirement. </td>

<td>Only applicable when not a documented exception as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1545"

target="_blank">GUIDE1545.</td> </tr> <tr> <td> Explain the reason

for account verification (when applicable) Follow the process and use the talking points from <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1098"

target="_blank">GUIDE1098 and <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1794"

target="_blank">GUIDE1794 when account verification is required. </td>

<td>Only applicable when account verification was required as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1098"

target="_blank">GUIDE1098 / <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1794"

target="_blank">GUIDE1794.</td> </tr> <tr> <td> Inform the

customer about limitations of contact handling (when applicable) Follow the process and use the

talking points from GUIDE1469, GUIDE1097, GUIDE1428 and GUIDE1376, when not talking to the account owner. </td> <td>Only applicable when you are not talking to the account owner.</td> </tr> <tr> <td rowspan="3"> Acknowledge the customers feelings, emotions or concerns </td> <td> Acknowledge the customer's experiences (when applicable) Acknowledge in writing, both positive and negative experiences when described by customers. </td> <td>Only applicable when a feeling, emotion or concern was expressed by the customer, during the interaction with the Teammate. This component does not apply to the conversation with our ChatBot, prior to being connected to a Teammate.</td> <td rowspan="3"> Example 1: (customer) "I can't log in to my account, it looks like something went wrong or someone was using it in my absence. I have tried to fix it on my own and I have contacted you three times already but every time it's a different version, it's so confusing. What's going on? (teammate) "I understand you have contacted us multiple times about this already, I appreciate your patience and I can see how this has been confusing". Example 2: (Customer) "I just sold my very first item on eBay, so exciting! Now, I have a question though" [...] (teammate) "This is great news, congratulations on your fist listing". </td> </tr> <tr> <td> Do not acknowledge feelings or emotions not expressed by the customer (when applicable) Don't put words into the customer's mouth and write in experiences that customers haven't expressed themselves. </td>

<td>Only applicable when no feeling, emotion or concern was expressed by the customer.</td> </tr> <tr> <td> Do not apologize for negative experiences not caused by eBay (when applicable) Avoid making eBay accountable for negative experiences caused by third parties. </td> <td>Only applicable when a negative feeling, emotion or concern was expressed by the customer, during the interaction with the Teammate. This component does not apply to the conversation with our ChatBot, prior to being connected to a Teammate.</td> </tr> <tr> <td>Comply with the Verification Policy </td> <td>GUIDE1098
 GUIDE1794</td> <td>Always applicable - adherence should always be determined as per GUIDE1098 and GUIDE1794.

 Additional guidance notes:
 Verification requirements are different depending on channel and circumstances, refer to GUIDE1098 for verification guidelines and GUIDE1545 for procedures on Inbound and Outbounds calls.</td> <td colspan="1"> </td> </tr> </tbody> </table>   Understand the issue   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td

width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="7"> Confirm the customer's reason for the contact   </td> <td> Review the Help Bot transcript and/or the transfer notes and/or the previous chat interaction (when applicable) Check these resources to understand better the customer's reason for contact. </td> <td>Only applicable if there is no AI Summary enabled or populated and these resources are available and necessary to understand better the customer's reason for contact.</td> <td rowspan="7"> Example 1: "Just to confirm you need help getting a return label for your buyer and also want to report them for using an inappropriate return reason, is that correct?" Example 2: "To make sure I understand and can best resolve this for you, you have returned your item and the seller has not sent a refund. At this point you'd like eBay to step in to make sure you get a full refund, is that right?" </td> </tr> <tr> <td> Ask clarifying questions (when applicable) In case of complex issues, ask open-ended clarifying questions to get the full picture of the situation and to be able to resolve the customer's issue. </td> <td>Only applicable if the AI Summary or the customer's description of the situation requires clarification.</td> </tr> <tr> <td> Demonstrate an understanding of the customer's reason for contact Provide a written confirmation to the customer's description of their reason for contact, in order to reassure the customer of your proper understanding. </td> <td>Always applicable.</td> </tr> <tr> <td> Summarize the customer's description of their reason for contact (when applicable) In case of complex situations, using your own words, summarize the customer's description of their reason for contact </td> <td>Only applicable if the AI Summary or the customer's description of the situation requires clarification.</td> </tr> <tr> <td> Seek agreement with the customer whether your understanding of their reason for contact is accurate (when applicable) In case of complex situations, seek confirmation from the customer that your understanding of their reason for contact is accurate. </td>

