

Add-on Service Platform

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 </h2><h2>GUIDE.TALKING_POINTS I do not want this add-on service offered on my item listing. Teammate instruction 1st talk about the benefits of offering the service. eBay is offering the service to meet a buyer need. Sellers have found this service to be a positive addition and we have seen increased conversion on eBay of sellers that have this add-on service.

Exceptions We're offering a service that doesn't work with the products this seller sells. Teammate should confirm the products the seller sells doesn't require assembly or

installation. The offering is provided by a competitor of the seller. For example, AT&T phone plans being offered on Verizon store. Escalation path Direct all escalations to the DL: DL-eBay-Add-on

Services. This DL is the escalation path for triage and potential removal from the program. The information in the email will be reviewed and a teammate will follow up with the seller on the

resolution. If removal is approved, it may take a few business days to remove the service, but we will do our best to remove it within 24 hours of having all of the necessary information. To escalate the request for potential removal of this add-on service the following information is required:

Seller ID. Example of item (item number) that includes the service they want removed from their listing. Confirm if it is only this service or are there concerns with other services on their listings. A clear business case for why they

need to be opted out of this add-on service. Caution to the Seller: If you're opted-out of this add-on service it will be removed from ALL of your listings. Can I provide my own add-on services? If a seller wants to offer their own services through the Add-Ons platform, their request must be escalated and reviewed. The following information is required in order to be

considered: Description of services they offer Sellers email

address User ID Confirm seller has checked and meets the following criteria: Nationwide coverage (includes Alaska and Hawaii) Service will work well across entire leaf category Competitively priced for the service The service must have a history of good ratings, reviews, net promoter score (NPS) The service must meet a buyer need The service provider must be willing to be vetted. If the service they are offering is a product or subscription, they must have the rights to sell the product, accompanied with an approval from the manufacturer. Escalation path Direct all escalations to the DL: DL-eBay-Add-on Services.

This DL is the escalation path for triage and review of request to be included in the add-on services program. What if I need to purchase more than 1 service? There may be use cases where the service offered covers installing up to a max quantity of units (say 5) and the buyer is making a purchase of a bundle (say 10). In this instance, the buyer can increase the quantity of their purchase of the service in the cart to 2, to cover the service for the additional 5 units. I bought this item without the add-on service, but now I would like to purchase an add-on. Are the add-ons searchable to be bought separately? The service can be found in 1 of 2 ways: Many of the services will be searchable. In cases where the service is not searchable, the buyer will need the Item ID of the service listing. I bought this add-on but now I want to return or cancel it. If purchase is still within the cancel window (window of time that is stated in confirmation window), customer can cancel through the eBay site. If purchase is after the cancel window, customer must contact the seller through the eBay platform or contact the vendor's customer service. Most services may not allow returns because there is nothing to return. We should direct buyers to the sellers cancellation and return policy or reach out to the service provider directly. What is the credibility of the vendors and the people coming into my home? Vendors and people coming to your home agree to guidelines around collecting and deleting

personal information about eBay customers. We also require background checks and require that the partners we work with employ highly qualified professionals. I bought the service, digital download or subscription, now what? You will receive an email from the seller with instructions. In the case of installation or assembly, please follow the instructions to schedule your appointment. In the case of digital downloads and subscriptions, please follow the instructions to download your product and/or set up your subscription.

Internal Information / Teammate instruction

Following are examples from vendor contracts to help you, as a teammate, feel confident as you assure customers about vendor credibility.

Section 8A of vendor contract: Vendor agrees that it shall delete all Personal Information of all eBay Customers from its electronic records and systems within seven (7) years after the date that such Personal Information is collected or received by vendor (or shorter time, if any, as may be required to comply with any applicable Legal Requirements).

Section G of vendor contract: Background Checks: Prior to the performance of any Services at or within the home or residence of an eBay Customer, vendor will ensure that all Providers have 1st undergone a background check consistent with all applicable Legal Requirements and industry standards, which include, at a minimum, confirmation of their identity (by way of a governmental issued identification document) of all personnel performing such Services, a state and federal criminal background check, and verification that they are licensed and insured to the extent required by applicable law. Vendor shall not permit any person to perform Services at or within the home or residence of any eBay Customer any person whose background check discloses a criminal conviction for any felony or misdemeanor involving violence or dishonesty, is not properly licensed or properly insured to the extent required by law or would be reasonably expected to present a higher than normal security risk.

How are the services listed on the item pages? Are they integrated on the product pages?

Effective as soon as September 2018, the Add-Ons Platform displays on View Item pages. Later, the feature will appear on eBay product pages as well.

What are the different types of digital downloads? Can you provide examples? I can offer you a number of examples of different types of digital downloads. These are examples and don't necessarily represent a list of eBay vendors.

