

自动化的售后退货管理

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背景



自动化退货管理

Return Rules API（退货规则 API）帮助卖家自动化并规模化管理退货政策，减少人工操作。



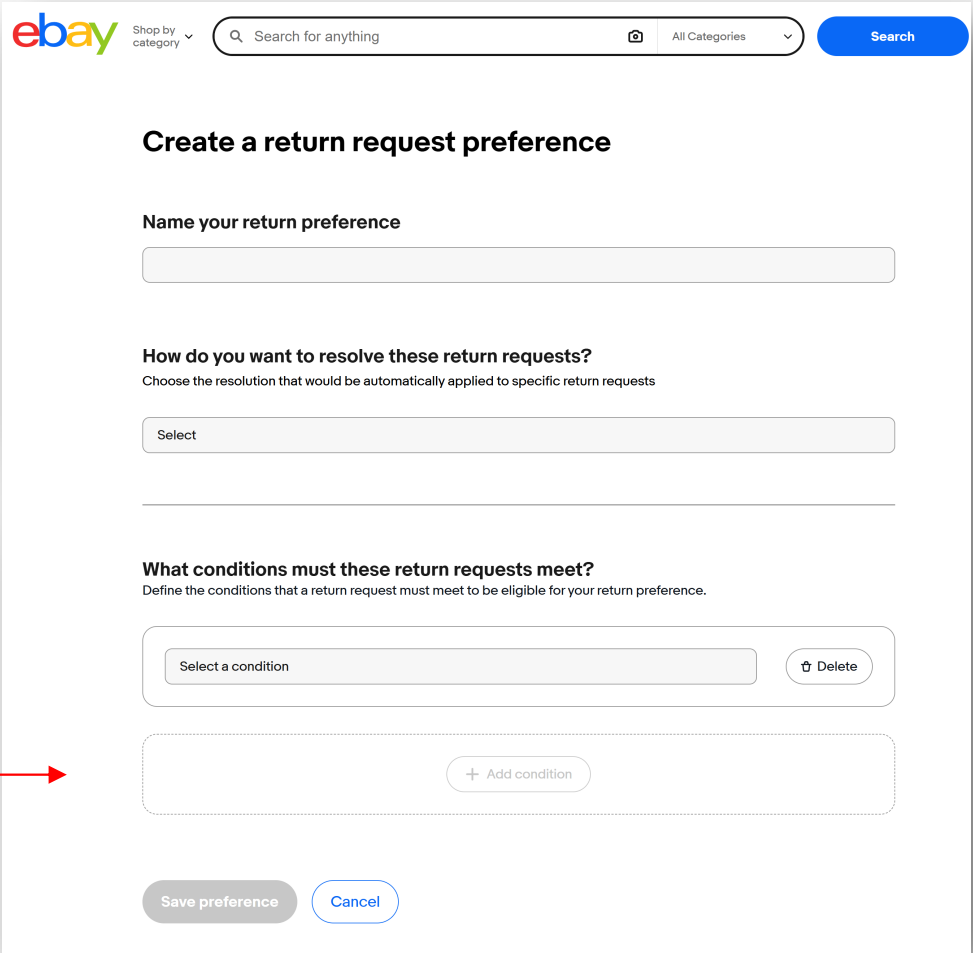
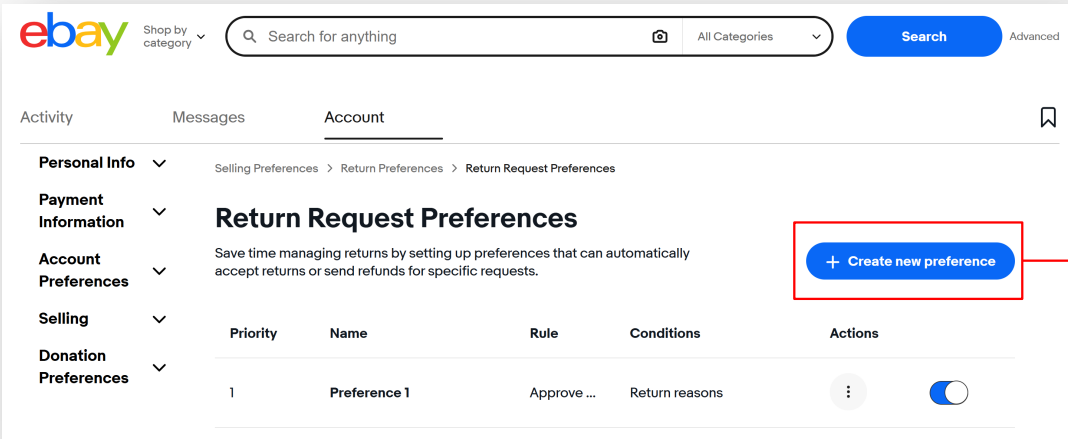
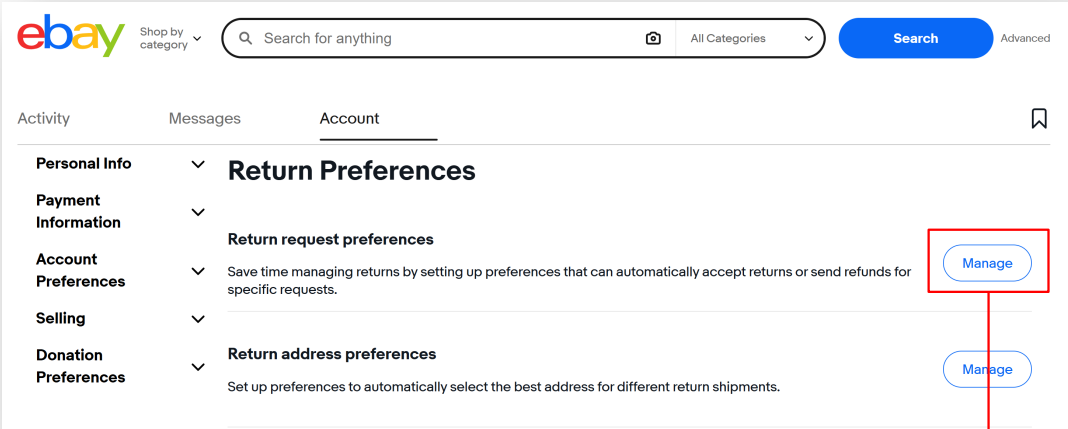
满足新的退货政策要求