<td>Only applicable if the customer's (or AI Summary) description of the situation requires clarification.</td> </tr> <tr> <td> Confirm the customers desired outcome for the contact In addition to demonstrating an understanding of the customer's situation, provide a written confirmation of their desired outcome. </td> <td>Always applicable.</td> </tr> <tr> <td> Confirm desired outcome before attempting to resolve the customer's issue or question Before performing any research or providing any resolution steps, ensure you are doing the right thing by the customer and eBay. </td> <td>Always applicable.</td> </tr> <tr> <td rowspan="3"> Express willingness to help </td> <td> Express willingness to help the customer (incl. urgency to resolve) Provide a reassurance statement in every interaction to demonstrate your commitment and sense of urgency to resolution. </td> <td>Always applicable.</td> <td rowspan="3"> Example 1: "Okay, thank you for clarifying. I'll be more than happy to help, let's see what we can get worked out for you!" Example 2: "Okay, let's see what we can do to get this resolved quickly for you." </td> </tr> <tr> <td> Do so after confirming the customer's desired outcome for the contact Ensure that you have a proper understanding of the customer's situation, so that your reassurance is genuine. </td> <td>Always applicable.</td> </tr> <tr> <td> Do so before attempting to resolve the customer's issue or question Reassure the customer first, so that they understand why research and resolution steps are necessary. </td> <td>Always applicable.</td> </tr> </tbody> </table>   Identify the resolution   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="2"> Identify the root cause of the customer's

issue </td> <td> Ask probing questions (when applicable) Ask necessary questions to identify the potential root cause of the customer's issue. </td> <td>Only applicable if the AI Summary or the customer's description of the situation requires clarification.</td> <td rowspan="2"> Example 1: I can see here that the item is still awaiting payment, the buyer is allowed 4 calendar days to complete payment after the auction has ended. Tomorrow you will see the option to cancel with the reason of not receiving payment. Example 2: "Can you please tell me what steps you have already taken to try and resolve this checkout error?" </td> </tr> <tr> <td> Perform research (when applicable) Utilize available tools and systems relevant for your supported LOB and the reason for contact to research the customer's issue. </td> <td>Only applicable if the AI Summary or the customer's description of the situation requires clarification.</td> </tr> <tr> <td rowspan="5"> Determine the resolution for the customer's issue or question </td> <td> Determine the resolution for the customer's issue or question (when applicable) Utilize your resources relevant for your supported LOB and the reason for contact to locate the most appropriate resolution for the customer's issue or question, when available. Sometimes the resolution from eBay's perspective can be no resolution from a customer's perspective. </td> <td>Only applicable when using any resources is essential to Identify the Resolution for the customer's issue.</td> <td colspan="1" rowspan="5"> </td> </tr> <tr> <td>Ask the customer to hold while performing research (when applicable)</td> <td>Only applicable as per GUIDE1731 when the Hold function was utilized in Communicator.</td> </tr> <tr> <td>Explain the reason for putting the customer on hold (when applicable)</td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td>Inform the customer

about the expected hold duration (when applicable)</td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td> Thank the customer for their patience (when applicable) Follow the Hold process and use the talking points from GUIDE1731. </td> <td>Only applicable as per GUIDE1731.</td> </tr> <tr> <td>Comply with the Account Information Policy </td> <td>GUIDE1690
 GUIDE1098</td> <td>Always applicable - adherence should always be determined as per GUIDE1690 and GUIDE1098. </td> <td colspan="1" rowspan="3"> </td> </tr> <tr> <td>Comply with the PII Policy </td> <td>GUIDE1799</td> <td>Always applicable - adherence should always be determined as per GUIDE1799. </td> </tr> <tr> <td><a

id="piggybacking" name="piggybacking">Comply with the Piggybacking Policy </td> <td>GUIDE1732 </td> <td>Only applicable as per GUIDE1731.

 N/A ONLY when the policy cannot be applied as per GUIDE1731.

 For example: The teammate does not utilize the piggybacking tool in AD or using the eBay site directly to piggyback into members account.

