PREVIEW Changes will not be visible to customers until published.

QATH Guide

View in Help Scout

General

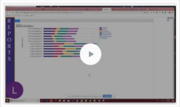
Quality Assurance Tophatter (QATH) provides response quality insights to the BCS team. QATH can be accessed by visiting http://qath2.ga/

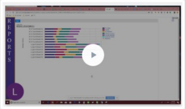
This symbol appears on the top-right hand side of the page and will spin to indicate the tool is loading.

To zoom in on a graph: Hold left click and drag the area you wish to zoom

To zoom out on a graph: right-click anywhere on the graph which will reset zoom or zoom out to the maximum level.

Video demonstration:



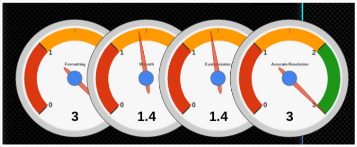


What do the dials mean?

The dials are the best way to get your overall score. Each scored Category has a weight, as follows:

- Formatting 10
- Warmth 10
- Customization 30
- Accurate resolution 50
- Above and beyond +20
- Critical error -100

Convert to decimal, and that is your score for the category. Add up all sections for your overall weekly QATH score.



In the example above, that means: 10% of 3.0 = 0.310% of 1.4 = 0.1430% of 1.4 = 0.4250% of 3.0 = 1.5 There is no Above and beyond or Critical errorSo this person's QATH score for the week is 2.36

Categories

Formatting: Measures the professionalism of formatting in the response. This is including but not limited to: spelling, grammar, punctuation, use of emphasis, use of Textile Syntax and style consistency.

Example: When sending an email always make sure to update the shopper name. Macros do not always default to the actual shopper name. The easiest way to verify the shopper's name is to go to the "Trust & Safety" info on the admin page of their account or to even check an invoice.

Warmth: Measures how well the response conveys positive human emotion. This is including but not limited to: empathy, sincerity, truthfulness, fun, joy, friendliness, compassion and rapport.

Warmth score too low? No points are given for Warmth when boilerplate macros are used, because macros by their nature are not warm or personal. Improve Warmth at the same time you improve your Customization score, by tailoring responses to the shopper and the issue at that moment.

Example: If a shopper sends a message stating they have received boilerplate responses before and asking to not receive the same type of response again, do not send another macro. Customize your response to directly address the shopper concern. Throwing in a brief "I'm sorry for this situation…" is another way to show empathy.

SEO experts among us may be familiar with "article spinning"--the rewriting of existing articles or parts of articles to replace certain words, phrases, sentences, or paragraphs to provide a slightly different variation of the same thing. Try it with macros to improve Customization!

Customization: Measures how well the response has been tailored to the situation. This is including but not limited to: Macro merges, custom text, personalization, and rewording.

Example: If a shopper is writing in requesting a return, make sure to edit the macro to directly address their concern. Instead of leaving the "I'm sorry this didn't work out…" when the shopper says they received a broken item, say "I'm sorry to hear your item arrived broken."

Accurate Resolution: Measure of the correctness of the information provided in the response. This is including but not limited to: All applicable processes being followed, correct processes being followed, correct escalation being followed, correct links being provided and correct explanation provided.

Keep an eye on the weekly and daily updates to ensure you're aware of the latest processes and procedures.

Example: If a shopper writes in about an order that is a year old, we cannot provide a refund. If a shopper writes in about returning an item we should never send an email telling them how to track their item. If a shopper writes in about SF Express we should always check PATH before sending them the SF Express macro.

Above and Beyond: Measure of added value not found within other categories. This may include but is not limited to: A strong demonstration of ownership, extensive customization, establishing or building rapport and handling unusually large tasks/cases.

Example: A shopper wants a spreadsheet of all purchases. A shopper writes in asking if we sell a specific item and instead of just sending the search macro we verify that the search option is even available to them and then also send over a direct link to a search we completed for them.