2025 年 7月，eBay美国推出汽摩配类目轻松免费退货政策；

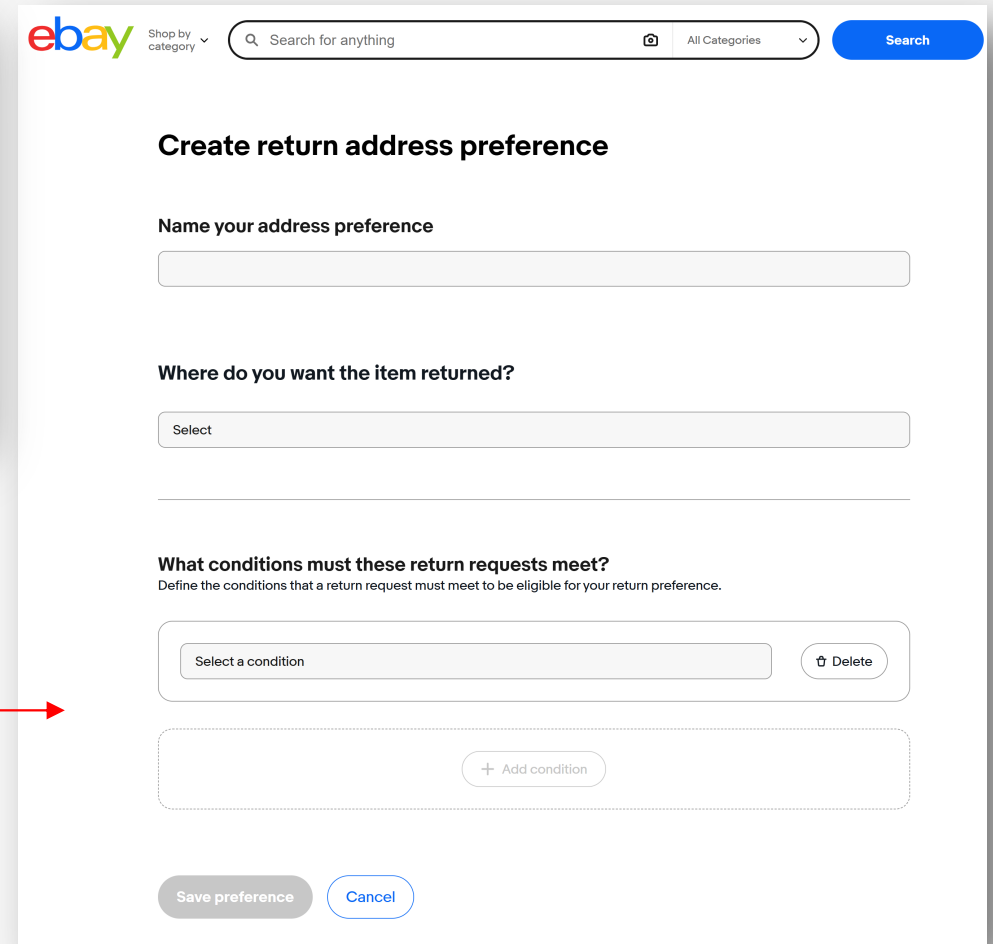
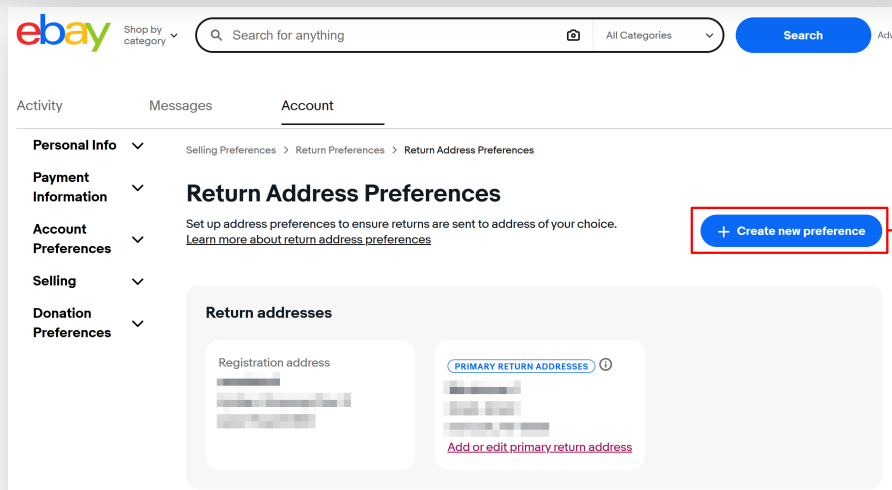
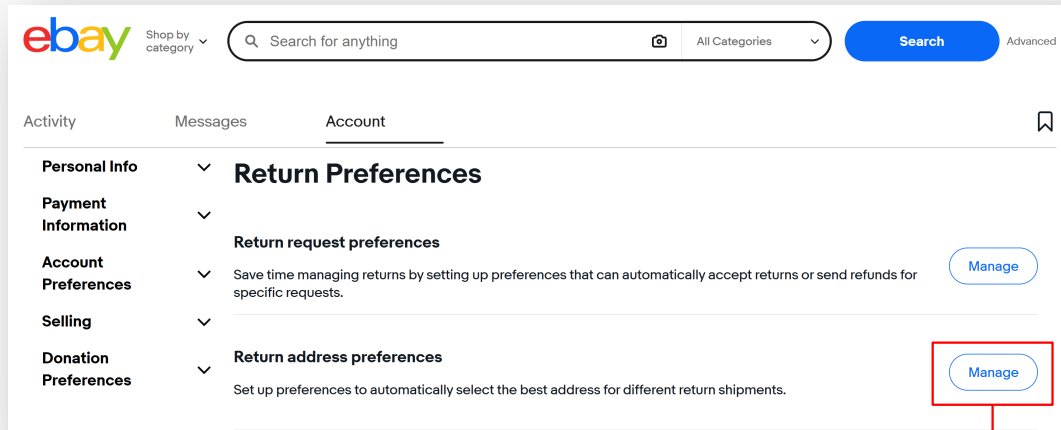
2025年11月，eBay美国推出跨境退货新政策；

