

Customer Service Strategies on eBay

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Customer service is important on eBay. Buyers rate their satisfaction with sellers, and your rating can make a difference on whether potential customers are willing to buy from you.

Customer service strategies on eBay start by providing an accurate product description. Displaying clear pictures and describing any imperfection shows the buyer what to expect. It's much better for customer satisfaction if the buyer receives a product in better shape than he expected than if you oversell and disappoint your customer.

Customer service strategies on eBay include acknowledgement of the winning bid and prompt shipping information. Use an automated response to let the buyer know you have received his bid. Acknowledge payment quickly. Ship immediately, and inform the customer when the product is shipped. Customer service strategies include providing a tracking link to the product whenever possible.

Some eBay sellers offer free shipping as a customer service strategy. If you charge for shipping, don't charge much above shipping costs. Customers notice the postage cost and will likely complain if the shipping and handling is several dollars over. They understand the cost of materials, but they don't want to pay for your time to package the product.

Customer service strategies on eBay include a return policy. It is worth it to accept returns any time a customer asks. You can probably resell the item, and receiving a good rating is worth the cost and hassle.

Customer service strategies on eBay are not any different than traditional online stores. Make sure the product is as good as you say it is, don't inflate shipping and handling, ship quickly, and have a liberal return policy. This is the way to achieve high customer service ratings.