Think of how you can take the shoppers experience from good to amazing. Take a look over their account, is there anything you can proactively do to help them before it becomes an issue?

Fatal Error: Measure of critical mistakes that take away from most if not of all of the response of the response. This may include but is not limited to: Security/privacy breach, severe process errors, protocol errors. The current fatal errors are: Incorrect Merge, Incorrect Refund, Security Risk.

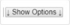
Examples: Incorrect merge occurs when emails are, or are not, merged correctly. If a shopper writes in about the same thing 3 times we can merge those cases to avoid confusion.

An incorrect refund occurs when refunds are provided to shoppers outside of our policy, or for incorrect reasons. For instance, if a shopper writes in saying they didn't receive an item and we refund it before verifying that tracking actually shows the item is still in transit within our allowed guidelines or has already arrived at the shoppers' address.

A security risk is when we share PII with a shopper via email. We should never share any sort of personal information with the shopper via email. Shoppers have access to their own accounts and can see their information there. We should also strive to verify shoppers before manually resetting their passwords.

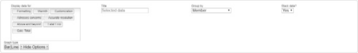
Graph Options

Graphs can be modified by changing their options. The options can be viewed or hidden by clicking on these buttons:



↑ Hide Options ↑

When the 'Show Options' button is clicked a bar will appear with the following options:



Title: Selected data

Group by: Member

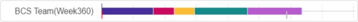
Stack data?: Yes

Display data for: This is where categories that are shown on the graph can be selected. Clicking in an empty space in the box will bring up a list of available categories. The order they are chosen in makes no difference.

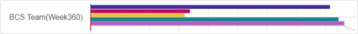
Title: This is where you can set a custom title on the graph. This feature is only currently supported for admins.Group By: Allows you to group or sort the data displayed on the graph by Member (Group), Week (Group) or the categories (Sort).Stack data:Allows you to choose if category bars are stacked on top of each other from the previous categories highest value (yes) or if they are all stacked from 0 (no).

Example:

Stack data is set to yes

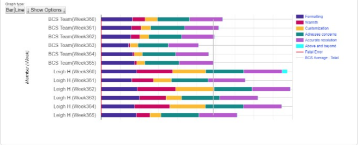


Stack data is set to no



After making any change in the options, you will need to click the bar or line option depending on the type of graph you want for the changes to be displayed.

Default team members view



The default view shown above provides you with a quick view of your stats for each week compared to the BCS teams stats. Each category is represented by a different color bar. The bars are stacked on top of each other to provide an overall score and the grey line indicates the average BCS total score. Any fatal errors would be represented by a red line. If chart options were customized and calc categories (BCS average) would also be represented by lines.

Line

Unlike the bar graph, the line graph does not display individual BCS Team week data. However, it can show the Average BCS data for all weeks.

QATH Training Guide Version 2.0 - updated 01/21/2020

Purpose

The purpose of this document is to be a living, collaborative, training guide for quality assurance at Tophatter.

Formatting

Free of Grammatical & Other Errors

10 points

Detractors:

- Grammatical errors
- Incorrect/missing information
- Confusing structure
- Incorrect Shopper name
- More than 1 minor typo
- Failure to update username/using incorrect username

Ways to improve Formatting scores:

- Always check the admin account for the correct shopper name
- Always use a correction tool (Such as Grammarly) to check for errors
- Include Aftership or other delivery links with all messages about the location of items or delivery delays

Ex 1: Grammarly is your friend!

It can be extremely useful in a fast-paced environment where we are more likely to mistype or simply miss something! It's free and, if you have Chrome, offers a free extension!

Link: https://app.grammarly.com/

Ex 2: When and how to format

Simple responses are best. Fancy formatting can be aggravating to the eye and can also lead to shopper confusion. The majority of formatting should involve:

- Bolding keywords/phrases that we want attention drawn to.
  - Example: A full refund has been processed to your original payment method.
- URL links within the email. A great time for this is when we are linking a shopper to tracking info.
  - Example: The tracking XXXXXXX shows delivery to the address on file.

