

Managing Orders

Your eBay order can be accessed from Seller Hub > Orders. From here, you can perform the following functions:

- Dispatch orders
- Cancel order
- Print postage labels
- Add tracking
- Leave feedback

Returns

Return Policies

The return conditions for an item are set by creating a 'Business Policy' set in account settings > business policies. A seller can create multiple return policies, one of which is applied to each listing. Policies set the following conditions

- Whether domestic returns are accepted
- Whether international returns are accepted
- Return period e.g., 14, 30, 60 days

Note:

- As a business seller, you may have legal obligations to accept returns
- To qualify for a premium seller discount, the listing must offer a minimum 30-day return period

Managing Returns

A buyer should request a return through their account to return an item. When the return is requested, it needs to be approved by the seller. Once a return is received, the seller can then refund it.

Return address

Seller's Return address is set under account settings > addresses

Return Settings

The return approval process can be automated to pre-approve or automatically refund returns under certain circumstances. The criteria set include:

- Return reason
- Order value
- Specific item
- Item category

These settings can be found in Seller Hub > Orders > Return preferences.

Feedback

The buyer and seller can rate each other for each transaction by leaving feedback. Feedback is a vital part of eBay's ecosystem and provides buyers with confidence that they are dealing with a reputable seller.

Feedback profile

Every eBay member has a Feedback Profile, which includes basic information about the member and the feedback that their trading partners have left for them. The buyer and seller can rate each other for each transaction by leaving feedback.

A buyer can leave positive, neutral or negative feedback along with a comment. If a seller wants to leave feedback for a buyer, they can only leave positive feedback and a short comment.

Example feedback profile page: https://www.ebay.co.uk/fdbk/feedback_profile/hellobabydirect

Detailed seller ratings

The buyer can also rate the seller on additional criteria known as detailed seller ratings alongside the feedback rating. These are:

- Accuracy of the item description
- Communication
- Dispatch time
- Postage and packaging charges

These detailed seller ratings do not count toward the Feedback Score and are anonymous. This means that sellers cannot tell which buyer left which detailed rating, so buyers can feel free to leave ratings that honestly tell the story about their experience.

Note: detailed seller ratings cannot be revised.

Revising feedback

A seller can request a feedback revision from their account. This request can either be accepted or declined by the buyer.

Feedback cannot be revised unless a revision request is sent. A revision request is sent from the feedback form.

Feedback best practice

eBay sellers should closely monitor their feedback as your feedback percentage indicates your trustworthiness as a seller. If you receive negative feedback, you should:

- Respond to all negative feedback with a message
- Contact the buyer to see if there is anything that can be done to remedy the situation
- Send a feedback revision request if they agree to change their feedback

You are eligible for 5 feedback revision requests per 1,000 feedbacks received in the past 12 months. This is done from the feedback forum > request revision

<https://pages.ebay.com/services/forum/feedback.html>

Feedback automation

The leaving of feedback can be automated from Seller Hub > Listings > automation preferences. The options are:

- Buyer has paid for this item.
- Buyer has paid for this item and left me positive feedback.

One of more feedback notes can also be specified to leave alongside the feedback score. If more than one is given, eBay will use them in rotation.

Customer Questions

Customer queries will appear in my eBay > Messages.

Disputes and unpaid items

Unpaid items

If a buyer does not pay for an item, you should start an unpaid item case to claim back the fees.

This can be done from the order profile in seller hub > orders

To automate this process, you can engage the unpaid item assistant. This will automatically start an unpaid item case after a set number of days and close it automatically a few days later.

This is set in account settings > site preferences > Preferences for items awaiting payment

Disputes

If a customer is not happy with the item they have purchased, they can start a dispute. Disputes have two stages

- **Work it out.** Buy and seller communicate about their issues
- **Escalated to eBay.** The buyer escalates the issue to eBay, and they adjudicate

Disputes can take two forms:

- **Item not received.** Under these circumstances, the buyer must provide tracking details otherwise they will lose the case if the buyer decides to escalate
- **Not as described.** This will usually result in the buyer returning the item to the seller at the seller's cost if the buyer decides to escalate.