

ezSupport® for eBay

What is it?

ezSupport for eBay is a web-based suite of customer support software tools that's eBay-integrated, and that lets **you earn \$\$ by displaying ads on your help desk.**

You get paid 50% of the revenue from your help desk ads. So the more customers use your help desk, the more **\$\$** you earn!

A base ezSupport for eBay account includes a searchable FAQ help desk that will be accessible via the "Ask a question" link on all your eBay listings and that you can also add to your website, your emails, your eBay, Amazon, Yahoo! stores -- anywhere you want.

ezSupport provides everything you need to customize your help desk and manage a knowledgebase with an unlimited number of FAQs. And ezSupport's natural-language search technology allows your customers to find answers to questions on their own 24/7/365.

Support feature modules such as *Problem Ticketing*, *Returns*, and *Chat* may be added to your help desk at any time, so you can scale your customer support options to meet your business needs.

Price

It's FREE! with help desk ads. **Plus! earn \$\$.**

\$9.95/month/support rep without help desk ads.

30-day free trial of help desk without ads.

ezSupport for eBay Demo

AAA Golf

Ask a Question Search Powered by HOSTED SUPPORT

Return to item description

Question Topics ↑

- Items (5)
- Shipping (6)
- Payment (2)
- Returns (1)
- Other (5)

Contact seller

Shipping

- ▶ **Can I pick up my purchase at your store?**
Yes, local buyers may pick up orders directly at our store. Please call us at 1-800-AAA-GOLF to confirm in advance that your order has not been shipped to you. We will then place it in our Will Call system until you arrive.
- ▶ **Do you ship internationally?**
Yes, we ship internationally by FedEx. International shipments generally take 7-10 business days to arrive.
- ▶ **How can I track the shipping of my purchase?**
- ▶ **What countries to you ship to?**
- ▶ **What is the shipping cost to my country?**
- ▶ **What shipping companies do you use?**

Ads by Google

Ad Title →
Ad text
www.ad-url.com

Ad Title
Ad text
www.ad-url.com

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This demo provides a quick overview of a base ezSupport help desk using a fictional eBay seller, AAA Golf, to give you a general idea of how an ezSupport help desk works when integrated into eBay's platform.

ezSupport's optional feature modules can be reviewed in separate, more in-depth demos.

So let's get started!

How can you earn \$\$ while supporting your customers?

Here's how it works:

You can use ezSupport for eBay for **free** by displaying a column of ads on the right side of your help desk.

Plus! Hosted Support will pay you **50%** of the revenue from your help desk ads, so you can actually earn **\$\$** while supporting your customers. The more customers use your help desk, the more **\$\$** you earn.

Now that's a revolutionary concept!

Or if you prefer, you can remove ads from your help desk for a fee of \$9.95/month/support rep license.

It's as simple as that.

How do the ads work?

Ads are supplied by Google and will only display on the right side of your help desk. Google ads will not display in any messages sent by you or the ezSupport system.

The ads column does not interfere with any help desk functionality, and all ezSupport modules can be used in conjunction with the ads display.

How can you remove ads from your help desk?

You can remove the Ads column from your help desk at any time by activating the Ads Removal module in your ezSupport account. If you later decide to display ads again, you can simply deactivate your Ads Removal module.

The screenshot shows the ezSupport interface for a seller named 'AAA Golf', represented by a cartoon cow logo. At the top left is the seller's logo. Below it is a 'Question Topics' sidebar with a home icon and a list: 'Items (5)', 'Shipping (6)', 'Payments (2)', 'Returns (1)', and 'Other (5)'. At the bottom of this sidebar is a 'Contact seller' button. The main area features a search bar with the placeholder 'Ask a Question' and a 'Search' button. To the right of the search bar is a 'Powered by HOSTED SUPPORT' logo. Below the search bar is a 'Return to item description' link. The main content area has the heading 'Get answers right here, right now!' followed by the instruction 'Select a topic at left or enter a question above to get started.' On the right side of the main area is an 'Ads by Google' column containing two identical ad blocks, each with 'Ad Title' and 'Ad text' followed by a URL 'www.ad-url.com'.

How does an ezSupport help desk work?