Try to keep paragraphs as short as possible and break them up when needed. Paragraph breaks are the real MVP of any email correspondence! They are what makes something look like this easy to read section above rather than:

Simple responses are best. Fancy formatting can be aggravating to the eye and can also lead to shopper confusion. The majority of formatting should involve:
Bolding keywords/phrases that we want attention drawn to. Example: A full refund has been processed to your original payment method.
URL links within the email. A great time for this is when we are linking a shopper to tracking info. Example: The tracking XXXXXXX shows delivery to the address on file.
Try to keep paragraphs as short as possible and break them up when needed. Paragraph breaks are the real MVP of any email correspondence! They are what makes something look like this easy to read section above rather than:

Can you imagine trying to read this while hunting for a hidden answer to your simple question? Tophatter is a treasure hunt, but shoppers shouldn't have to hunt for clues to their questions!

There are times when limited formatting outside of these examples can be useful but we should keep most formatting to the minimal and not get too overly formatted.

Warmth

Genuine Care/Empathy

10 points

Detractors:

- The tone of the response (does this message sound friendly or does it sound aggressive?)
- Macros not edited to directly answer shopper questions
- Not making the shopper feel appreciated
- Not escalating properly when needed

Ways to improve Warmth scores:

- Show genuine empathy and friendliness
- Transparency - an integral part of this is not only knowing what information to share but how to share it. (Directly addressing key questions of the shopper rather than relying on scripted macros)
- Customization is Key! Macros are not written to convey warmth so always customize
- A lot of great examples of how to convey warmth have been shared in Slack and via Daily Updates - check those out for even more insight!
- Make the shopper feel appreciated
  - Opening and closing sentences that show thanks and care
  - Building a rapport, Make them feel heard

Ex 1: Be Welcoming

A welcoming introduction can be a countless number of things. It can be a "Thanks for joining us here at Tophatter." or a "Happy Saturday! I'm happy to help."

This can also sometimes mean slightly rewording the shoppers' original question so that they are reassured you are listening: "So from what you've mentioned, you're having trouble accessing your account. I'll be happy to help you today!"

Ex 2: Build a Rapport

If a shopper provides little details about themselves in their question, pepper some observations into your own response.

Shopper: This item is for my anniversary

Agent: Happy Anniversary! I'll be happy to look into this issue with you.

Ex 3: Credit Where Credit is Due

If we ever feel compelled to leave a credit for a reason that is outside of merchant issues - for example a shopper is upset about a platform change or any other reason not associated with an invoice, we can issue a small credit from the admin page.

Ex: Shopper is upset they had to cancel an item due to navigating away from the free-shipping page

- I understand your frustration with the shipping price, however, all item costs are shown while in the auction and it is up to the shopper to decide if the item is worth the value. We do have a Free shipping category that you can select at the top of the app or webpage but keep in mind that any actions you complete on the page will navigate you away from this category selection and you wlil need to reselect it to remain within that category! I've added a $5 credit to your account that will automatically apply to your next purchase of $6 or more. I hope you will use this credit to purchase something you love!
  - Always check the admin history to make sure shoppers aren't abusing this policy

This should not be confused with credits related to an invoice that are considered seller fault. See Daily Updates for examples of these! These should always be issued to the invoice directly from the dropdown.

Ex: Shopper is upset about a sale that was not honored

- I'm sorry to hear the seller failed to honor your winning bid. This is not typical of an experience on Tophatter. I have issued a $5 credit to your account that will apply automatically to your next purchase of $6 or more. I hope you'll use this credit to try us out again and find something you love!

