

Invitations to join eSayers, the member panel will be sent to thousands of members over the next week or so and we strongly encourage you to join.

It's important to note that no-one has been hand picked, invitations will be sent to a random selection of active members and it's simply a case of first in first served.

Keep an eye on your inbox, you may find an invitation is on its way to you.

### **Why have we created eSayers?**

In speaking with our members last year, we heard that we needed to do more to consult with you and provide greater visibility about how we conduct research. The member panel provides a significant number of people the opportunity to give us feedback about the eBay.com.au website, its features, policies and changes.

### **Who will be invited to join?**

We are aiming for approximately 15,000 members to sign-up to eSayers and these members come from a cross section of eBay buyers and sellers and traders at varying levels, which is representative of the natural mix of eBay.com.au users.

For this reason, joining the member panel is by invitation only. Recruitment has only just commenced and invitations are still being sent out.

### **What will the surveys be about and how often will you send them?**

We're hoping to send out at least one survey every month. The survey topics will obviously vary (we don't want you getting bored) and the results from each of the surveys will help shape strategies and decisions about the eBay.com.au website.

### **How will results from the surveys be shared?**

The eSayers website has a section titled Recent Results where the team will share the key insights and findings from most surveys. We'll also look to share these insights more widely perhaps in announcements, on the discussion boards, in newsletters etc.

### **The first survey:**

Welcome to the eSayers first survey. This is a survey to gauge your thoughts about changes we're considering in response to feedback received from Australian eBay members as well as changes that have been made on some eBay sites overseas. Your opinions will help the eBay team to decide which, if any, of these changes would best suit sellers on eBay.com.au. This quick questionnaire shouldn't take more than 10 minutes of your time.



eBay.com.au is considering making some changes to the fees it charges for listing and selling items. The changes we are considering are in response to feedback we've received from sellers over the last few months. Listed below are some of these ideas. If these changes were implemented, how do you think the profitability of your selling on eBay would be affected?

Choices: Large negative impact / Small negative impact / No Impact / Small Positive Impact / Large Positive Impact / Don't Know

Free gallery

Opportunity to list multiple items in a single listing for one insertion fee

Rebalance fees with lower insertion fees and higher final value fees so if the item doesn't sell there are less fees to pay

Free insertion fees for auctions starting at 99c

More visibility for store listings with a slight increase in overall listing fee

Fee discounts across all listings for Store subscribers

Lower fees for extended duration fixed price listings (e.g. 30 days+)

Fee discounts for PowerSellers

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And for each idea, please indicate how it would be likely to affect your level of listing on eBay.

I'd be likely to...

Choices: List a lot less / List a little Less / List a Little More / List a lot More / It would make no difference.

More visibility for store listings with a slight increase in overall listing fee

Fee discounts for PowerSellers

Lower fees for extended duration fixed price listings (e.g. 30 days+)

Rebalance fees with lower insertion fees and higher final value fees so if the item doesn't sell there are less fees to pay

Opportunity to list multiple items in a single listing for one insertion fee

Fee discounts across all listings for Store subscribers

Free insertion fees for auctions starting at 99c

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You've just indicated that if the changes below were implemented on eBay, you would be likely to list more. Please give these changes a rank, starting at 1, with the change you would most like to see happen.

Free gallery

Fee discounts for PowerSellers

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We understand that even when changes are beneficial for your listing and profitability, they can be difficult and time consuming to adapt to. Some sellers may even prefer no change at all. If you had to choose, which of the following would you prefer?

Please select one response only.

No changes to the eBay fee structure in the next 6 months  
Substantial changes to the eBay fee structure that would result in decreased fees for many sellers  
Not sure

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eBay.com.au is considering making some changes to the order in which search results are presented. If you had your way, how would you arrange search results? For each of the categories below, please tell us whether you would move them towards the top of the results list (where you are more likely to come across them), the bottom of the results list (where you're less likely to come across them), or not move them at all?

Choices: Move towards the top / Leave them as is / Move towards the bottom

1. Brand New Items
  2. Items that are selling fast
  3. Fixed price items
  4. Items with free postage
  5. Items from local sellers
  6. Items with low postage costs
  7. Items with low prices
  8. Items from sellers with good feedback
  9. Items from new sellers
  10. Listings ending soon
  11. Auctions
  12. Items from International sellers.
  13. Items from sellers with poor feedback
  14. Items from power sellers
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We recognise that sellers have been asked to adjust to many changes during 2008. The next few questions will help us to implement future changes in ways that are less disruptive to sellers.

Thinking about changes that require you to update your listings or templates, or your selling strategy, which of the following would be easier for you to adapt to?