Let's do some role playing to demonstrate how useful an ezSupport help desk can be.

Our demo eBay seller **AAA Golf** is a golf equipment and supplies retailer.

Jan is thinking about bidding on one of AAA Golf's auction listings but wants to know whether she could pick up her golf club from AAA Golf's local store instead of having it shipped.

Luckily for Jan, AAA Golf has an ezSupport help desk integrated into all their eBay listings, so getting a quick answer won't be a problem.

Here's how it works...

Jan clicks the "Ask a question" link

An ezSupport help desk does not change the usual method for asking questions on eBay listings. So when customers have questions, they continue to use the "Ask a question" link on all of AAA Golf's eBay listings.

Jan clicks the "Ask a question" link for the golf club listing.

Jan sees an eBay informational page

When Jan clicks the "Ask a question" link, eBay displays a page telling her that she is going to AAA Golf's FAQ help desk. eBay does this simply to inform customers that they are temporarily going to another site.

Jan clicks the Find Answers button.

NEW NIKE GOLF CLUBS SQ SUMO 21* 3 HYBRID REGULAR GRAPH

Item condition: **New**
 Time left: 1h 47m 8s (Jul 09, 2010 17:33:09 PDT)
 Bid history: **0 bids**

Starting bid: **US \$74.99**
 Your max bid: US \$ **Place bid**
 (Enter US \$74.99 or more) **Watch this item**

Shipping: **\$10.99** Standard Flat Rate Shipping
 Service **See more services** | **See all details**
 Estimated delivery time varies.

Returns: 14 day money back, buyer pays return shipping | **Read details**

eBay Buyer Protection
 eBay will cover your purchase price plus original shipping. **Learn more**

Top-rated seller
 aaa_golf (254322) **me**
 99.7% Positive feedback
 ✓ Consistently receives highest buyers' ratings
 ✓ Ships items quickly
 ✓ Has earned a track record of excellent service

[Ask a question](#)
[Save this seller](#)
[See other items](#)
 Visit store: **AAA Golf**

Other item info
 Item number: 360278310588
 Item location: United States
 Ships to: United States, Europe, Asia, Canada, Australia
 Payments: PayPal, Visa/MasterCard, Amex, Discover **See details**



Find Answers To Your Questions

i You are going to a seller's FAQ site.

This seller offers frequently asked questions (FAQs) on their site. Here you may quickly find answers to your general questions, product-specific questions, or shipping information. Click the "Find Answers" button to continue. Please note that this page may take several seconds to load.

Find Answers

Jan has two search options

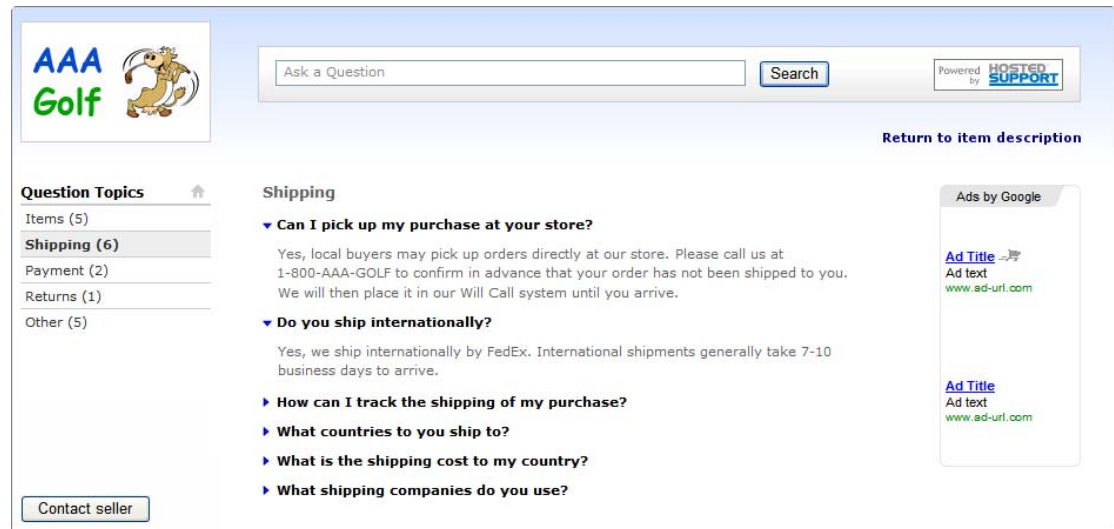
Search Option #1

Jan browses AAA Golf's Question Topics

When AAA Golf's help desk displays, Jan sees a list of question topics that AAA Golf has customized for its business needs. AAA Golf can have as many question topic categories and sub-categories as it wants. AAA Golf can also have an unlimited number of FAQs in its knowledgebase.