Customization

#Mindfulness

30 points

Detractors:

- Unedited macro used
  - Unedited macros will receive zero stars
- Incorrect Information provided
- Edits to macro do not actually personalize to feel less robotic, such as not removing extra information or not directly address an actual shopper concern - keep in mind that macros are often "ballpark" answers and do not provide the specialized care and attention to detail that our shoppers should expect and receive. (Basically, treat each shopper as a VIP - every VIP started with one purchase!)

Ways to improve Customization scores:

- Customize all responses
- Proper customization isn't always about adding information, it can also mean you know when to remove unnecessary information. See 'TMI' examples shared in Slack recently!
  - Ex: Don't send the inauthentic macro if a shopper claims their costume jewelry isn't real. Just open a return request for them
  - Always check SF Express secondary tracking before sending the macro

Ex 1: Item Title Editing

Which seems better?

> *I see your Women Waterproof Backpack Men Bags Hiking Travel Outdoor Bag Men Laptop Notebook Backpack Sports Bag is still in transit.*

-Or-

> *I see your backpack is still in transit. Here is the tracking info! XXXXXXX*

Notes: Backpack is a pretty clear winner here. Item titles are super confusing and don't have a lot of oversight, so it's up to us to make sure when we are talking to a shopper we are providing the best, most informative and least confusing service possible!

Ex 2: TMI vs. Robust Replies

Analytical reading to discover the root cause of a shoppers issue is extremely important.

Shopper: "I've returned this fake 'made in china' Coach bag with tracking. Please issue my refund."

Agent: Hello (Shopper Name),

"I'm sorry to hear you were unhappy with your order XXXXXX for a Coach bag. First, I want to thank you for providing the return tracking for this order. I've gone ahead and issued a full refund back to your original payment method!

I also wanted to share some additional information about Coach bags that may help you with future purchases! Coach has been making bags outside of the United States for over a decade. This includes manufacturing in China, Vietnam, The Philippines, and around a dozen or so other countries! So keep in mind that finding a tag other than "Made in the US" in a more modern Coach bag is not an indicator of inauthenticity.

We have very strict selling policies in place and only allow verified merchants of branded items to sell on our platform. We have several shopper protection policies in place as well - such as the easy 30-day return policy you were able to use for this order! While we hope every shopper will be 100% happy with every purchase, we realize that sometimes things happen and we are happy to provide this service to you!

Please let me know if you have any additional questions. Thanks for being one of the best parts of Tophatter. :) Happy Bidding!Notes: So this message could have gone several ways. The above reply is one example of a robust response that doesn't give TMI but also doesn't give too little information. This is a situation of Goldilocks "Too Hot" "Too Cold" or "Just Right." We could have said:

- "Thanks for the tracking, I processed your refund" but that isn't the best response.
- We could also simply send the inauthentic macro with a few minor edits but that macro can often be scarier than it is comforting in these situations.
- The best option here is to go deeper and reassure the shopper for future purchases as well as gently educate them about authenticity.
  - 1) Respond to their refund request
  - 2) Provide insight into authenticity concerns and
  - 3) Reassure them we have protections in place for them that they are welcome to use anytime they are unhappy with a purchase as well as provide them some clarification on selling policies.

IMPORTANT NOTE:

Customization is not just adding polite opening or closing lines, though these can be important if they come from a genuine place. Macros are important to help provide pre-built solutions for the shopper or reminders for ourselves as to how to do certain things. For example, how to find an order number. They are also necessary to help us #tag cases correctly for tracking purposes.

Our replies should focus more on the "spirit" of the message rather than the specific details of the macro. Even if we use a macro it should feel personalized and not come across as a macro. Shoppers don't want robots, they want real people. Removing information, shuffling information to flow better and changing messages to "our own words" are all equally important to customization.

