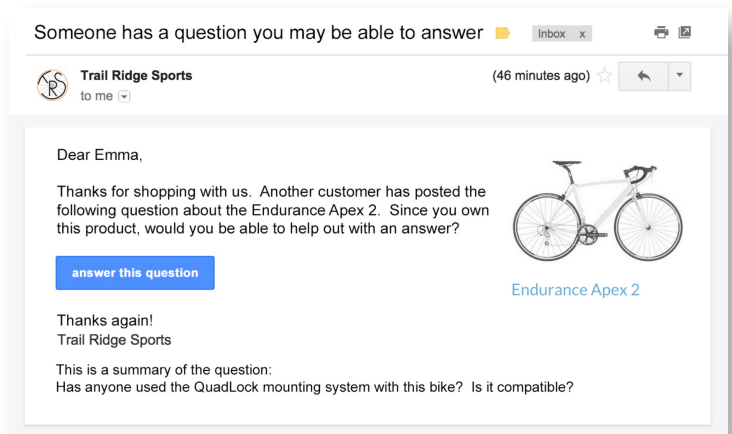


Ask a Product Owner

Customers have questions when shopping, and often someone who owns the product can answer it best. Ask a Product Owner engages verified purchasers to get answers to a customer more quickly and lower the burden on your customer service. A quick authentic answer can be the difference between browsing and buying.

How it works:

- 1** **Customer asks a question**
Q&A tool is used to submit a question
- 2** **Email sent to a Product Owner**
Question is sent to a past purchaser based on a transaction feed powered by purchase beacon
- 3** **Product Owner submits an answer**
Authentic answer is submitted by an owner of the product and passes through Bazaarvoice moderation
- 4** **Notification sent to customer**
Once a question has been answered, the asker is notified that an answer is available



Ask a Product Owner contributes 30-50% of all answers for clients using the feature.

Ask a Product Owner works in conjunction with Brand Answers (your suppliers answering questions), Crowdsourced Answers (a 3rd party community) and your own Customer Service Team to provide your customers more answers to all types of questions, faster than before.

Contact your Client Success Director today to learn more.