

Service metrics and benchmarks

GUIDE.TALKING_POINTS

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1639&ViewLocale=en_US#generaltalkingpoint; General

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1639&ViewLocale=en_US#SNADtalkingpoint; SNAD

https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1639&ViewLocale=en_US#INRtalkingpoints; INR

General

[name="generaltalkingpoint"](#); How can a seller access their service metrics?

To access your service metrics, go to the Seller Hub, select Performance, and then select Service Metrics

If you haven't opted in to Seller Hub, go to <http://ebay.com/sellerhub> and click Start using Seller Hub, select Performance, and then select Service Metrics

If you are unable to access Seller Hub, you can access your service metrics through the Sell section of My eBay.

Sellers who have a high or very high rate of Item not received or Item not as described requests receive an email notification with a link to their service metrics

Why have you introduced these Service Metrics?

These metrics show whether you are receiving a low, average, high, or very high number of requests compared to similar sellers

These metrics can help you focus on improving setting and meeting buyer expectations

Providing a better customer experience can help you attract new and repeat buyers

These metrics can influence your search ranking in Best Match. Sellers with low rates of Item Not Received and Item Not As Described return requests receive higher ranking

How often do you evaluate a seller's service metrics?

Sellers with more than 400 transactions in the last 3 months are evaluated over a 3-month window

Sellers with fewer than 400 transactions in the last 3 months are evaluated over a 12-month window

Metrics and peer benchmarks are recalculated on the

20th of each month

- Do all requests count in my metrics?
- Your item won't be counted in your service metrics as a case filed or a transaction if:
 - It was sold in a category which isn't covered by the eBay money back guarantee
 - You canceled a transaction
- What's the difference between selling performance standards ratings in the seller dashboard and service metrics?
- Service metrics are separate from seller performance standards ratings
- Seller performance standards are based on where an item was shipped to
- Service metrics are based on the site where you most commonly list your items
- How can a seller monitor their service metrics?
- To monitor your service metrics, review your current evaluation
- To see how your service metrics are trending, review your projected rate
- How does a seller know that their service metrics are fair and accurate? We've considered many parameters to ensure that you're measured against your peers in a fair and accurate way. Through data analysis and seller input, we've identified the factors that meaningfully affect request rates independent of seller performance.
- We have protections in place to ensure that your metrics aren't impacted by situations outside of your control such as postal disruptions, system bugs, and severe weather. Are service metrics global?
- Yes, service metrics are global. If you list on multiple sites you'll have service metrics for each listing site.

SNAD

When did consequences begin for sellers with Very High Item not as described rates?

- 1st of Feb 2019

Sellers have no control over whether a buyer opens a return request. Although you can't prevent a buyer from opening a return request, you can make sure your listing is accurate. We recommend that you:

- Monitor your inventory, making sure items are functioning properly before dispatching them
- Include any original tags, receipts, or authentication certificates in the listing photos and provide copies to the buyer
- Inspect your item when creating your listing
- Describe all faults or flaws your item may have

- Take photos of the actual item. Include multiple photos from different angles
- Take pictures of any original tags, receipts, or authentication certificates
- Pack your item well to prevent damage during shipment
- Double-check that you ship the correct item to each buyer

When packing your item, verify that you included all the items described in the listing

Why are sellers being penalized for buyers claiming the item was not as described when it's actually remorse?

The intent of these metrics is to measure you against your peers

You're measured against sellers who are selling similar items, in similar condition, with a similar return policy, at a similar price point

All Item not as described return requests are counted the same for all sellers

eBay considers all open Item not as described return requests

We provide a breakdown of Item not as described return requests to help you prevent future requests

A seller has a very high rate of Item not as described requests and receives an additional 5% final value fee. If they receive a final value fee credit due to an unpaid item or buyer-requested cancellation, is the additional 5% fee included?

If a seller receives a final value fee credit due to a cancellation request for the 'Buyer didn't pay' reason, buyer-requested cancellation, or eBay Money Back Guarantee refund, the full final value fee is credited. This includes the additional 5% for having a very high rate of Item not as described requests.

Internal Information

While credits for cancel transactions and eMBG refunds are applied immediately, UPI credits are processed weekly. A seller could notice a delay and get in touch to ask about it.