Accurate Resolution

Accuracy of Response

50 points

Detractors:

- Incorrect replies
- Incorrect policy/process
- Outdated information
- Incorrect links provided
- Not responding to all issues/orders
- Providing incorrect information
- Using incorrect macros
- Incorrectly editing macros to directly address concerns

Ways to improve Accurate Resolution scores:

- Check Daily and Weekly Updates often.
  - Ex: Check at the beginning, middle and end of your shift
  - Ex: Shopper Misty recently was flagged for return abuse and DUPs was updated to explain proper escalation.
  - Ex: SF Express numbers beginning with 460 were discussed in DUPs and the proper procedure for these was included.
- Ask in Slack before sending a response you're unsure of! Our team is quite senior at this point and if we work together we can make sure our shoppers are having a great experience.
- Basic quality control of responses to make sure we are providing the right information

- Make sure to address all shopper concerns directly and correctly
    - Ex: Include correct tracking links, FAQ links, links to various pages on shopper account etc…

It cannot be stressed enough the importance of checking Daily Updates during every single shift as well as weekly updates. And using the search feature in Slack as one of your first tools to provide excellent shopper support and stay on top of policy changes.

Ex 1: Be a TOPhatter

Working in support is just like any other career field - it's something that requires continuous learning and education! We need to feel like masters of our product. This can look like a number of things:

- Being a member of Slack channels that have information on product changes.
    - Changelog, iOS, android, supplyteam, loypro are just a few examples!
- Reading Daily Updates on each shift.
    - Also weekly updates posted in Slack and any other resources shared
- Being signed in and active in Slack while on your shift.
    - I highly recommend the desktop app vs. the browser, but it's ultimately up to you and what you like the most!
- Using the many resources at our disposal to get an accurate answer.
    - One unique way that I have tried to stay "on top of" industry trends is to make use of free learning platforms to take courses in various things. When Tophatter started using personalization more often on the platform, for example, I took a quick course in machine learning and its use in personalization!
    - Refresher courses on language/reading (such as the analytical reading video we all recently watched) can also be helpful. I use coursera and udemy for these!

All of this is just to say that there are countless ways we can stay on TOP of product improvements and policy changes at Tophatter. Make sure you know all the current things going on at Tophatter.

And, the most important piece, be your own quality assurance! Check your response before you hit the send button to make sure you have covered everything. And don't be afraid to ask questions! Chances are, if you're unsure of something, someone else is too! Ask your peers before going to a Team Lead for generic questions. ASK if you are unsure of a question or of your own response! We have a wealth of information within our reach and are a stronger team, together!

Critical Error

-100 Points

Any of these will result in a loss of points. That means that any points earned can actually be lowered (or the total even made negative) by missing any of these major issues.

- Incorrect Merge
    - Double and triple check before merging user accounts as this cannot be undone and incorrect mergers are a security risk. Only merge after confirmation that the accounts share the same name and mailing address.
- Incorrect Refund
    - Perform a "Quality control self-assessment" before issuing a refund. Is the item actually eligible for a refund under our policies? (Number one detractor here is when an item that is several years old is refunded without checking the date) Familiarize yourself with what our current "order number" looks like (right now they begin with an 8 and are 8 digits long - ex: 81765166) if you see an order number in a case that starts with a 4 or a 5 you should immediately raise a red flag and double check the DATES for the invoice. This is especially true for 'combined shipments' that may appear on an invoice since tracking numbers are recycled.
- Security Risk
    - Never share any personal information such as mailing addresses with a shopper. We can simply guide them to "check the address on their account" and provide them with a direct link to their account information. Also escalate for deletion any case that includes bank info.
- Incorrect Process
    - Includes multiple response issues, such as incorrect macro or process usage. An example could be using the Buyer Wants Return macro for an Over-30 days order.
    - A key reason for this error would be failure to include a tag or invoice ID for a seller-fault issue in Help Scout.

Above & Beyond

20 Points

This can be achieved when an agent goes above what is required for a shopper. This could be helping them by providing a spreadsheet of wins, deep-diving into troubleshooting their account with them or even providing visual aids (such as videos showing how to accomplish something) when verbal assistance isn't doing the trick.