Jan opens the Shipping question category and quickly sees an FAQ that answers her question.

That was easy!



The screenshot shows the AAA Golf help desk interface. On the left, there is a logo for AAA Golf and a list of question topics: Items (5), Shipping (6), Payment (2), Returns (1), and Other (5). The Shipping category is selected. Below the list is a "Contact seller" button. On the right, there is a search bar with the text "Ask a Question" and a "Search" button. Below the search bar, there is a "Return to item description" link. The main content area displays the "Shipping" category with several sub-questions: "Can I pick up my purchase at your store?", "Do you ship internationally?", "How can I track the shipping of my purchase?", "What countries to you ship to?", "What is the shipping cost to my country?", and "What shipping companies do you use?". Each sub-question has a brief answer. On the far right, there are two Google Ad blocks, each with "Ad Title", "Ad text", and "www.ad-uri.com".

Search Option #2 (the more popular option)

Jan searches AAA Golf's FAQs

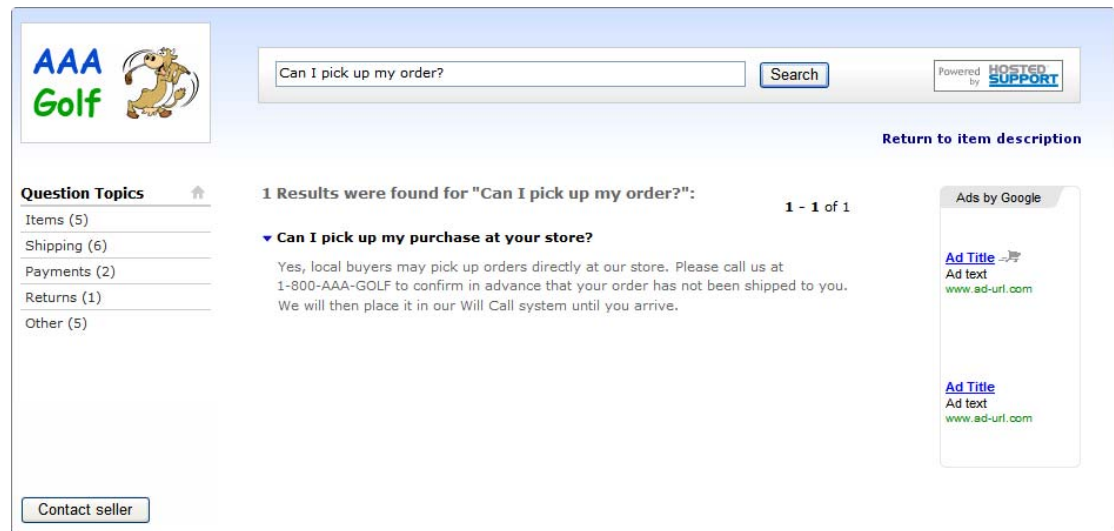
Jan can also perform a natural-language search of AAA Golf's FAQs.

Jan enters her question in the question box and clicks the Search button. ezSupport parses the keywords from Jan's question and immediately returns matching FAQs from AAA Golf's knowledgebase.

Jan's search quickly brings up the answer to her question.

That was even easier!

If no FAQs had matched her question, then Jan would have received a message telling her that no answers were available. Jan could then have clicked the "Contact Seller" button and submitted her question to AAA Golf via eBay's regular "Ask a question" form.