Return Rules API（退货规则 API）让卖家能够根据商品所在国家/地区灵活设置退货政策，从而更好地满足政策要求。

通过网页界面创建退货处理偏好



通过网页界面创建退货地址偏好



退货偏好设置 API 接口概览

查询接口

Query Endpoints

- sellerReturnPreference (查看所有退货偏好设置)
- returnRuleListingGroup (查看刊登组别) [仅面向试点卖家开放](#)

变更接口

Mutation

Endpoints

退货处理偏好设置 (Return Request Preference):

- appendSellerReturnResponseRule (创建退货处理偏好)
- updateSellerReturnResponseRulesPriorities (更新优先权)
- updateSellerReturnResponseRuleCondition (更新条件)

退货地址偏好设置 (Return Address Preference):

- appendSellerReturnToAddressRule (创建退货地址偏好)
- updateSellerReturnToAddressRulesPriorities (更新优先权)
- updateSellerReturnToAddressRuleCondition (更新条件)

其他退货偏好设置接口 (Other Return Rules Endpoints):

- deleteSellerReturnRule (删除退货偏好)
- updateSellerReturnRuleStatus (更新退货偏好状态)

退货偏好设置下的刊登组管理 (Return Rule Listing Group Management): [仅面向试点卖家开放](#)

- createReturnRuleListingGroup (创建刊登组)
- addListingsToReturnRuleListingGroup (添加刊登至组别)
- deleteReturnRuleListingGroup (删除刊登组)

通过API创建退货处理偏好

 Shop by category  Search for anything  All Categories 

Create a return request preference

1

Name your return preference

2

How do you want to resolve these return requests?
Choose the resolution that would be automatically applied to specific return requests

Select

Send a refund automatically

Approve a return automatically

3

What conditions must these return requests meet?
Define the conditions that a return request must meet to be eligible

Select a condition

If the total amount of the refund is

If the reason for returning the item is

If the item is in the category

If the item is in the list

+ Add condition

Save preference

Cancel

```
mutation appendSellerReturnResponseRule {
  appendSellerReturnResponseRule(
    input: {
      conditionSet: {
        operator: ReturnRuleLogicalOperator: [AND],
        ruleConditions: {
          categoryCondition: {
            categoryIds: [ID]
          },
          itemLocationCountriesCondition: {
            itemLocationCountries: [CountryAlpha2Code]: [AD, AE, AF...]
          },
          listingGroupCondition: {
            returnRuleListingGroupId: ID
          },
          refundRangeCondition: {
            maxAmountInListingCurrency: Float,
            minAmountInListingCurrency: Float
          },
          returnReasonCondition: {
            returnReasons: [ReturnReasonInput]: [COUNTERFEIT, DAMAGED_ITEM_RECEIVED, DEFECTIVE...]
          },
          returnShipmentOriginCountriesCondition: {
            returnShipmentOriginCountries: [CountryAlpha2Code]: [AD, AE, AF...]
          }
        }
      },
      listingMarketplace: ListingMarketplace: [EBAY_AT, EBAY_AU, EBAY_BE...],
      name: String,
      responseStrategy: ReturnResponseStrategyInput: [APPROVE_KEEP_THE_ITEM, APPROVE_RETURN_THE_ITEM]
    }
  ) {...}
}
```

通过API创建退货地址偏好

 Shop by category All Categories

Create return address preference

1

Name your address preference

2

Where do you want the item returned?

Select

The return address closest to the buyer

The original ship from address

A specific address

3

What conditions must these return requests meet?