The points earned here are added to the total points already earned so, in theory, more than 100 points can be earned on a case. Points are only earned in above & beyond if a perfect score was achieved in the other aspects of QATH and we did something extra for the shopper.

Real World Examples

EX 1:

Shopper: "Where can I find this ring that keeps popping up on my Facebook page?" (The shopper included an image in this email of a specific ring. Shopper is pre-shopper status so we know they do not have access to search on their own.)

Agent: Hello (Shopper name),

Thanks for writing to us! I see you are new to Tophatter - welcome!

You will be able to see our search feature once you win an item in the auction.

The decision to show the search after your first purchase was made to help shoppers get involved in the unique auction experience first - this experience is where our best deals are!

I searched for this ring for you and found the following:

(Include a direct link to item matching the photo)

You are welcome to use (Include a direct link to catalogs/search) to find items as well!

Many items are also available via 'Buy Now,' or you can tap the heart icon and set a Reminder so you don't miss the item when it opens up for bids.

Please don't hesitate to contact us with any further concerns and we hope you're having a great day. :)

Warm Regards,

Notes: This message is nearly completely customized. It uses a line or two from a macro (and some information is unnecessary such as the explanation of our decision to remove search until the first win) but the rest of the email is great and received a perfect score in QATH.

EX 2:

Shopper: "Where is my item? I don't see any updates."

Agent: Hello (Shopper name),

Thanks for taking the time to write to us today. After a review of your order (insert number and a shortened version of the title here ex: 83433244 LED Lights) I see the tracking information is:

(Insert a link to aftership or USPS/FEDEX etc… depending upon which has more information available)

Please let us know if you have any additional questions while you await your order!

Happy Bidding!

Notes: Keeping things simple and concise is almost always going to be the best way to go. Since this is a first touch (the first time the shopper has emailed about this specific order) we don't have to go into the potentially stressful details of our 30/60 day delivery policy. Remember, sometimes customization isn't only knowing when to add information, it's about knowing when to shorten responses.

EX 3:

Shopper: "It's been weeks and I still don't have my order."

Agent: Hello (Shopper name),

Thanks for reaching out again!

Your order XXXXXX LED Lights is still in transit to you per the tracking shared previously - here is the link once more for your records:

(insert the link for tracking)

In the event that your item does not arrive within 60 days of shipment please be assured you will be fully refunded for your order per our shopper protection policy. While we are hopeful your order will arrive well within this time frame, the 60-day mark for this order is May 1st, 2019. Please reach back out after that date if you still have not received your item.

Don't hesitate to let us know if you have any other questions! Thanks for being one of the best parts of Tophatter. :)

Best Regards,

Notes: If a shopper is reaching out for a second time about the same order that is when we would bring out the information about our protection policy. Bringing it up in a first reply could cause unnecessary stress to the shopper.

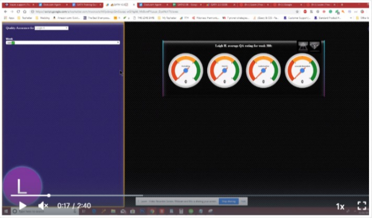
Final Thoughts

It's important to note that QATH scores are separate from CSAT. Even if you receive a "red" CSAT your QATH score may be high because you made an effort at customization, warmth and provided the correct information.

On the other hand, even if you receive a "green" CSAT, your QATH score can be low if you provide incorrect information or your response lacks customization. QATH is meant to reflect yourresponse whereas CSAT monitors customer satisfaction.

If you have questions or concerns about the various aspects of QATH please never hesitate to contact your TL directly! They will be happy to provide you with 1:1 advice. Together, we can provide a high level of care and service to our shoppers!

How To Use The QATH Tool:



Did this answer your question?

Last updated on August 26, 2022

© Tophatter, Inc. 2023. Powered by Help Scout - Log Out