



# Customer-to-Merchant Ticketing

---

## Customer Tickets on *Goods Marketplace*

Whenever a customer places an order on your *Goods Marketplace* store, they automatically gain the ability to open a “ticket” with you, the merchant, at any moment.

“Tickets” are the official mode of communication *Goods Marketplace* provides for their merchants and customers. These tickets are housed directly in the [Gateway](#) platform, and are used to handle all customer inquiries, refund requests, order errors, etc.

Communication is key to effective customer service. Effective use of our ticketing system plays an important role in maintaining a positive standing on *Goods Marketplace*.



### If you only read one thing, read the following:

The expectation is for *all* customer tickets to be answered within **24 business hours** of them being opened. Failure to reply in this timeframe may result in your account activity being suspended.

## Navigation

---

Use the links below to navigate directly to any section of the *Customer Ticketing Guide*.

1. [Accessing Your Tickets](#)
2. [Filtering Your Tickets](#)
  - a. ...reordering your ticket list
  - b. ...filtering tickets by status
  - c. ...filtering tickets by reason
  - d. ...filtering tickets by ID #s
3. [Responding to Customer Tickets](#)
  - a. ...attaching a file
  - b. ...reply types
  - c. ...response guidelines
4. [Ticketing Best Practices](#)
  - a. ...impact on merchant scorecard
  - b. ...tips and tricks
  - c. ...refunds/returns/cancellations



## Accessing Your Tickets

To access ticketing, log onto *Gateway* and select *Tickets* using the left-hand navigation bar.

The screenshot illustrates the process of accessing the Tickets page. On the left, a navigation menu is shown with the following items: Deals, Fulfillment (CI), Orders, Remittance, Tickets (highlighted with a red box and a mouse cursor), and Stats. A green arrow points from the Tickets menu item to the right-hand screenshot. The right-hand screenshot shows the Tickets page with a search bar, a filter input field, and a table of tickets.

Ticket ID	Status	Created On	Updated On	Order	Deal
74579203	solved	7/30/2018	7/31/2018	1024478551	gg-mp-home-office-chair
74634921	pending	8/1/2018	8/1/2018	1024478551	gg-mp-home-office-chair

[Link to "Tickets" Page on Gateway](#)

You will be directed to the **Tickets mainpage**. From here, you can access an overview of all customer tickets associated with your *Goods Marketplace* store.



## Filtering Your Tickets

---

Whether you'd like to quickly find all of your tickets still awaiting reply, review archived tickets for record-keeping, or track down tickets related to a specific order, the **Tickets mainpage** provides you with powerful tools to help you find exactly what you're looking for.

### Reordering Your Ticket List

On the **Tickets mainpage**, you can easily sort your available tickets based off of their *current status*, the *date they were initially created*, or the *date they were last updated* (meaning when a message was last sent by either the customer or merchant).

You can achieve this by clicking any of the three corresponding column headers on your list of tickets. Click the header a second time to toggle between ascending/descending order.

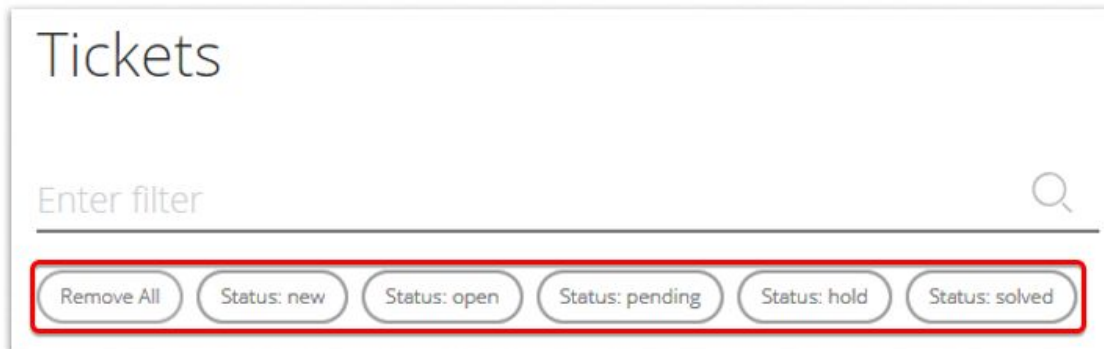
Ticket ID	Status	Created On	Updated On	Order
74634921	pending	8/1/2018	8/1/2018	102447
74579203	solved	7/30/2018	7/31/2018	102447

You can click any of these three column headers to re-organize your ticket view. Alternate between ascending/descending order by clicking again.