The screenshot shows the AAA Golf help desk interface with a search result. On the left, there is a logo for AAA Golf and a list of question topics: Items (5), Shipping (6), Payments (2), Returns (1), and Other (5). Below the list is a "Contact seller" button. On the right, there is a search bar with the text "Can I pick up my order?" and a "Search" button. Below the search bar, there is a "Return to item description" link. The main content area displays "1 Results were found for 'Can I pick up my order?':" followed by "1 - 1 of 1". Below this, there is a sub-question: "Can I pick up my purchase at your store?". It has a brief answer. On the far right, there are two Google Ad blocks, each with "Ad Title", "Ad text", and "www.ad-uri.com".

What is Natural-Language Search?

ezSupport’s Natural-Language Search technology allows customers to search your FAQs using full, natural-language questions, such as “Do you ship to Australia?”. There’s no need for keyword restrictions or complicated search mechanisms.

How does Natural-Language Search work?

ezSupport automatically filters out extraneous words while parsing the relevant keywords to use as search terms. ezSupport queries your account’s FAQ knowledgebase and instantly returns any matching FAQs ranked in order of search relevance.

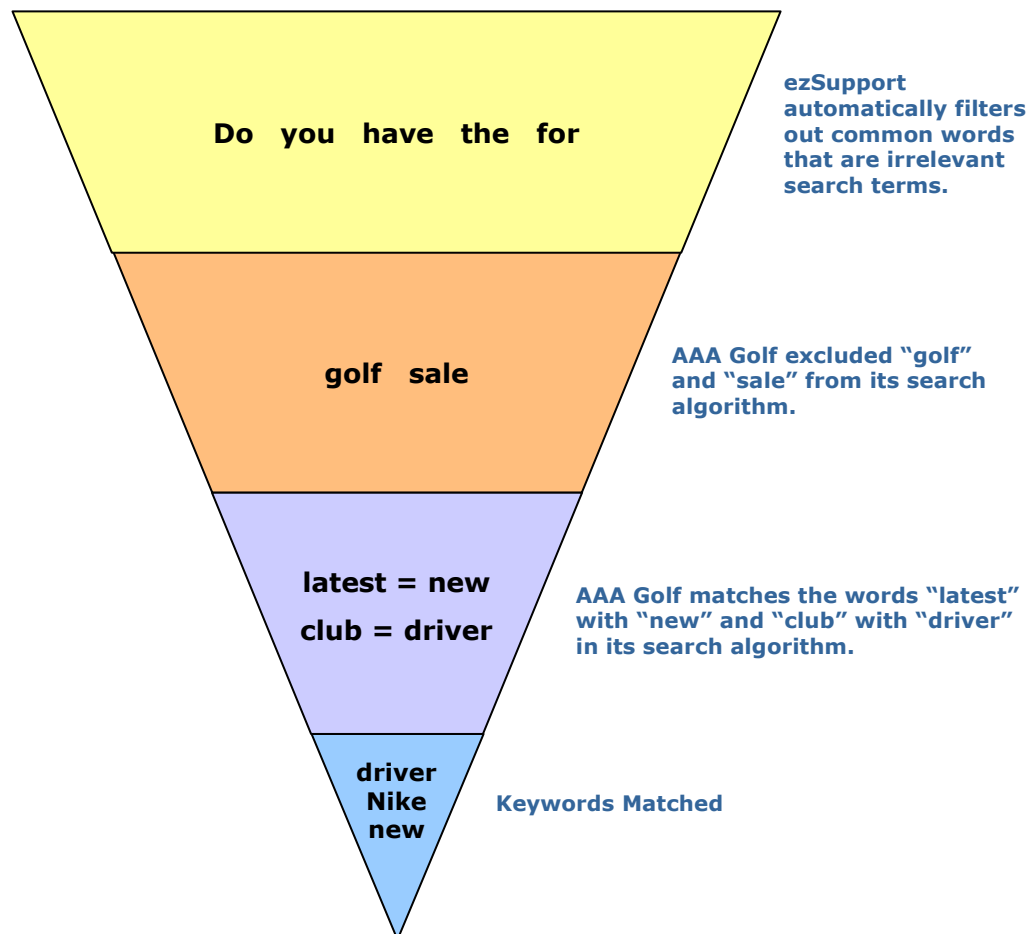
And every ezSupport account can fine tune its search algorithm to accommodate company or business-specific terms.

