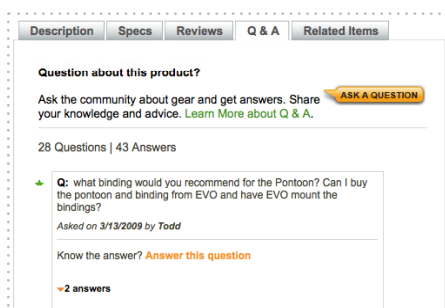
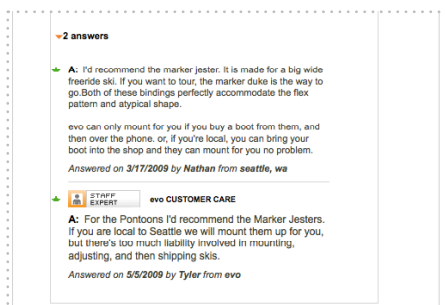


Turn hesitant shoppers into confident buyers.



Shoppers ask a question...



Community members and knowledgeable staff experts provide the answer.

WHAT IS ANSWERBOX™?

The AnswerBox solution allows shoppers to interact with one another in asking product specific questions and receiving answers from knowledgeable fellow shoppers and designated staff experts.

Unlike traditional 'one to one' support channels such as email, phone, or live chat, AnswerBox captures those conversations and insights by displaying them directly on the product detail page - for all future customers to see. A single answer now aids multiple customers.

BENEFITS

- Build community by encouraging interaction between customers and designated staff experts
- Increase engagement by eliminating the need for shoppers to find answers elsewhere
- Discover more about your customers by listening and responding to their questions and concerns
- Enhance site content by supplementing product descriptions with experience-based advice from actual product users

FEATURES

Full Moderation

2-Tiered moderation to ensure constructiveness of content. Merchant has 100% control over which questions and answers are displayed

Multi-Pronged Response

Answers provided by reviewers, designated staff experts, visitors to product detail pages, and even Buzzillions.com contributors

Virtual FAQ

Questions and answers display directly on the product page to address repeat questions unique to specific products

"With questions and answers coming in at 4x higher rates than customer reviews, we're discovering where our site content needs enhancement the most. We are able to identify gaps in site content and fill them in with highly relevant and useful product information."

Nathan Decker, - Senior Human of Ecommerce, evo