Define the conditions that a return request must meet to be eligible

Select a condition

If the total amount of the refund is

If the reason for returning the item is

If the item is in the category

If the item is in the list

+ Add condition

Save preference

Cancel

```
mutation appendSellerReturnToAddressRule {
  appendSellerReturnToAddressRule(
    input: {
      addressRoute: {
        addressId: String!,
        returnToAddressRoutingStrategy: ReturnToAddressRoutingStrategyInput: [RETURN_TO_ADDRESS_CLOSEST_TO_BUYER, ...],
      },
      conditionSet: {
        operator: ReturnRuleLogicalOperator: [AND],
        ruleConditions: {
          categoryCondition: {
            categoryIds: [ID]
          },
          itemLocationCountriesCondition: {
            itemLocationCountries: [CountryAlpha2Code]: [AD, AE, AF...]
          },
          listingGroupCondition: {
            returnRuleListingGroupId: ID
          },
          refundRangeCondition: {
            maxAmountInListingCurrency: Float,
            minAmountInListingCurrency: Float
          },
          returnReasonCondition: {
            returnReasons: [ReturnReasonInput]: [COUNTERFEIT, DAMAGED_ITEM_RECEIVED, DEFECTIVE...]
          },
          returnShipmentOriginCountriesCondition: {
            returnShipmentOriginCountries: [CountryAlpha2Code]: [AD, AE, AF...]
          }
        }
      },
      listingMarketplace: ListingMarketplace: [EBAY_AT, EBAY_AU, EBAY_BE...],
      name: String!
    }
  ) { ... }
}
```

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通过API更新偏好优先权

Return Request Preferences

Save time managing returns by setting up preferences that can automatically accept returns or send refunds for specific requests.

+ Create new preference

Priority	Name	Rule	Conditions	Actions
1	Return Preference 1	Approve a return	Return reasons	 
2	Return Preference 2	Approve a return	Category	 

Selling Preferences > Return Preferences > Return Address Preferences

Return Address Preferences

Set up address preferences to ensure returns are sent to address of your choice. [Learn more about return address preferences](#)

+ Create new preference

Priority	Name	Send Returns To	Conditions	Actions
1	Return Address Preference 1	Specific address	Return reasons	 
2	Return Address Preference 2	Closest address	Total refund	 

Decrease priority

Edit

Delete

```
▼ mutation updateSellerReturnResponseRulesPriorities {  
  updateSellerReturnResponseRulesPriorities(  
    ▼ input: {  
      listingMarketplace: ListingMarketplace: [EBAY_AT, EBAY_AU, EBAY_BE...],  
      prioritizedRuleIds: [ID]  
    }  
  ) { ... }  
}
```

```
▼ mutation updateSellerReturnToAddressRulesPriorities {  
  updateSellerReturnToAddressRulesPriorities(  
    ▼ input: {  
      listingMarketplace: ListingMarketplace: [EBAY_AT, EBAY_AU, EBAY_BE...],  
      prioritizedRuleIds: [ID]  
    }  
  ) { ... }  
}
```

listingMarketplace: 指定该偏好设置所适用的站点。

prioritizedRuleIds: 按优先级顺序排列的一个或多个ID。

通过API更新偏好条件

Return Address Preferences

Set up address preferences to ensure returns are sent to address of your choice. [Learn more about return address preferences](#)

+ Create new preference

Priority	Name	Send Returns To	Conditions	Actions
1	Return Address Preference 1	Specific address	Return reasons	Decrease priority Edit Delete ☐
2	Return Address Preference 2	Closest address	Total refund	Decrease priority Edit Delete ☒

Return Request Preferences

Save time managing returns by setting up preferences that can automatically accept returns or send refunds for specific requests.

