



Ask & Answer <sup>TM</sup>



# What is Ask & Answer?

Ask and Answer facilitates the asking and answering of product-related questions and answers, thereby helping customers make purchasing decisions



## Ask & Answer.

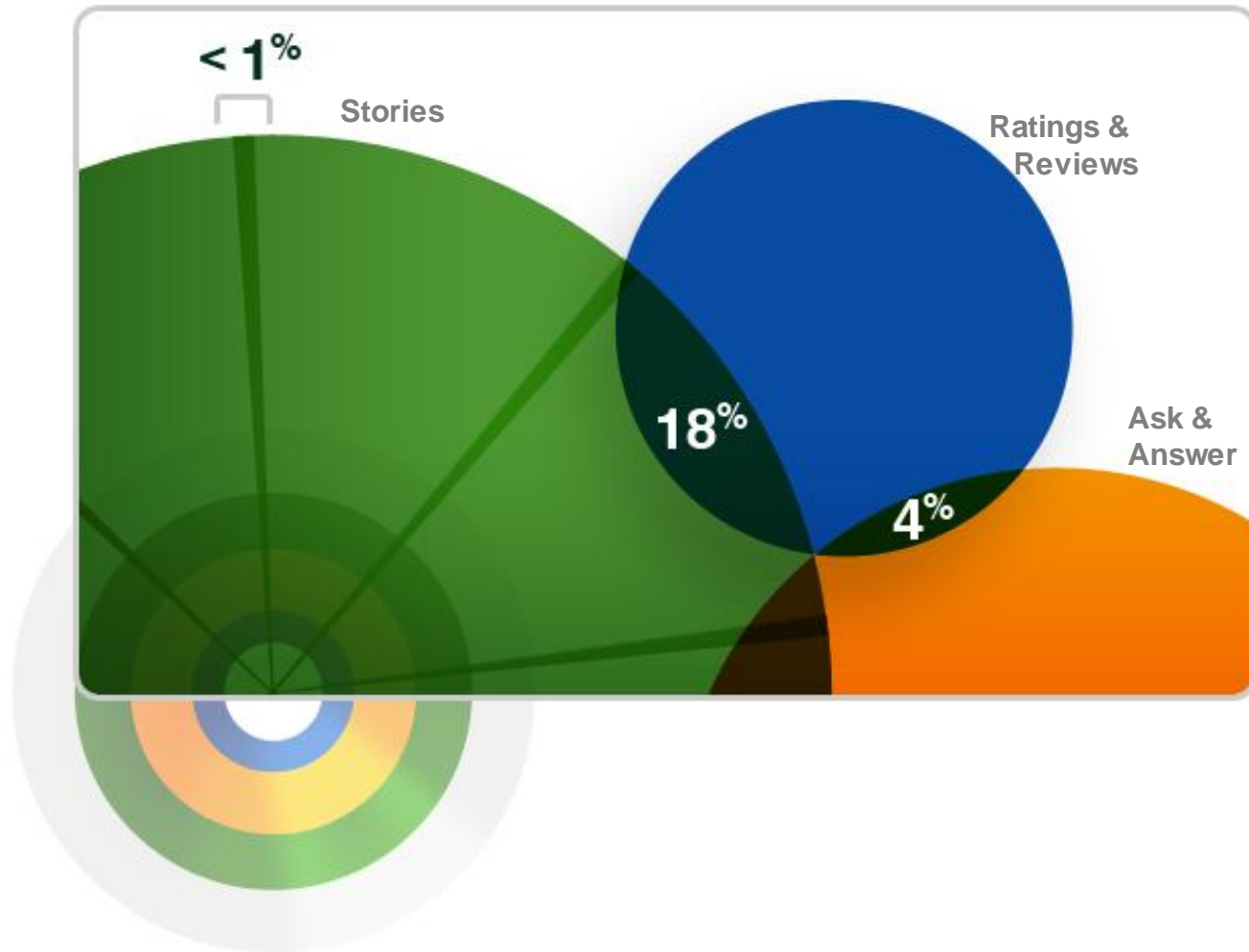
### Answers that accelerate consideration and sales.