Please select one:

One change at a time, with changes coming more frequently  
Numerous changes at a time, with changes coming less frequently

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Thinking now about a substantial set of changes that would require you to update your listings or templates, or review your selling strategy, how much notice do you require from eBay? Please enter the number of weeks notice that would generally be...

More notice than necessary:  
XX weeks

Not enough notice:  
XX weeks

The right amount of notice:  
XX weeks

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Still thinking about adapting to substantial changes on eBay, how would you prefer eBay to tell you about them? Please indicate which of the methods below you would like eBay to use to notify you about such changes.

Please select all that apply:

SMS or Mobile Text Message.  
Telephone  
Skype Instant Messaging  
My Messages  
Mail  
Messages on Ebay's announcement board

Email  
Fax  
Other (Please specify)

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And now we'd like to know whether you prefer some methods of contact over others when it comes to learning about substantial changes on eBay.

Please rank the list of communication methods below from your preferred method (rank number 1) to your least preferred method.

My Messages  
Email  
SMS or Mobile Text Message.  
Skype Instant Messaging  
Telephone  
Message on Ebay's announcement board  
Ebay on-site messages (eg: banners or pop ups on site)  
Mail  
Fax

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When we make substantial changes, we would like to be able to help sellers to adapt to these changes by sharing information and providing access to support services. Below is a list of support and information that we might be able to provide. How interested are you in each of these?

Choices: Very Interested / Quite Interested / Not at all interested

1. Financial support for any down-time to your business as a result of changes.
2. Tools to help understand and evaluate the impact of changes on your selling (e.g. online calculator)
3. Seminars or workshops with other ebay sellers.
4. Information about impact of changes on sellers in other markets (e.g. US, UK)
5. Personal assistance reviewing your business model to ensure you remain profitable on Ebay.
6. Tips & strategies for adapting to changes learned from sellers in other markets.
7. Step by step instructions for updating your listings or templates.
8. Time saving tools for updating your listings or templates.

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And please rank these support services by how useful they would be to you. Please put a 1 next to the service that would be most useful, a 2 next to the one that would be second most useful, and so on.

Information about impact of changes on sellers in other markets (e.g. US, UK)  
Tips and strategies for adapting to changes learned from sellers in other markets  
Tools to help understand and evaluate the impact of changes on your selling (e.g. online calculator)  
Financial support for any down-time to your business as a result of changes  
Step by step instructions for updating your listings or templates  
Time saving tools for updating your listings or templates

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Are there any ways that haven't been mentioned here that eBay could help you to adapt to substantial changes on the site?  
Please be as specific as possible.

My answer: Stop interfering with the marketplace. Keep changes only to a necessary minimum so that both buyers and sellers can get on with the business of trading, and not feel overwhelmed by constant changes, and not feel that they are being squeezed out of the marketplace as a whole.

eBay puts a lot of effort into attracting buyers to the site. We'd be interested to know how you think eBay should be promoting itself to buyers. We've come up with some ideas, which are listed below. Please tell us which 2 you would prefer to see eBay using.

Please select 2:

- Best place to find items from overseas
  - Best place to buy hard to find and unique items
  - Original and best auction site
  - Best place to buy from established retailers
  - The largest range of items online
  - Online retail leader
  - The most trusted online shopping site
  - Best place to buy new items
  - Best deals online
  - Site with the best protection for buyers
  - Best place to buy fixed price items
  - Best place to buy from individuals
  - Best place to find items from Australia and overseas
  - Other (Please specify).....
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Finally, thinking about the last 6 months, which of the following types of items have you sold on eBay?

Please select all that apply.

- Baby and children's items (including clothes, equipment and toys)
  - Clothing, shoes and accessories (excluding baby and sporting goods)
  - Sporting goods (including equipment, clothes and shoes)
  - Books, movies, music and video games (excluding digital downloads and rentals)
  - Business and industrial supplies and equipment
  - Collectibles, such as antiques, vintage items, coins, stamps and memorabilia
  - Decorative items, such as art, pottery and glass
  - Health, beauty and personal care
  - Hobbies & crafts
  - Home furnishings, DIY and gardening
  - Jewellery and watches
  - Personal electronic items such as cameras, computers, TVs and other audio/video items
  - Tickets for events and concerts
  - Travel tickets and reservations
  - Digital downloads (e.g. music)
  - Online orders (e.g. groceries, flowers)
  - Pet supplies and products
  - Carts, trucks and other vehicles (not including parts and accessories)
  - Parts and accessories for vehicles
  - Home appliances both large and small (e.g. refrigerators, blenders, mixers etc.)
  - Other (Please specify)
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That's the end of the survey. Thanks for your feedback, and happy new year from the eSayers team.

Click the FINISH button below and you can log into the new eSayers website.