+ Create new preference

Priority	Name	Rule	Conditions	Actions
1	Return Preference 1	Approve a return	Return reasons	Decrease priority Edit Delete ☒
2	Return Preference 2	Approve a return	Category	Decrease priority Edit Delete ☒

```
mutation updateSellerReturnResponseRuleCondition {
  updateSellerReturnResponseRuleCondition(
    input: {
      conditionSet: {
        operator: ReturnRuleLogicalOperator: [AND],
        ruleConditions: {
          categoryCondition: {
            categoryIds: [ID]
          },
          itemLocationCountriesCondition: {
            itemLocationCountries: [CountryAlpha2Code]: [AD, AE, AF...]
          },
          listingGroupCondition: {
            returnRuleListingGroupId: ID
          },
          refundRangeCondition: {
            maxAmountInListingCurrency: Float,
            minAmountInListingCurrency: Float
          },
          returnReasonCondition: {
            returnReasons: [ReturnReasonInput]: [COUNTERFEIT, DAMAGED_ITEM_RECEIVED, DEFECTIVE...]
          },
          returnShipmentOriginCountriesCondition: {
            returnShipmentOriginCountries: [CountryAlpha2Code]: [AD, AE, AF...]
          }
        }
      },
      name: String,
      ruleId: ID
    }
  )
}
```

ruleId: 指定所需更新的偏好ID。

其他退货偏好设置API接口

Return Address Preferences

Set up address preferences to ensure returns are sent to address of your choice. [Learn more about return address preferences](#)

+ Create new preference

Priority	Name	Send Returns To	Conditions	Actions
1	Return Address Preference 1	Specific address	Return reasons	
2	Return Address Preference 2	Closest address	Total refund	Decrease priority Edit Delete

Return Request Preferences

Save time managing returns by setting up preferences that can automatically accept returns or send refunds for specific requests.

+ Create new preference

Priority	Name	Rule	Conditions	Actions
1	Return Preference 1	Approve a return	Return reasons	
2	Return Preference 2	Approve a return	Category	Decrease priority Edit Delete

```
▼ mutation deleteSellerReturnRule {
  deleteSellerReturnRule(
    ▼ input: {
      ruleId: ID
    }
  ) { ... }
}

▼ mutation updateSellerReturnRuleStatus {
  updateSellerReturnRuleStatus(
    ▼ input: {
      ruleId: ID,
      status: ReturnPreferenceStatus: [DISABLED, ENABLED]
    }
  ) { ... }
}
```

ruleId: 指定所需删除或开启/关闭的偏好ID。

通过API管理退货偏好设置下的刊登组别

What conditions must these return requests meet?
Define the conditions that a return request must meet to be eligible for your return preference.

If the item is in the list

🗑 Delete

Select a list

Add a new list...

+ Add condition

Create a new item list

×

List name

Continue

🗑 Delete

Add items

×

List Name

0/500 Items

Search

🔍

Add to list

Cancel

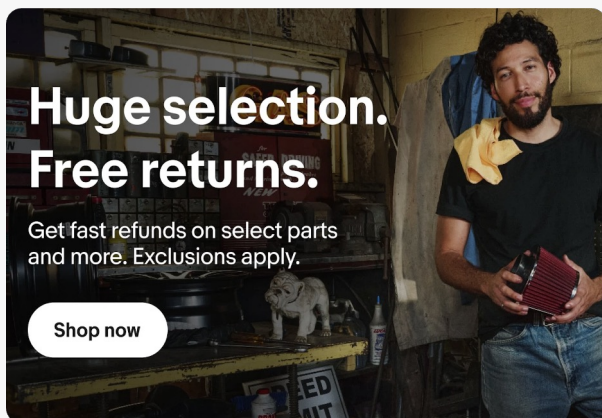
```
▼ mutation createReturnRuleListingGroup {  
  createReturnRuleListingGroup(  
    ▼ input: {  
      groupName: String,  
      listingIds: [ID],  
      listingMarketplace: ListingMarketplace: [EBAY_AT, EBAY_AU, EBAY_BE...]  
    }  
    ▼ ) {
```

groupName: 定义新刊登组别独特的名称。

listingIds: 要加入该群组的刊登 ID。

应用案例

1 新退货政策要求



2 多仓退货管理



3 刊登组别退货管理 *仅面向试点卖家开放*



01 新退货政策要求



跨境退货新政策（所有类目）

自2025年11月3日起，若您的刊登物品所在地为美国，需为美国买家提供以下任意一种退货方式：

- 提供美国境内退货地址；
- 免费退货服务；
- 部分或全部退款，无需买家退回商品。



轻松免费退货政策（仅限汽摩配类目）

自2025年7月15日起，eBay美国站推出汽摩配商品轻松免费退货政策，对符合条件的汽摩配商品刊登，卖家需提供不少于30天的免费退货服务。同时，针对买家改变主意产生的退货，如通过eBay购买退货标签，卖家将可获得50%的费用补贴。

