



## Answerbase for E-Commerce

*Increase conversions and customer engagement with Answerbase Q&A*

- *Q&A readers convert 45% more often than those who don't read Q&A*
- *Add an e-commerce Q&A widget to all of your product pages in minutes*
- *Dramatically grow search engine traffic on your website*
- *Expand your remarketing reach to convert visitors to valued customers*

Features	Description
Answerbase Q&A Platform	The Answerbase Q&A Platform facilitates users being able to ask questions, browse Q&A content, and receive quality answers right from your product pages. Each system comes with administration and moderation tools to manage the Q&A platform and activity.
<b>Special Features</b>	
Responsive Design (Mobile/Tablet/Computer)	Your users will be able to access Q&A content and functionality easily on their iPhone, Android, and most other popular smart phones through a user friendly mobile version of the application. From their mobile browser, users will be able to easily ask questions, answer questions, and browse content.
Search Engine Optimized	Answerbase Q&A content is optimized to be indexed easily by all the major search engines and is ranked well for relevant searches. Dynamic page titles and meta text, keyword based URL's, internal link building, and dynamic sitemaps are just a few of the elements that gives the user generated content on your Q&A site the best possible exposure. That organic traffic drives new visitors to your site and contributes to quick and consistent growth to your site and service.
Actionable Content Insights	See valuable information about the demand and quality of your content, providing you with insights in what content you should focus on and even build more in-depth posts about.
Document, Video and Image Responses	Allow customers, subject matter experts, and your staff to attach files, videos and images to clarify questions and/or answers. Giving users the ability to ask and respond in the most adequate way for high quality content.
Rich Text Editor	Enable or disable rich text editing features on both questions and answers including linking, bolding, italicizing, and underlining text.
Question/Answer Comments	You're able to choose whether you'd like your system to support comments for questions and/or answers. Allowing users to add comments to questions or answers give them the ability to clarify communication and make sure each need is addressed effectively.

Staff Answers	Answerbase gives you or any of your staff the opportunity to highlight answers as official "Staff Answers". These answers are clearly distinguished from normal answers, letting your users be aware that those answers have special authority behind them.
Vote and Rate Answers	All answers can be voted on as being helpful or not by your users, allowing the system to identify the most quality answer for each question and highlighting the best answer at the top. This clearly identifies the most effective answers for future users who have the same or a similar question. Experts receiving positive votes for their quality contributions receive additional points, helping them climb the leaderboards and earn recognition when you enable community features.
Collaboration Notes	Admins and moderators can communicate internal notes on each question, in order to collaborate and most effectively answer and manage each inquiry.
Answer Drafting	Save drafts of your answers to either work on later or to collaborate with other team members in forming the best possible answers.
Private Question Management	Effectively manage one-on-one Q&A interaction with individual users, allowing you to support an individual user's private inquiry when necessary.
Featured Content & Members	Feature specific content and members on your site, giving special recognition to those feature items by pinning them to the top of the lists as users browse content.
Community Features	Enable or disable community Q&A features, allowing your users to answer questions, maintain a profile, and recognized users for their contributions on leader boards with reputation points, badges and highlighted areas of expertise.
Group Management	Organize your members into different groups, giving each group the appropriate content access and functional permissions that you designate. This allows you to distinguish between your staff, product evangelists, manufacturer representatives, paying customers and potential customers.
<b>Customization</b>	
Widget Builders	We give you a variety of widget builders which allow you to easily integrate Q&A functionality and content directly into your e-commerce pages, engaging your users wherever they are living. You're able to adjust each widget's colors, size, and content to accomplish your business goals.
White-Labeled	No Answerbase ads or branding, anywhere on your site, giving you a 100% white-labeled Q&A platform that simply works to accomplish your goals.
Customization Tools	Simply add your logo and select color scheme for your site for a quick setup, or use the advanced tools to add your own header, footer, CSS, and more, for full control over your Q&A platform's design and navigation.
Domain Name	You can point your own domain name to your Answerbase site so the system reflects your desired URL and branding. We direct you how to easily have your Q&A system on its own domain (www.yourdomain.com), a subdomain of an existing site (answers.yourdomain.com) or we also support the ability to use a subdirectory on an existing site (www.yourdomain.com/answers).
Single Sign On	Register and sign in users using your own authentication method, and the Q&A site will interact smoothly with that process and register whether the user has been authenticated or not.