Why does eBay insist on sellers offering free returns, and then flag my high number of returns?

We encourage sellers to offer the pre-sale best customer service they can, including free returns

The service metrics help identify any listings that are not meeting buyer expectations after the sale, with guidance on how to minimize returns

What if a buyer is abusing the return process?

If a buyer has a history of filing questionable returns, we automatically

remove their return requests from our calculations

- If we don't see a history of returns abuse, we don't remove questionable returns requests. All sellers receive some questionable returns, and our peer benchmark reflects this
- We want sellers to focus on reducing the preventable returns and not worry about disputing every return request

What if events outside my control cause my rate to be very high?

- We automatically adjust your Item Not Received and Item Not As Described request rate, when:
- The transaction was part of an ATO
- The buyer who filed the INR/SNAD was abusive
- The shipment receives a carrier scan within your handling time - even if it arrives late - due to carrier disruption, eBay site bugs, natural disaster, or severe weather
- Events that are covered by this protection will be posted [in a href="http://www.ebay.com/aw/marketing-uk.shtml">seller announcements](http://www.ebay.com/aw/marketing-uk.shtml)

To report events that may merit adjustments, please contact us

- The seller can see which transactions were excluded from their rate if they download a service metrics report. In that report they will see a column labeled "Included in rate calculation" and then a Yes or No
- Why do some sellers see a different rate on the left side of their service metrics than in the service metrics graph?
- If there's a different rate on the left side of a seller's service metrics than in the service metrics graph, we've adjusted the seller's rate
- For example, items sometimes arrive late due to carrier disruptions, site bugs, natural disasters, or severe weather. Impacted sellers may see an average INR rate on the left even if it shows as high in the graph on the right
- We use the rate on the left to determine consequences

What level of category is used in the Item Not As Described metric?

- The metric is based on the top-level category. For example: Pottery & Glass, Cell Phones & Accessories, Health & Beauty

INR

[name="INRtalkingpoints">Will eBay remove INR consequences from a seller's account? \(seller is eligible\)](#)

- In some extreme circumstances, eBay may override

the INR consequences on a seller's account

- Sellers must be able to provide a valid reason or proof to justify this override

Does eBay compensate sellers for the loss of sales caused by INR consequences?

- Because we're not able to calculate the impact the change to your estimated delivery date had on your sales, we don't provide compensation to sellers

What if a seller receives an INR for reasons beyond their control?

- On occasion, a natural disaster or unexpected event may disrupt a seller's ability to ship on time. These events are reviewed on a case-by-case basis to determine whether they qualify for eBay protection. However, per our user agreement, we don't provide compensation for delays or disruptions in our services

Do all INR requests count in my metrics?

- Yes, all "item not received" request open will count in your Service Metrics calculation. In some instances we understand you may not be at fault. If you use one of eBay's intermediated shipping programmes, you will be automatically protected:

- The global shipping program
- SpeedPAK
- eBay managed winit warehousing solution

If you post your item within your stated handling time but it arrives late due to carrier disruptions, site bugs, natural disasters or severe weather, this will not negatively affect your seller metrics. Sellers have no control over whether an item gets lost eBay recognizes that it isn't the seller's fault when a postal service loses a package. However, sellers are responsible for ensuring the buyers receive the items they purchase. When an item is lost, it creates a negative experience for the buyer. It's important that you select a postal service that you trust to deliver your items safely and on time.

We recommend that you:

- Ship your item to your buyer promptly
- Prevent discrepancies or differences in shipping time by shipping the item with the postal service you describe in your listing
- Provide tracking to your buyer as soon as you ship the item

If your item is lost or delayed because of wide-scale disruption, your Service Metrics are not impacted.