## Filtering Tickets by Status

On the **Tickets** mainpage, you can use the “Status” bubbles below the search bar to quickly filter your tickets down only those belonging to the status selected.



Click the bubbles below the **Tickets** search bar to automatically filter *only for tickets of that status*. Include multiple statuses in your filter view by clicking additional bubbles. Select “Remove All” to reset.

## Ticket Status Definitions

<b>New</b>	Unread tickets, customer awaiting merchant response.
<b>Open</b>	Active tickets, customer awaiting merchant response.
<b>Pending</b>	Active tickets, merchant awaiting customer response.
<b>Hold</b>	Merchant awaiting more information before responding to customer.
<b>Solved</b>	Issue has been resolved. Following 2 days with no further customer response, ticket will automatically become “Closed”.
<b>Closed*</b>	Archived past tickets. Issue resolved, or customer failed to respond in reasonable timeframe.

### Tip:

The “Status” search filter may be useful if you’d like to quickly find all tickets still currently awaiting a response.



## Filtering Tickets by Reason

Using the search feature on the **Tickets mainpage**, you can filter based of the reason the tickets were created by customers.

The screenshot shows a search interface titled "Tickets". At the top, the word "Tickets" is displayed. Below it is a search bar containing the text "Broken" and a magnifying glass icon. A horizontal line separates the search bar from a dropdown menu. The dropdown menu has two items: "Reason" (highlighted in light grey) and "Broken" (highlighted in green). A hand cursor icon is positioned over the "Broken" option.

Type a "reason" into the **Tickets** search bar to create a drop-down option. Reasons may include "Broken," "Wrong Product" or "Not Arrived"

## Filtering Tickets by ID #

Using the search feature on the **Tickets mainpage**, you can use any existing ID numbers to filter for associated tickets. Type the number into the search field, then select the appropriate ID type from the drop-down menu options generated below.

The screenshot shows a search interface titled "Tickets". At the top, the word "Tickets" is displayed. Below it is a search bar containing the text "1234512345" and a magnifying glass icon. A horizontal line separates the search bar from a dropdown menu. The dropdown menu has three items: "Ticket ID", "Order ID", and "Deal ID", each with the value "1234512345" next to it.

Enter specific ID numbers associated with a *deal*, *order* or *ticket* to automatically filter for all related tickets.

### Tip:

The "ID #" search filter may be useful if you'd like to quickly find all tickets associated with a particular deal offered on your *Goods Marketplace* store.



## Responding to Customer Tickets

Once you have identified the ticket on the **Tickets mainpage**, please click on the **blue hyperlinked ticket ID number** to open that ticket up in the **Ticketing Portal**.

Tickets

Ticket ID: 74634921 Ticket Status: pending

Date Created: 8/1/2018, 10:15:00 AM

Subject: Your Support Question for Olivia's Market

Option Title:

Order ID: 1024478551

Support ID: GG-YGN6-4SPX-2PYC-6ZMX

Deal ID: gg-mp-home-office-chair

Deal Title: Home Office Chair

Deal Start: 07/26/2018

Messages (2) Attachments (0)

Insert your response here...

Send and pending Send and hold Send and resolve Escalate

Merchant First merchant comment 8/1/2018, 1:01:05 PM

Customer Customer Contact Reason Drop-down1: Editing or canceling an order  
Customer Contact Reason Drop-down2: I want to edit or cancel my order  
Issue: I want to edit or cancel my order 8/1/2018, 10:15:00 AM

Click on any *Ticket ID number* listed on the **Tickets mainpage** to navigate to the details view and messaging hub for that individual ticket.

From the **Ticketing Portal**, you can view any existing messages between you and your customer, download any attachments provided, and of course reply to their ticket.

**Tip:** When handling an order dispute, reference the information provided in the left sidebar, including *Fine Print* you attached to your deal listing, which may be relevant to any action you take on a return request or order cancellation.

### Attaching a File

Click the "Attachments" tab next to "Messages" to use the **Ticketing Portal's attachment tool**.