Engage the community, including other shoppers, consumers and experts, empowering them to share product or category knowledge to help shoppers find the answers they need to ease purchase decisions

Consumers have questions that product copy isn't designed to address. Fill information gaps and remove questions that are barriers to purchase

- *42% of consumers said they prefer being able to find the answers they need online on their own if they have question or want help while shopping online.*
- *67% of consumers abandon sites if they can't easily find the information they are looking for.*

# Give everyone in your community a voice




# Energize your community- Smart Question Routing

Product Q&A
(12 Questions : 16 Answers)

Ask your questions. Share your answers.

Thank You!


Can you help us answer community questions?  
Join our Social Answering team

☒ Sign me up!

Email address

We will only use your email for this purpose.  
You may unsubscribe at any time.

What question frequency is right for you?

**Casual**  
Occasionally send me relevant questions

Your selection: **Average**

Continue



Hi edbv,

Thank you for joining the Evanscycles Social Answering team.

Soon, we'll start sending you questions from the community that need answers. You can change the frequency of emails or unsubscribe from the Social Answering team at any time via our [Answering management page](#).

Thank you for taking an interest in our online community, we look forward to hearing from you.  
Sincerely,  
The Evanscycles® Team

You're receiving this e-mail because you have signed up to receive questions from our online community. If you wish to change the frequency in which we contact you or are no longer interested in receiving notifications, visit your [Social Answering management page](#). You may contact [Evanscycles](#) with questions or concerns related to customer support and satisfaction.

This email was sent by: Evans Cycles  
Camino Park, James Watt Way Crawley, West Sussex, RH10 9TZ.



Hi edbv,

Can you help answer the question below?



**Thule 9103 ClipOn 3-bike hatchback rear carrier**

## The Question

Will it fit a 2005 Mondeo Estate with no towbar?

**ANSWER THIS QUESTION**

Thank you for taking an interest in our online community, we look forward to hearing from you.  
Sincerely,  
The Evanscycles® Team

You're receiving this e-mail because you have signed up to receive questions from our online community. If you wish to change the frequency in which we contact you or are no longer interested in receiving notifications, visit your [Social Answering management page](#). You may contact [Evanscycles](#) with questions or concerns related to customer support and satisfaction.

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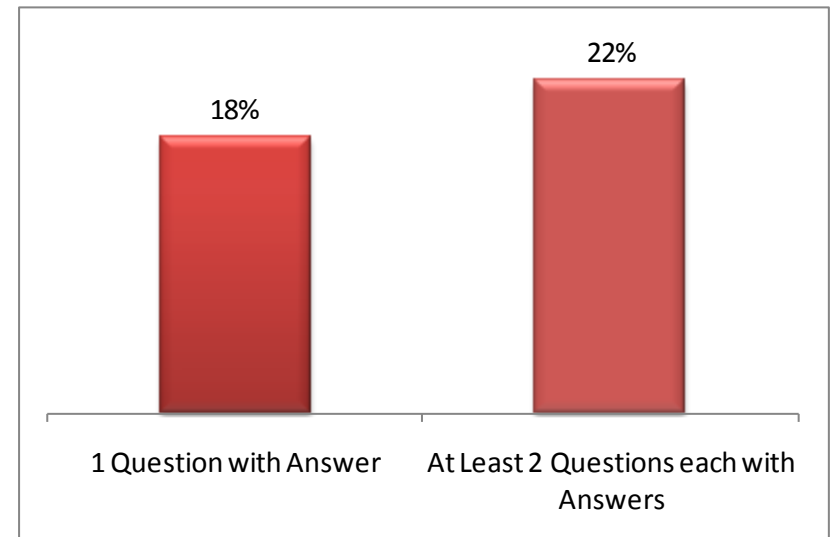
# Ask & Answer™ engages users and converts customers

