

China Item Quality Control process

GUIDE.SUMMARY What: Buyer experience are very important for all sellers and eBay. Buyers make purchase after review the item description, so the item page are the first experience from buyer. To help our Greater China sellers to conduct self-management on listing level quality defect performance on top of whole account level performance management, we have developed this Listing Quality Control process to help sellers track their listing quality issue. Sellers is required to remove those listings and fix the quality issue as soon as possible Who: eBay accounts with Greater China (China mainland\Hong Kong\Taiwan) country site have certain amount of cross board trade with other country buyers How: Weekly evaluate past 8weeks in-scope transactions Publish Referral on Portal Seller Dashboard; Seller Action; Check Seller Action;

GUIDE.RELATED_LINKS Portal seller BBE dashboard guide (External)

<http://community.ebay.cn/portal.php?mod=view&aid=247>

<http://community.ebay.cn/portal.php?mod=view&aid=247>

Portal seller BBE dashboard backend tool: (internal for GC CS only)

<http://www.ebay.cn/maisha/sellercenter/performance tool/backend/>

GUIDE.TALKING_POINTS

What is QC? QC is to help seller to conduct self-management on listing level defect performance on top of whole account level defect performance management. Within QC framework, seller is required to remove listing with quality issue to meet predefined target and improve account performance; for seller with good performance, they will be grant more opportunity for business growth. The non-compliance seller will subject to listing removal from eBay and hold on possible limit increase. What should the seller do if the listings are caught the first time in the QC? Seller should make its own combination among identified QC listing to reach

80% removal rate before deadline. Can eBay clearly open QC listing removal criteria to sellers on seller center of our portal? The QC listing based on listing disputes and feedback from buyers. We already list all issue listings on your Portal dashboard, you can easy get the details and find the issue. Why an eTRS seller still needs to end listings? There are four seller standard programs on eBay platform, especially for CBT seller who is selling to multiply corridors. Each program could only reflect the performance of specific corridor.
 QC model would automatically exempt QC listings on eTRS listing site.
 For example, seller A is eTRS on US site, Above Standard on UK site, Below Standard on DE site. Then the QC listings identified on US site would be waived in backend model, as seller is eTRS on US site, while QC listings on rest site would remain. How often will the QC listing page update? Is there any alert or reminder email for seller so that they will not miss it? Every Wednesday, Seller Dashboard will update new batch identified QC listing pool and compliance target, as well as the closed batch compliance result; Seller Dashboard will conduct daily update on listing removal and target achievement status checking.
 Meanwhile, eDM will be distributed to seller accounts if the account has QC listing and need to take action in each week. What should I do for listings ended/ taken down? Can I relist? Seller should investigate the quality issue and conduct actions accordingly to resolve the quality issue like revise listing description / change picture or change sourcing vendor. The listing can be relisted when the quality issue resolved. </h2>