For instance, AAA Golf excludes the word “golf” from its searches because customers frequently include “golf” in questions but it is generally an irrelevant search term. Such as when a customer is searching for golf clubs. With the word “golf” excluded, questions about golf *clubs* will be returned, but questions about golf balls or golf shoes will not be returned.

AAA Golf also matches the word “club” to the words “driver” and “putter” because the word club is often used as a general term. So FAQs with the words “driver” or “putter” will also be returned when the word “club” is used in a question.

The diagram at right demonstrates how AAA Golf’s ezSupport algorithm would find a matching answer for the question: **“Do you have the latest Nike golf club for sale?”**.

“Do you have the latest Nike golf club for sale?”



“The new Nike Sumo driver is now available.”

What are support feature modules?

In addition to its core searchable FAQ help desk, ezSupport provides the following suite of support feature modules:

- Ads Removal
- eBay Help Desk
- Messaging
- Problem Ticketing
- Returns & Shipments
- POP Email
- Chat
- Shared Knowledgebase

ezSupport's modules allow you to customize the support options you offer to customers. Modules can be added to or removed from your ezSupport account at any time to meet your business needs.

The **Ads Removal** module, which can be activated if you prefer to remove the ads display from your help desk, is just \$9.95/month/support rep license, but **all other modules are FREE.**

The **eBay Help Desk** module simply converts a regular ezSupport account into ezSupport *for eBay*.

For instance, AAA Golf has added the support modules shown above at right, including Problem Ticketing. When their customer Jan discovers she was mistakenly overcharged for an order, she can easily file a problem report from AAA Golf's help desk as shown at right. ezSupport's Problem Ticketing system will help AAA Golf quickly manage and resolve the problem so Jan will remain a happy customer.

See individual module demos for detailed feature reviews.

How is an ezSupport account accessed?

ezSupport is a hosted software application, i.e. web-based or SaaS (Software as a Service). So accessing your ezSupport account on a daily basis is as simple as logging in with your company name, email address and password.

ezSupport is compatible with all recent versions of the Internet Explorer, Firefox, Safari and Chrome browsers.



ezSupport provides all the online tools you need to set up and maintain your help desk and FAQs. Any updates you make to your help desk or FAQs will be published immediately. And because ezSupport is a hosted software, any improvements we make to the system will automatically be included with your account updates.

eBay sellers also have the option of accessing their ezSupport accounts within eBay via the Applications tab under My eBay. In order to do this, you must subscribe to your ezSupport account through eBay's **Apps Center**. Any billing for your ezSupport account will then be handled by eBay.

My eBay [aaa_golf \(254322\)](#)

Activity Messages (51) Account Applications **NEW**

Manage Applications [Apps Center](#) | [About Apps](#)

Your apps			
Name	Subscribed on	Status	
 ezSupport for eBay Hosted Support, Inc. Plan: Monthly Your Rating  Excellent	Jul 16, 2009	Subscribed	Start Contact Support Other actions

And what about setup?

Setting up an ezSupport account is really quite simple.

A Setup Wizard is available to guide you through the process of adding FAQs to your ezSupport knowledgebase and customizing your help desk color scheme and logo. You are then instructed about how to add your help desk link to your website, emails, etc.

Setup guides are also available for the base ezSupport account and each ezSupport feature module. So you can update and reconfigure your account whenever necessary.

And of course Hosted Support's own help desk is always available in case you have detailed questions.

Welcome to ezSupport's Setup Wizard!

You will be guided through a basic account setup in as little as 20 minutes. You can exit the wizard at any point and continue later without losing saved information. Changes and additions can always be made in your ezSupport Configuration section.

Click the **Start Setup Wizard** arrow above at right to begin.

Step 1: Add FAQs to Your Help Desk

You will enter your frequently asked questions with their answers, so customers can perform natural-language searches or browse your FAQs by topic.

[Step 2: Customize Your Help Desk](#)

Example Help Desk with FAQ display area outlined in red.

ezSupport[®] for eBay

An ezSupport help desk will **satisfy your customers** and **save you time**.

An ezSupport help desk is simple, quick, professional, and **FREE**.

Now you get paid **\$\$** for using a free ezSupport help desk.

So what are you waiting for?

Start making \$\$ now!