Social Login using Facebook, Twitter, LinkedIn, and Google+	Your users can easily register and login using their profiles on Facebook, Twitter, LinkedIn, or Google+.
Standard and Advanced API's	Answerbase's Application Programming Interface (API) empowers you to accomplish even the most sophisticated integrations or even build your own Answerbase-powered Q&A applications.
Multilingual Interface	The public interface of the Answerbase Q&A platform can be displayed in a number of different languages for effective integration into sites globally.
Notifications	Easily customize the text of every transactional email notification to your users, ensuring that each message to your audience is communicated exactly as you'd like.
<b>Administration</b>	
Admin/Moderator Users	You can assign anywhere from one to an unlimited amount of administrators and moderators for your Q&A site as your system's traffic and activity grows. The ability to have multiple moderators and administrators allows you to effectively divide responsibilities between multiple team members.
Moderation Tools	Nurturing your content and users is essential for success. Our moderation tools give you your desired workflow to easily monitor all of the activity on the site. Assign moderators by category or product, easily review unmoderated content, search existing content, as well as un-publish or delete content. You can also set reminders to review content over time to ensure content is fresh and up to date.
Content Assignments	Have content assigned to members of your team based on topic and areas of expertise with the capabilities of reassigning content to other team members for effective collaboration on responses.
Import Content and Users	Import questions, answers and your database of users via our easy-to-use CSV import tools to quickly populate your site.
Content Relationships	Easily relate other content you have available to Q&A content, effectively presenting all content that can assist in or support fulfilling a user's needs.
Reporting and Analytics	Answerbase provides reporting tools around your platform's activity as well as the ability to integrate your own Analytics. These capabilities give you detailed reporting on visitors, their navigation, and other metrics which will allow you to more effectively manage and grow your system.
Access Controls	Restrict access to your platform to specific members, groups of members, or even IP addresses, to ensure that your content is only available to the members who you have identified. You can even designate access permissions for certain categories of content to users or groups that you define.
Profanity Filter	Easily control the integrity of your site content through our profanity filter, defining and blocking inappropriate terms or phrases from posting.
SPAM Controls	Effectively block SPAM from your site through user-reported content and advanced tools to block offending users and/or IP addresses.
SEO Settings	You have the ability as an administrator to set the platform to manage your meta data, robot.txt file, follow and no-follow settings, as well as page by page

	sitemap inclusion to ensure the content is seen by search engines as you need.
Export Data	Easily export your Q&A data and reports at any time.
<b>Customer Service</b>	
Service	Answerbase is supported on a redundant hosting environment, allowing us to provide a superb performance and uptime for all our clients. The Answerbase platform is optimized to effectively manage your Q&A activity as your site scales.
Great Customer Support	Contact Answerbase support via phone or email for knowledgeable answers to your questions fast.

<b>Answerbase Enterprise</b> (includes all of the above functionality plus...)	
Custom Adaptations and Developments	Whatever ideas, new functionalities or integration requirements you may have, our development team will communicate with you about your needs and make those requests become a reality. You have full control over your system and how it will display and act, and our team will proactively manage all custom development projects to make sure your requirements are implemented quickly and with full attention to quality.
Individual Quality Assurance Site	Testing out your changes directly on your live environment may lead to small disruptions to your site and service. We provide all Enterprise clients with a fully functional QA site that enables you to effectively preview and test changes before pushing them into production.
Managed Setup and Integration	All enterprise installations are set up with their own instance of the Q&A system and database, and our team proactively manages the entire setup and integration process for you. You will be communicating with an experienced account manager who will coordinate directly with your team members, proactively managing every aspect of the installation to make sure everything goes smoothly.
Education and Training	Enterprise clients have access to one on one or group web-based training sessions, giving instruction regarding system use and all of its available functionalities. An experienced and knowledgeable Answerbase product specialist will be available to answer your specific questions, making sure that you and your team has all of the information they need to successfully manage and grow your Q&A site.

Enterprise Support	All enterprise implementations come with a specific service level and support agreement to ensure outstanding service and responsiveness if any issues arise.
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