 Additional guidance notes:
 Piggybacking is restricted to read only, therefore, teammates should be unable to make any changes to members accounts using this tool. If pages are identified during evaluations as being incorrectly accessible by teammates who are taking actions on accounts it is a level 3.</td> </tr> </tbody> </table>   Resolve the issue   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="8"> Resolve the customer's issue or question   </td> <td> Gain agreement on the resolution, before performing any actions (when applicable) Make sure the customer agrees to proceed with the required resolution steps you identified. You may need to ask the customer directly. </td> <td>Only applicable when resolution steps need to be performed. </td> <td rowspan="8">
 Example 1: Your payment has been

successful to the seller. You will receive an email confirming this. Once the item has been shipped you will get another email notifying you of that as well. You can also access this information from your purchase history. Are you familiar with how to find the information on the purchase history page or would you like me to walk you through it? Example 2: We can certainly help you reset your password. Once you are on the Sign-In Page, click on the Get Help Signing In link. Once you have clicked this, it will ask you for your preference for receiving a security code. After verifying the security code via the preferred method, you will be able to create a new password and login. Example 3: "I can open a return for you now, would you like me to get that started?" Example 4: "To best assist you with your case, I need to transfer you to a specialist that handles this type of query". </td> </tr> <tr> <td> Explain the why behind the resolution (when applicable) Before implementing a solution, make sure the customer understands your reasoning behind it and what it entails. Do this if you consider it necessary to clarify a complex issue, in case of a repeat contact, or if the customer is confused or in doubt. </td> <td>Only applicable when explanation is necessary to support customer understanding.</td> </tr> <tr> <td> Outline the resolution steps (when applicable) Outline the steps that will be taken during the contact to resolve the customer's issue, by being transparent about any potential impact to the customer. Do this when the customer needs to perform a series of actions on their side, or if they require a step by step guidance. </td> <td>Only applicable when resolution steps need to be performed.</td> </tr> <tr> <td> Offer alternative resolution options (when applicable) In case there is more than one appropriate resolution for the case, allow the customer to make an informed decision by outlining their options. </td> <td>Only applicable when alternative resolution options are available.</td> </tr> <tr> <td> Provide the most appropriate resolution Use the information provided by the customer and your research to provide a resolution that meets the customer's desired outcome and is also in line with eBay's processes and policies. </td> <td>Always applicable.</td> </tr> <tr> <td> Resolve each customer issue (when applicable) Make sure that all the issues mentioned by customer have been

addressed and resolved before closing the chat. </td> <td>Only applicable when the customer has more than one issue or question.</td> </tr> <tr> <td> Answer each customer question (when applicable) Make sure that all questions have been addressed and resolved before closing the chat. </td> <td>Only applicable when the customer has more than one issue or question.</td> </tr> <tr> <td> Explain that the interaction is being transferred to a 'specialist' and the why (when applicable) In case of a transfer, always use the word 'specialist' to refer to the teammate you are transferring the interaction to. </td> <td>Only applicable when the resolution is a transfer to another department.</td> </tr> <tr> <td rowspan="5"> Set expectations and provide supporting education   </td> <td> Provide accurate information Use your tools and resources to locate and share accurate information with the customer in order to build and maintain their trust in eBay. </td> <td>Always applicable.</td> <td rowspan="5">
 Example 1: "Now that we got a return open your seller will have 3 business days to respond. If your seller does not you can go into the claim from your purchase history and ask us to step in on Friday the 13th." Example 2: "For more information on how to ask us to step in you can go to this link: https://www.ebay.com/help/buying/default/ask-ebay-to-step-in?id=4701. Please make sure if you access that link while we're chatting, that you copy and paste it in a different chat window". </td> </tr> <tr> <td> Set accurate expectations about next steps (when applicable) Use your tools and resources to set accurate expectations about the resolution. </td> <td>Only applicable when the resolution includes next steps.</td> </tr> <tr> <td> Provide supporting education (when applicable) Use your tools and resources to provide education on the resolution. </td> <td>Only applicable when the resolution requires customer education.</td> </tr> <tr> <td> Share available