## Sales Conversion Increase By # Of Answered Questions



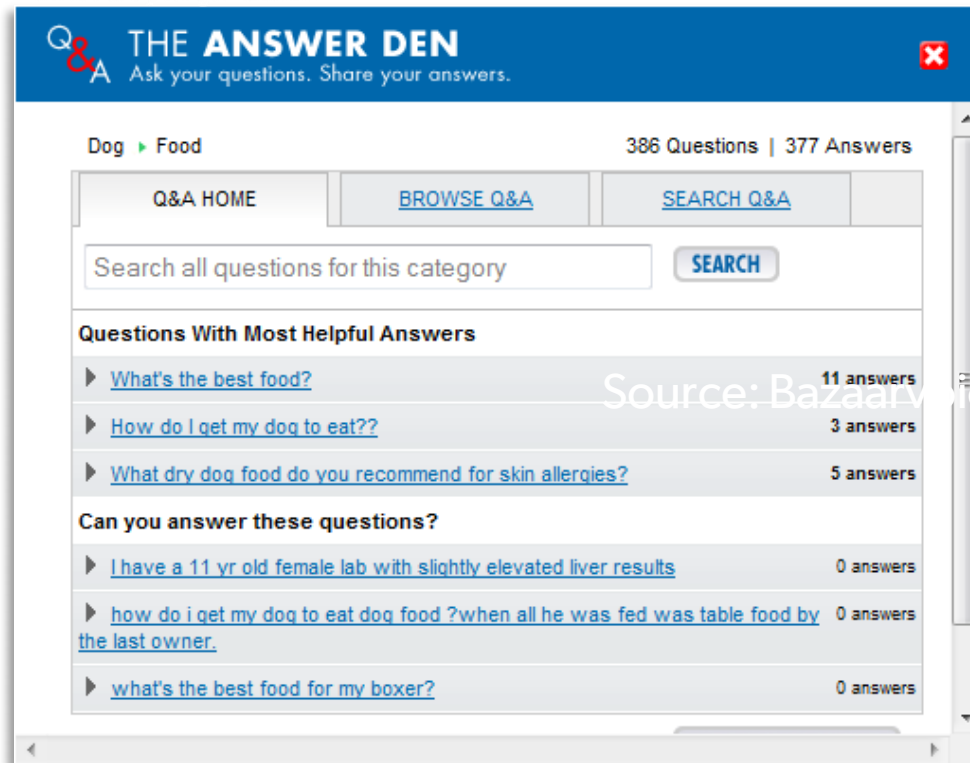
96% of “askers” and 75% of “answerers” had never before submitted a user review, thus capturing a new part of the community.

*Contribution & Conversion Case Study*



**...Conversion lift is above and beyond the lift from Ratings & Reviews**

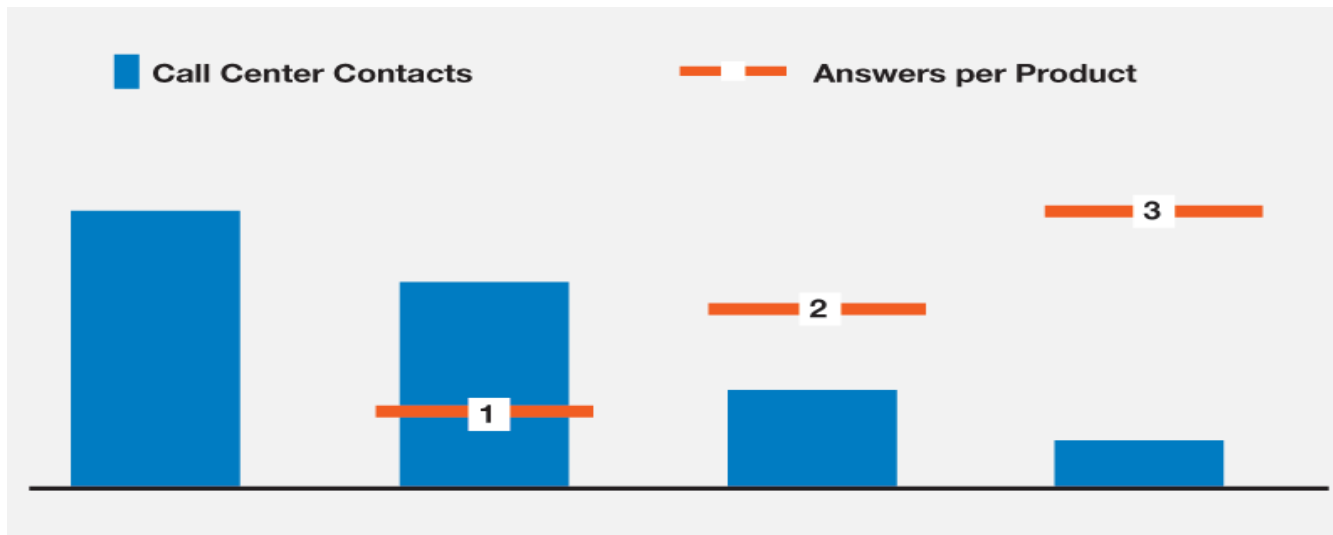
# Increase overall sales and customer value