[GUIDE.DETAILED_INFORMATION](#) If a seller is Very High for SNAD Service

Metrics, how and when are they charged the 5%? The evaluation period quoted on site to sellers is the timeframe of transactions that are reviewed. The actual evaluation is done the month after that. For example if a sellers evaluation period is Jun-Aug. That means all transactions from 1st Jun-31st Aug are reviewed in September. The 5% is then charged the month after the evaluation. Using that same example: the seller's evaluation takes place in September. The 5% will show on their October invoice for all transactions 1st - 31st October. Item not as described rate - which types of return requests are counted? All 'Not as described' Returns are counted Service Metrics calculation Item not as described rate - what is it based on? The seller receives service metrics and peer benchmarks based on the top-level category and the site that they list on. For example: If a seller lists watches in the Jewelry & Watches category on the US eBay site, they would receive service metrics and peer benchmarks based on the Jewelry & Watches category of eBay.com. If the seller also sold antiques in the Antiques category on the UK eBay site, they would also receive service metrics and peer benchmarks based on the Antiques category of the eBay.co.uk site. Sellers should review and manage the Item not as described rate and peer benchmark assessment for each category and listing site and that they sell on. Item not received rate - what is it? A sellers Item not received rate is the percentage of transactions in which buyers requested information about an item that was already expected to arrive, or where tracking shows the item as delivered but the buyer has not received it. Item not received rate - what is it based on? The seller receives service metrics and peer benchmarks based on the shipping destination and the site that they list on. For example: If a seller sold items listed on the US eBay site to US buyers, they would receive service metrics and peer benchmarks based on sellers selling to US buyers on eBay.com. If the seller also sold items listed on the US eBay site to international buyers, they would receive service metrics and peer benchmarks based on sellers selling to international buyers on eBay.com.

Sellers should review and manage the Item not received rate and peer benchmark by listing site and by shipping destination. Service metrics come from sellers listings on the US site (eBay.com) and certain international eBay sites, including ebay.ca, ebay.co.uk, ebay.de, ebay.fr, ebay.it, ebay.es and ebay.com.au. Peer benchmarks Because eBay is a global marketplace, with millions of sellers offering a diverse range of products to buyers all over the world, the most accurate and useful comparisons for sellers are produced by tailoring benchmarks to circumstances similar to each seller. Peer benchmarks are comparisons of a sellers rate of Item not received and Item not as described requests to the rates of sellers offering similar products under similar circumstances, including selling price, terms of sale, and shipping destination. Item not as described peer benchmarks The peer benchmarks for the Item not as described metric is created by comparing a seller with sellers on the same listing site, selling items in the same category with a similar price point, return policy, and delivery estimate. Example

	Seller	Peer group	Listing site	Category	Transaction volume/Lookback period	Average selling price	Average item condition	Average return policy	Returns accepted	Average delivery estimate
			eBay.com	Jewelry & Watches	3 month	\$53	New			3 days
			eBay.com	Jewelry & Watches	3 month	\$50-\$100	New			Less than or equal to 10 business days

Item not received peer benchmarks Peer

Seller	Peer group	Listing site	Shipping destination	Transaction volume/Lookback period	Average selling price	Average delivery estimate
eBay.com	eBay.com	eBay.com	Domestic	3 month	\$53	3-7 days
				3 month	\$50-\$100	Less or equal to 10 business days

What peer benchmark rates mean

Item not as described	Item not received	Low
-----------------------	-------------------	-----

The seller is performing better than most of their peers in:

- setting and meeting the buyers expectations for item condition and careful packaging
- ensuring orders are correct and complete before shipping

The seller is performing better than most of their peers in:

- meeting their handling commitments
- uploading tracking for buyers when available
- using shipping services as fast or faster than those offered in their listings

The seller is performing as well as their peers in:

- ensuring that buyers receive the exact item they ordered
- setting and meeting buyer expectations

The seller may have some Item not as described return requests which could have been prevented.

 Note: Some sellers rates may be higher than average but they have too few total Item not as described return requests or their rate is too low to be evaluated as high or very high. See the following sections for details. </td> <td valign="top"> The seller is performing as well as their peers in meeting their delivery commitments. The seller is doing well, but should check their guidance and reports to see if there are opportunities to reduce preventable requests.