self-help resources (when applicable) Provide a link to any self-help resources available that are relevant to the issue at hand, as additional information. </td> <td>Only applicable when self-help resources are available.</td> </tr> <tr> <td> Advise the member to copy the link and paste it in a different window, to prevent the chat session from ending To prevent a premature disconnections, always advice the member to copy the link and paste it in a different window. </td> <td>Only applicable when self-help resources are available.</td> </tr> <tr> <td>Comply with the Legal Advice Policy </td> <td>GUIDE1799</td> <td>Always applicable - adherence should always be determined as per GUIDE1799.</td> <td colspan="1" rowspan="11"> </td> </tr> <tr> <td>Comply with the Coupons Policy </td> <td>GUIDE1099</td> <td>Applicable as per GUIDE1099. </td> </tr> <tr> <td>Comply with the Credits Policy </td> <td>GUIDE1506</td> <td>Applicable as per GUIDE1506. </td> </tr> <tr> <td>Comply with the Feedback Policy </td> <td><a

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

target="_blank">GUIDE1118
                              <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1299"

target="_blank">GUIDE1299
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href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1289"

target="_blank">GUIDE1289
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href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1745"

target="_blank">GUIDE1745</td>   <td>Applicable   as   per   <a

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

target="_blank">GUIDE1118,   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1299"

target="_blank">GUIDE1299,   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1289"

target="_blank">GUIDE1289,   and   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1745"

target="_blank">GUIDE1745. </td>   </tr>   <tr>   <td><a

id="Defect_Policy"   name="Defect_Policy">Comply   with   the   Defect

Policy </td>   <td><a

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

target="_blank">GUIDE1118
                              <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1745"

target="_blank">GUIDE1745</td>   <td>Applicable   as   per   <a

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

target="_blank">GUIDE1118   and   <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1745"

target="_blank">GUIDE1745. </td>   </tr>   <tr>   <td><a

id="Issue_Handling" name="Issue_Handling">Comply with the Issue Handling Policy </td> <td>GUIDE1469
 GUIDE1097
 GUIDE1428
 GUIDE1469
 GUIDE1376</td> <td>Applicable as per GUIDE1469, GUIDE1097, GUIDE1428, GUIDE1469, and GUIDE1376. </td> </tr> <tr> <td>Comply with the eMBG Policy </td> <td>GUIDE1520</td> <td>Only applicable as per <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1520"

target="_blank">GUIDE1520. </td> </tr> <tr> <td>Comply with the Seller Limit Policy </td> <td>GUIDE1012 </td> <td>Only applicable as per GUIDE1012. </td> </tr> <tr> <td>Comply with the Transfer Policy </td> <td>GUIDE1453
 GUIDE1621 (Concierge)
 GUIDE1731</td> <td>Only applicable as per GUIDE1453, GUIDE1621 (Concierge), and GUIDE1731. </td> </tr> <tr> <td>Comply with the Escalation Policy </td> <td>GUIDE1487</td> <td>Only applicable as per GUIDE1487. </td> </tr> <tr> <td>Comply with the Outbound Policy </td>

<td>GUIDE1731 </td> <td>Only applicable as per GUIDE1731 and GUIDE1545.</td> </tr> </tbody> </table>   Represent eBay   <table border="1" cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td width="30%;"> Standard & Definition</td> <td width="30%;"> Components </td> <td width="20%;"> Applicability </td> <td width="20%;"> Examples </td> </tr> <tr> <td rowspan="10"> Communicate effectively, throughout the interaction   </td> <td> Read thoroughly Read the customers messages carefully to make sure you understand what they are saying. Pay attention to all of the issues communicated, not just their main concern. Respond to all questions or comments from customer. </td> <td>Always applicable. </td> <td rowspan="10"> Example 1: "I know you were hoping we could get you refunded today and while we do have to wait for your seller to respond to your claim, here is what we can do to help with this situation" Example 2: "I can understand that youre upset youre not protected due to this case being opened outside our protection period. Please rest assured if a case is opened within 30 days of receiving your item, you are protected by our eBay Money Back Guarantee." Example 3: "I know you were hoping to be able to cancel due to non-payment today, rather than waiting 4 calendar days to do so. The good news is we do have other options such as sending your buyer a payment reminder in the meantime." </td> </tr> <tr> <td> Avoid technical jargon Never use eBay jargon when communicating with customers as it may not make sense to them. Always use

