

Buyer Enthusiast Program Overview

<h2>GUIDE.SUMMARY +++ DE only Buyer Enthusiast Program +++
 What is the Buyer Enthusiast project about?

 An Enthusiast is a loyal buyer that frequently and consistently uses our services, rather than one-time or infrequent buyers.

 DE Buyer Enthusiasts represent over 15% of the eBay Buyers.

 PROMINENT HELP: make it easy, quick & simple for DE Buyer Enthusiasts to access direct help from eBay through increased accessibility to get help and easy access to tailored self-service content. Easy escalation to a teammate. Personalized Help Hub landing page for DE Buyer Enthusiasts on all devices.

 DEDICATED SERVICE EXPERIENCE: providing DE Buyer Enthusiasts with a dedicated Customer Service team, offering personalized service and empowered to make decisions and go beyond to enhance the resolution of a bad buying experience, delivering targeted claims treatment, allowing time to create a personal and nurtured relationship.
 New CS Segment for DE Buyer Enthusiasts and contacts routing to a dedicated GCX Team for M2M and BUY topics.
 CS Segment is visible in Agent Desktop and Communicator.
 No change for contacts via Sell, e2M, Payments, others.

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