 Note: Some sellers rates may be higher than average but they have too few total requests for items not received or their rate is too low to be evaluated as high or very high. See the following sections for details. </td> <td valign="top"> </td> </tr> </tr> <td>High</td> <td valign="top"> The seller is not performing as well as their peers in ensuring that buyers receive orders and in setting and meeting buyer expectations.
 The seller had at least 10 return requests with 10 unique buyers for items not as described and a minimum 1% rate in the category. </td> <td valign="top"> The seller is not performing as well as their peer sellers in meeting their delivery commitments. The seller had at least 10 requests with 10 unique buyers for items not received, and a minimum 1% rate for the shipping destination. </td> </tr> </tr> <td>Very high</td> <td valign="top"> The seller is failing to meet buyer expectations at a rate that statistically stands apart from their peers. The seller had at least 10 return requests with 10 unique buyers for items not as described and a minimum 1% rate in the category. The seller may experience consequences in the listing site/category where theyre rated very high </td> <td valign="top"> The seller is failing to meet delivery commitments at a rate that statistically stands apart from their peers. They had at least 10 requests with 10 unique buyers for items not received, and a minimum 1% rate for the shipping destination. The seller may experience consequences in the listing site/shipping destination where theyre rated very high </td> </tr> </tbody> </table> What sellers should do Were empowering sellers to proactively manage requests and returns, and better manage non-performing sales. We recommend that sellers familiarize themselves with and continuously review their service metrics as their business grows. Peer benchmarks are updated with each evaluation cycle. Theres no set

percentage. Sellers should check their peer benchmarks regularly to ensure that their rates are in line with their peers.

GUIDE.TIPS_FOR_MEMBERS

Reducing request rates
Staying up to date with their service metrics and peer benchmarks helps sellers understand how they're performing and how they compare to other sellers.

Sellers can reduce Item not as described return requests by:

- Ensuring new items are described accurately, sealed, and are in their original packaging
- Inspecting refurbished and used items closely for hidden defects and damage
- Clearly and accurately describing your items and return policies
- Using lots of high-quality photos and item specifics in your listings
- Packaging items carefully to prevent damage during shipping

Sellers can reduce Item not received requests by:

- Uploading tracking.

Orders with missing or invalid tracking information are more likely to have Item not received requests. Tracking information allows both seller and buyers to see orders every step of the way. It also protects the seller in Item not received cases.

With [eBay labels](https://pages.ebay.com/seller-center/shipping/ebay-labels.html), tracking is uploaded automatically.

- Setting accurate handling times.

Handling time is a commitment to buyers to get a package to the shipping carrier on time. Sellers need to set a realistic handling time and stick to it. Sellers often adjust their handling times during busy seasons or popular promotions.

For more information on creating effective listings, see [Seller best practices](https://cskbapp5.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1106&viewlocale=en_US&curPage=art&prevPage=srp#basic)

Basic selling tips

and [Improving search placement](https://cskbapp5.vip.ebay.com/cskbapp/art?page=content&id=GUIDE1084&viewlocale=en_US&curPage=art&prevPage=srp#TipsforMembers)

Tips for members

GUIDE.SUMMARY

What

- Service Metrics are peer benchmarks for Item not Received (INR) and Item not as

Described (SNAD) cases

- Well compare each seller's open case rate vs their peers and apply consequences to sellers who are rated Very High
- Sellers can monitor their Service Metrics through a dashboard in Seller Hub

The Service Metrics dashboard includes:

- Peer benchmarks comparing the seller's metrics with similar sellers
- Insights into why buyers are making these requests
- Tips to help reduce rates of these requests
- Why
- When a customer makes a purchase on eBay, they expect to receive the item as it was described in the listing
- In order to meet buyer expectations, sellers need to create accurate listings and ship items quickly
- Managing Item Not Received and Item Not As Described return requests from buyers can be time-consuming and costly
- Being aware of Service Metrics and peer benchmarks can help reduce these requests

Where Service metrics appear in the Performance tab of the Seller Hub:

<https://www.ebay.com/sh/performance/service-metrics>

When

- Sellers with more than 400 transactions in the last 3 months are evaluated over a 3-month window
- Sellers with fewer than 400 transactions in the last 3 months are evaluated over a 12-month window
- Metrics and peer benchmarks are recalculated each month

GUIDE.RELATED_LINKS

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1435>

[Seller performance standards](#)

<https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=4346>

[Selling practices policy](#)

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1446>

[Seller Hub - features, how to use](#)

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1366>

[Seller Dashboard - seller performance summary](#)

href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=LIVE1697#sellermetrics">Overview of Seller Release announcements </h2>