01 新退货政策要求

```
mutation appendSellerReturnToAddressRule {
  appendSellerReturnToAddressRule(
    input: {
      addressRoute: {
        addressId: String!
        returnToAddressRoutingStrategy: ReturnToAddressRoutingStrategyInput! [RETURN_TO_ADDRESS_CLOSE]
      },
      conditionSet: {
        operator: ReturnRuleLogicalOperator! [AND],
        ruleConditions: {
          categoryCondition: {
            categoryIds: [ID!]
          },
          itemLocationCountriesCondition: {
            itemLocationCountries: [CountryAlpha2Code!] [AD, AE, AF...]
          },
          listingGroupCondition: {
            returnRuleListingGroupId: ID!
          },
          refundRangeCondition: {
            maxAmountInListingCurrency: Float!
            minAmountInListingCurrency: Float!
          },
          returnReasonCondition: {
            returnReasons: [ReturnReasonInput!] [COUNTERFEIT, DAMAGED_ITEM_RECEIVED, DEFECTIVE...]
          },
          returnShipmentOriginCountriesCondition: {
            returnShipmentOriginCountries: [CountryAlpha2Code!] [AD, AE, AF...]
          }
        }
      }
    }
  )
}
```

– ReturnItemLocationCountryConditionInput

This input type defines the item location countries applicable for an automation return rule template:

- specify countries using their codes.
- duplicate country codes are not allowed.

itemLocationCountries array of [CountryAlpha2Code](#) Required

The country code in ISO format. Example **US** for United States.

– ReturnShipmentOriginCountryConditionInput

The type of an automation return rule template for return from countries which are applicable for the rule.

returnShipmentOriginCountries array of [CountryAlpha2Code](#) Required

The country code in ISO format. Example **US** for United States.

02 多仓退货管理

Where do you want the item returned?

The original ship from address

The return address closest to the buyer

The original ship from address

A specific address

您希望商品退回到哪里？

- 距离买家最近的退货地址
- 原始发货地址
- 指定地址

```
▼ mutation appendSellerReturnToAddressRule {  
  appendSellerReturnToAddressRule(  
    ▼ input: {  
      ▼ addressRoute: {  
        addressId: String,  
        returnToAddressRoutingStrategy: ReturnToAddressRoutingStrategyInput: [RETURN_TO_ADDRESS_CLOSEST_TO_BUYER, RETURN_TO_ORIGINAL_SHIP_FROM_ADDRESS, RETURN_TO_SPECIFIC_ADDRESS]  
      },  
    },  
  ),  
}
```

03 刊登组别退货管理

What conditions must these return requests meet?
Define the conditions that a return request must meet to be eligible for your return preference.

If the item is in the list

Delete

Select a list

Add a new list...

+ Add condition

```
▼ mutation createReturnRuleListingGroup {  
  createReturnRuleListingGroup(  
    ▼ input: {  
      groupName: String,  
      listingIds: [ID],  
      listingMarketplace: ListingMarketplace: [EBAY_AT, EBAY_AU, EBAY_BE...]  
    }  
  ) {
```

- 当退货处理偏好设置里的条件（价格，类目，退货理由）无法满足自动化需求时，可以通过创建刊登组别来个性化定义退货自动化条件。
- eBay美国站推出汽摩配商品轻松免费退货政策，对符合条件的汽摩配商品刊登，卖家需提供不少于30天的免费退货服务。卖家可以创建一个汽摩配商品的刊登组别，以此来设置自动化退货规则。



谢谢