words that customers can understand and relate to, to avoid misunderstandings and confusion. </td> <td>Always applicable.</td> </tr> <tr> <td> Use simple, clear and concise language and formatting Deliver information in a pleasant manner without judgment. Use simple, straightforward language and formatting, always in line with eBay standards. </td> <td>Always applicable.</td> </tr> <tr> <td> Adapt the information provided so it is relevant & specific to your customer when a template is used Always tailor any templates to the customer and the issue(s) at hand. 'Read thoroughly' customer's messages to understand how to personalize your answers. </td> <td>Always applicable.</td> </tr> <tr> <td> Provide easy-to-follow instructions or information Customers don't always know what to do or how to proceed in certain scenarios. Write simple terms and explanations that they can understand. Use bullet points if necessary. </td> <td>Always applicable.</td> </tr> <tr> <td> Demonstrate confidence in knowledge Avoid filler words that can convey lack of confidence. </td> <td>Always applicable.</td> </tr> <tr> <td> Maintain control of the interaction and/or do not disclose concurrency setup Follow eBay's chat flow to help you structure and control your interactions with customers. Never mention that you are supporting other members at the same time. </td> <td>Always applicable.</td> </tr> <tr> <td> Focus on what you can do Use positive language during your interactions to create positive customer experiences, even when dealing with difficult conversations. Make sure you address any concerns expressed by customers. Reframe your communication in a way that highlights solutions and focus on what can be done for the customer. </td> <td>Always applicable.</td> </tr> <tr> <td> Respond to each customer sequence within 2 minutes Follow the process outlined in GUIDE1651 about idle time and hold requests by customer. A "customer sequence" can be one or more messages submitted consecutively by a customer. Idle time starts from the last message of a sequence </td> <td>Always applicable.</td>

</tr> <tr> <td> Follow up on your last response within 2 minutes Follow the process outlined in GUIDE1651 </td> <td>Always applicable.</td> </tr> <tr> <td rowspan="6"> Act as a professional representative of eBay, throughout the interaction   </td> <td> Use appropriate, friendly and helpful language Communicate with care. </td> <td>Always applicable. </td> <td rowspan="6">
 Example 1: "It makes sense you are upset with the negative feedback, I can see that you have done everything right on your side. Thank you for handling the situation so well. What we can do now is...". Example 2: "I can understand that youre upset youre not protected due to this case being opened outside our protection period. Please rest assured if a case is opened within 30 days of receiving your item, you are protected by our eBay Money Back Guarantee." Example 3: "I can't say what might have happened with the representative the last time, but here is what we can do today..." </td> </tr> <tr> <td> Maintain a professional demeanor in using words and phrases Treat others how they want to be treated. </td> <td>Always applicable.</td> </tr> <tr> <td> Speak respectfully about our employees, members, products, policies and partners Communicate with respect. </td> <td>Always applicable. </td> </tr> <tr> <td> Avoid slang or overly casual language Never use slang or overly casual language to avoid damaging eBay's image and reputation. </td> <td>Always applicable. </td> </tr> <tr> <td> Avoid repeated spelling and grammar errors Avoid making spelling and grammar mistakes. </td> <td>Always applicable.</td> </tr> <tr> <td> Avoid emoticons You can use the smiley emoticon :) once when appropriate, and only if customer used any emoticons before. </td> <td>Always applicable.</td> </tr> <tr> <td>Comply with the Complaints Policy </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1717"

target="_blank">GUIDE1717 </td> <td>Always applicable - adherence

should always be determined as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1717"

target="_blank">GUIDE1717. </td> <td colspan="1"

rowspan="3"> </td> </tr> <tr> <td><a id="Vulnerable_Customer"

name="Vulnerable_Customer">Comply with the Vulnerable Customer

Policy </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1824"

target="_blank">GUIDE1824 </td> <td>Always applicable for UK

customer contacts as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1824"

target="_blank">GUIDE1824. </td> </tr> <tr> <td><a

id="Code-of-Conduct" name="Code-of-Conduct">Comply with the Code of Conduct

Policy </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1776"

target="_blank">GUIDE1776 </td> <td>Always applicable as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1776"

target="_blank">GUIDE1776. </td> </tr> </tbody> </table>

  Close the contact   <table border="1"