Messages (2) Attachments (0)

Insert your response here...

sampleattachment.png Select your file Upload

**Tip:** You will not be able to select "Upload" on your attachment without also typing out a corresponding response in the text field.



## Reply Types

When sending a reply, it's important you select the correct option. There are *four different reply options* provided in the **Ticketing Portal**, all with their own distinct function.

### “send and pending”

When sending your customer a reply that does *not* effectively resolve the customer's issue, but instead necessitates additional discourse, select this option. Once the customer replies, the ticket status will automatically shift to “Open”, and require another response within 24 business hours.

The screenshot shows a ticketing interface with a text input field containing the message: "I'm sorry to hear that your product was damaged. So I can better assist you, I will request some additional details. Did the product arrive in this condition? Can you please describe the damage, and attach a photo of the product? I will await your reply." Below the text field are four buttons: "send and pending" (highlighted with a hand cursor), "send and hold", "send and resolve", and "Escalate". The top of the interface shows "Messages (2)" and "Attachments (0)".

### “send and hold”

When sending your customer a reply that does not require an immediate response, but instead indicates you need additional time to properly address their issue, select this option. You must then follow up within 3 days or your ticket will be transferred to Customer Service.

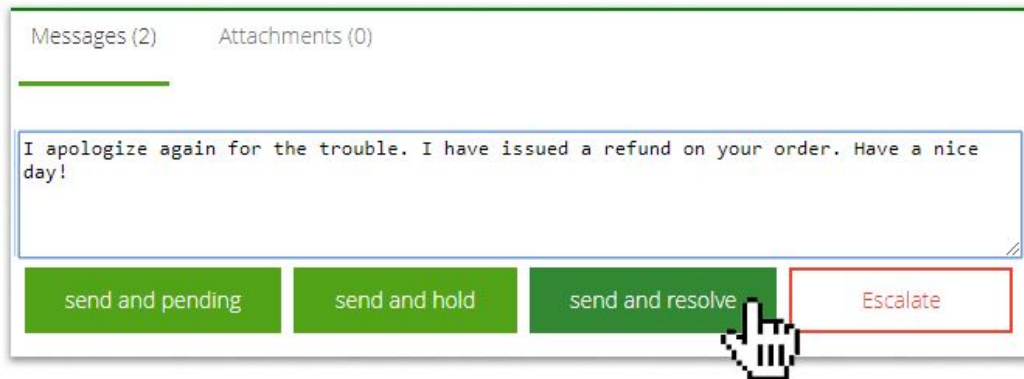
The screenshot shows a ticketing interface with a text input field containing the message: "Thank you for letting me know you have not received your order. I will be placing this ticket on hold as I contact the carrier and investigate this issue further." Below the text field are four buttons: "send and pending", "send and hold" (highlighted with a hand cursor), "send and resolve", and "Escalate". The top of the interface shows "Messages (2)" and "Attachments (0)".



## Reply Types (cont.)

### “send and resolve”

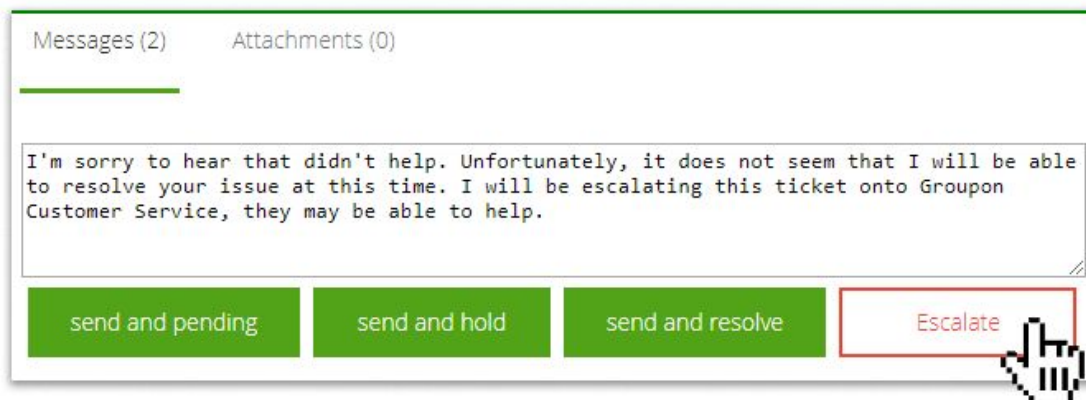
If you have successfully resolved your customer’s issue, write a reply confirming the actions that have been taken, and select this option. Keep in mind, even if you cancel an order or issue a refund, a customer’s ticket won’t be processed by our system as “Resolved” until you reply using this option.