## » The right information helps shoppers buy

- » 72% higher conversion rate
- » 100% more orders/session
- » 90% more page views

# Ask & Answer™ Reduces Support Costs



- Overall, products that have at least one answered product question received **27.8% fewer product-related customer service contacts**. In absolute terms, this means approximately 4,368 fewer calls or emails came into the call center over the six-month period, primarily due to the Ask & Answer functionality.
- Products with two answers saw a **67% decrease in product-related customer contacts**
- Those with three or more answers saw an **81.2% decrease in such contacts**



# A&A Uses and Benefits

## Conversion

- Users who engage with Ask & Answer convert 73% more\*\*
- Customers that interact with both R&R and A&A have a +98% conversion.

## Customer Support

- In addition, only 4% of “question askers” and 25% of “contributors” have previously written a review thus capturing a new part of the community\*
  - 23% decrease in product returns\*\*
- More answers = decreased customer support contacts
  - Products with 3+ answers saw an 81.2% decrease in support calls and emails\*\*

## Community

- Users who interact with A&A return to the site in 3.5 days; those who don't take 22 days to return\*\*

*\*Bazaarvoice internal benchmark reporting, 2011*

*\*\*Client case studies*

# Social Alerts

- Social Alerts is a transactional email that content contributors are opting in to receive and brings back contributors to your website.
- **Social Alerts for Ratings and Reviews**
  - Allows your customer while submitting their review. to opt in to receive an email once their review has been published on the site to come back to the site to view it.
- **Social Alerts for Ask and Answer**
  - It allows contributors to subscribe to products – as an example to get alerted when new questions are posted; and once an answer gets submitted, the shopper gets notified via email that their question has been answered, bringing them back into the site so they can get the information they need and complete their purchase.
- **We measured a greater than 90% open rate and a 50% click-through rate on Social Alerts emails.** Bazaarvoice case study, February 2011

# Creating more content by linking acts of contribution

Unanswered Questions in Review / Answer Approval

**Your Review has been Approved!**

Hi #Nickname#,

Congrats! The review you submitted recently of the RYOBI One+ 18V Lithium Drill Kit has been approved.

[Click to Read your Review](#)

**Can you answer the following questions?**

Does this product bond to wood?

**Q:** I have a rail tie retaining wall that is bolted to my foundation but has a gap in some places that is up to 1" wide. Sometimes water comes through this so I want to seal it up, would this product work? My plan would be to use this, then some blue seal.  
Thanks.  
2 months, 3 weeks ago

[ANSWER THIS QUESTION](#) >

can i use this hydraulic cement?

**Q:** There is a water leak in my basement wall where the electrical main enters the house. Can the hydraulic cement be used to fix this? if not, which other product is better? Thanks in advance.  
9 months ago

[ANSWER THIS QUESTION](#) >

# Social Alerts bring shoppers and contributors back



**Case study: >90% open rate and 50% click-through rate**

Bazaarvoice case study, February 2011

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## Your review is now posted!

The review you submitted for the following product has been approved and posted at BestBuy.com®:





**Turtle Beach EarForce X11 Gaming Headset for Xbox 360 and Mac/Windows**

[SEE YOUR REVIEW](#)

Thank you for helping your fellow Best Buy® shoppers make smarter and more informed buying decisions.

[Review another product](#) | [Review your local store](#)

# Social Alert – Question Answered


[Join site](#)  [express](#) [List](#) [Registry](#) [Gift Cards](#)

[See all Departments](#)  [FIND](#) [Cart](#)

**Your question has been answered!**

## Customer Q&A Exchange

You had a question. It was answered. Problem solved.



Hi anonymous,

Great news! *teststss* has answered your question. Ask, and the community shall provide. Click below to get your answer.

**Your Question:**  
"Does this computer have a projector/monitor port?  
I'd like to use this computer to project. Does it have a port so I can connect it to a projector or another monitor?"

[READ YOUR ANSWER](#)

Remember, the Q&A community is always here for you and it only gets better when you participate. Have an answer of your own to share? Make someone's day and answer a question in the community.

The Walmart Team

Click [here](#) to stop receiving emails when an answer is posted to your question.

You may contact [Walmart](#) with questions or concerns related to customer support and satisfaction.

Email Marketing, Walmart.com, 7000 Marina Blvd., Brisbane, CA, 94005