cellpadding="5" cellspacing="1"> <tbody> <tr bgcolor="c2dfff"> <td

width="30%;"> Standard & Definition</td> <td

width="30%;"> Components </td> <td

width="20%;"> Applicability </td> <td

width="20%;"> Examples </td> </tr> <tr> <td rowspan="6"> <a

id="ensure_content" name="ensure_content">Ensure the customers contentment with

the resolution   </td> <td> Confirm the resolution of the customer's reason for contact, before closing (when applicable) Inform the customer that the situation is considered resolved from eBay's perspective, before ending the interaction. </td> <td>Only applicable when a resolution was provided. </td> <td rowspan="6"> Example 1: "Was I able to resolve all your concerns today?" Example 2: "I hope this answers your question and how to handle the situation in the future". Example 3: "We have discussed your business model today, and we agreed it would be a good idea to contact WebInterpret, to help you manage your inventory. Would this be a good solution for you?".   </td> </tr> <tr> <td> Confirm the customers understanding of the resolution provided (when applicable) Make sure the resolution provided is clear. </td> <td>Only applicable when a resolution was provided.</td> </tr> <tr> <td> Confirm the customer's contentment with the resolution provided (when applicable) Ask the customer directly or indirectly, whether they are happy with the outcome of the interaction. </td> <td>Only applicable when the resolution provided was in line with the customer's desired outcome. </td> </tr> <tr> <td> Don't ask if there is anything else you can help with Don't encourage customers to bring up other issues at the end of the interaction. </td> <td>Always applicable. </td> </tr> <tr> <td> Don't encourage the customer to contact us again Don't use any formula or sentence that unnecessarily invites the customer to reach out again. </td> <td>Always applicable. </td> </tr> <tr> <td> Don't ask or influence the customer to complete a customer satisfaction survey Never talk about the customer satisfaction survey, unless the customers specifically asks you about it. Refrain from using the word 'satisfaction' to gauge the customer's contentment. </td> <td>Always applicable. </td> </tr> <tr> <td rowspan="3"> Close the contact in line with eBay's guidelines   </td> <td> Show appreciation for the customer's contact

(and business when appropriate) 'Thank' the customer for contacting eBay and their continued business with us (if the customer is not new to eBay). </td> <td>Always applicable. </td> <td rowspan="3"> Example 1: "Thank you for contacting eBay Customer Service, we appreciate your business. I hope you have a great day!" Example 2: "We appreciate you chatting with eBay Customer Service today. I am glad we were able to resolve all your concerns, please stay safe out there!" </td> </tr> <tr> <td> Brand eBay Customer Service 'eBay Customer Service' is the service marketing brand we use for all interactions and should be considered verbatim, localized into all languages. </td> <td>Always applicable.</td> </tr> <tr> <td> Close the contact with an appropriate salutation Close the contact with an appropriate statement, which leaves a lasting impression with the member. </td> <td>Always applicable. </td> </tr> <tr> <td>Comply with the AUX Code Usage Policy</td> <td> GUIDE1731 </td> <td>Always applicable as per GUIDE1731.</td> <td colspan="1" rowspan="6"> </td> </tr> <tr> <td>Comply with the SR Closure Policy </td> <td>GUIDE1540 </td> <td>Only applicable as per GUIDE1731. </td> </tr> <tr> <td>Comply with the Disconnect Policy </td> <td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731 </td> <td>Only applicable as

per <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731. </td> </tr> <tr> <td><a

id="Paused" name="Paused">Comply with the Paused Policy </td>

<td><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731 </td> <td>Only applicable as

per <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731.

 N/A ONLY when the policy

cannot be applied as per <a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731.

 For example: The TM

did not pause the SR.

 Additional guidance notes: In cases where

the teammate needs to pause an SR due to technical issue, they should not be marked down for

invalid paused use case.</td> </tr> <tr> <td><a id="Documentation"

name="Documentation">Comply with the Documentation Policy </td>

<td> </td> <td>Always applicable as per the individual Policy

GUIDES.</td> </tr> <tr> <td><a id="ACW_1"

name="ACW_1">Comply with the ACW Policy </td> <td><font

color="#333333"><a

href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

target="_blank">GUIDE1731 </td> <td>Applicable as per

<a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1731"

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