 Subscriptions for software
 MS Office
 Adobe
 TurboTax
 Antivirus software
 Quicken
 Corel
 H&R Block

 Subscriptions for digital streaming services
 Hulu
 Netflix
 Nintendo digital
 Fender Play

 Digital downloads
 Music
 Movie titles
 Magazine/ news
 Auto repair manuals
 Home appliance repair manuals

 Subscriptions for physical goods/ services
 Cell phone plans
 Gamefly
 Birchbox
 Stitch Fix
 Trunk Club
 Blue Apron
 Swing Designs
 Hello Fresh
 Winc
 WineDirect

 </h2><h2>GUIDE.SUMMARY What
 Installation, assembly, digital downloads and subscriptions, or other product supplements (or "add-ons") available on eBay.
 Provides buyers opportunities to purchase services as add-ons to their eBay transactions.
 Starting with a service provider for installation and assembly services for Home & Garden, Sporting Goods, and Electronics categories on eBay.
 In the future we'll provide the following add-on services:
 Cell phone plans
 Game and software downloads and subscriptions
 Online guitar lessons

 Following are some of the providers we are working with:

 Note: This list will grow and change over time.
 Arvato: digital-direct
 Fender Play: fender_outlet
 Handy: handy
 InstallerNet: installernet

[Porch:](https://www.ebay.com/usr/porchservices) [RedPocket:](https://www.ebay.com/usr/redpocketstore)

[Tracfone:](https://www.ebay.com/usr/tracfonewireless)

When

As soon as September 4, 2018 - Soft launch to desktop web (dWeb) only

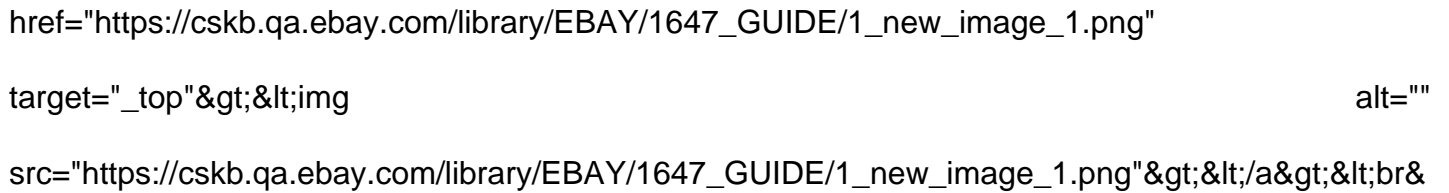
Where

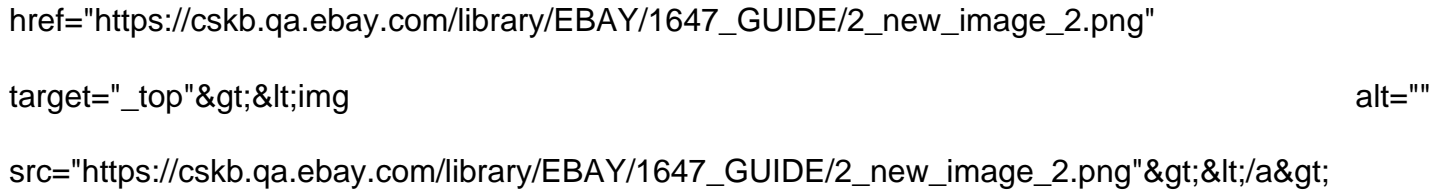
United States (US)

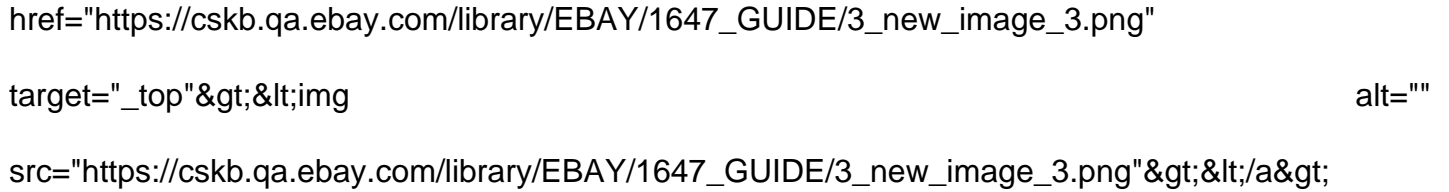
Examples

The following examples provide you with information about how these services will appear to the customer. These are mock ups and we're using 1 vendor (Porch). As we add new vendors, we'll base the new experience on this customer flow. Service provider pop up

Where to select the add-on

After you've selected an add-on

Shopping cart

Vendor help page

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