### “Escalate”

In situations where you do not feel that you are able to successfully resolve a customer’s issue, at that time, you may select this option to escalate the ticket to *Groupon Customer Service*. However, you should always first attempt to solve your customer’s problem on your own.

Keep in mind that the *Groupon Customer Service* team will fully review your ticket, and any inappropriate responses or conduct by the merchant may negatively impact your account standing.







## Acceptable Response vs. Unacceptable Response

Communication plays a vital role in customer experience. When responding to customer tickets, you are directly representing your brand, as well as *Goods Marketplace* as a whole. We hold our merchants to a high standard when communicating with their customers.

Merchants unable to consistently meet *Goods Marketplace's* standards for acceptable responses may have their account activity suspended, or even disabled entirely.

Acceptable Merchant Response	Unacceptable Merchant Response
<ul style="list-style-type: none"><li>+ Prompt (all replies within 24 business hours!)</li><li>+ Directly acknowledges the customer's issue</li><li>+ Written clearly, using full sentences and correct spelling/grammar</li><li>+ Polite, kind and sympathetic</li><li>+ Properly honors listed return policies</li><li>+ Supplies a shipping label for returns</li><li>+ Provides specific, relevant evidence (screenshots, order tracking link, related quotations from product listing, etc.)</li><li>+ Ensures all customer questions are answered before marking ticket as "Resolved"</li></ul>	<ul style="list-style-type: none"><li>× Late (any reply taking more than 24 business hours is considered late!)</li><li>× Does <i>not</i> clearly address the customer's issue</li><li>× Single word responses</li><li>× Requests customer ship item back without providing a return label</li><li>× Difficult to understand, poor spelling/grammar</li><li>× Impolite, using foul language</li><li>× Fails to honor listed return policies (FINAL SALE does <i>not</i> apply to BROKEN/DEFECTIVE products!)</li><li>× Fails to provide evidence for arguments regarding fulfillment, product expectations, etc.</li><li>× Marks ticket "Resolved" without properly solving issue</li></ul>



## Ticketing Best Practices

---

### Impact On Merchant Scorecard

In addition to your tickets being manually evaluated for quality by the *Groupon Customer Service* team, your ability to respond to tickets within our 24 hour time window also factors heavily into your *Merchant Scorecard*.

95% of your tickets must be answered within 24 hours, or your account will automatically be flagged by our system. This leaves you a thin margin for error, so it is imperative you take your *Customer-to-Merchant on Time Response Rate* seriously.

Metric	Definition	Measure	Goal
Customer to Merchant on Time Response Rate	The rate at which tickets and messages created by customers receive a response within 2 business days.	The number of tickets with all messages receiving a response within 2 business days divided by the number of all tickets	>95%

[for more information see "Understanding your Merchant Scorecard"](#)

### Handling Order Refunds>Returns/Cancellations

- If you choose to cancel an order or offer a refund, that decision will be executed using *CommercelInterface*. **However, keep in mind that taking action on CI will not automatically close your ticket on Gateway.** Respond to your customer's ticket, let them know the refund/cancellation has been issued, then select "Send and Resolve".
- **You must honor the *return policy* listed on your deal page.** It's important to note that a FINAL SALE policy does not apply to products that are broken or defective.
- If you and your customer agree to have a product sent back to you, the merchant, **do not ask the customer to ship the order at their own cost.** Per *Goods Marketplace* policy, it is your obligation to provide them with a return label. Attach this return label to a response in your customer ticket.



## Helpful Tips

- Please note that all tickets are monitored by *Groupon Customer Service*, and any unresponded or inappropriately handled tickets will be escalated directly to the Customer Service team. This may negatively impact your account standing.
- Proofread your message before sending. Use spell check, etc.
- Check your tickets *daily*. If you're unavailable, arrange for someone to reply to tickets in your absence.
- If you're waiting for more information before responding to a customer's request, send them a message assuring them you're working on a solution. Use the ["Send and Hold"](#) option, and you will be allotted 3 more days before you must follow up.