

Make sure they

When your *ecustomer*
has a question ...

AskIt!

customer service that fits

A s k I t S y s t e m s

Customer service is a vital component of your business—and your website is one of your most important communication points. Doesn't it make sense to provide great customer service directly from your site? AskIt! gives customers an easy-to-find link to instant online help.



Using AskIt! is easy for your customers:

1. All they do is click the easy-to-find button

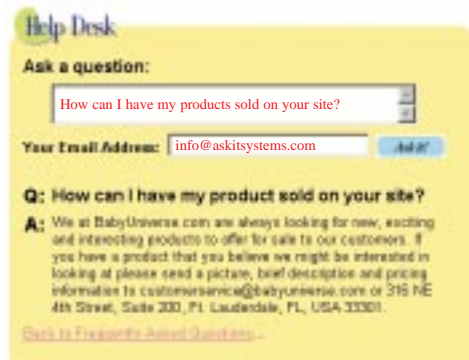


www.babyuniverse.com

2. Enter their question or browse the FAQs



3. And AskIt! instantly answers their question.



4. If they don't find what they are looking for, the system sends an email to the administrator, who can refer the question to the designated "expert" in your organization. When they answer, you have the option of sending the reply only, or sending the reply while simultaneously adding the answer to the online knowledge base.

Provide Great Customer Service:

AskIt! is a completely maintenance-free customer service solution. AskIt! lives on high-bandwidth servers at askitsystems.com—freeing you from software and hardware maintenance concerns. To administer your site, you simply log in with your own private account. Since the AskIt! admin interface is entirely web-based, you can administer your site from any browser on any computer, anywhere.

Save Time and Money:

By providing answers to commonly asked questions in an easy to browse and search format, you can dramatically decrease email and call volume. This reduces the demand on your toll-free line and your support staff—freeing them to focus on sales and service.

Free Yourself from Routine Queries:

By providing answers to commonly asked questions in an easily searchable format, you can dramatically reduce routine queries. Some organizations report that 80% of their incoming calls and emails are for routine information. Free your staff from monotony and let them focus on what they do best!

Don't Lose Customers to Confusion:

According to a BCG/Shop.org survey, only 1.5% of website visitors become buyers. All too often, a simple question will discourage customers from making a purchase. Avoid this by providing help directly on your website.

Build a Place for Valuable Information to Live:

The longer you use AskIt!, the more intelligent the system grows. Each time a customer asks a question that is not in the database, you have the option to add it to the knowledge base at the same time you reply to the customer. What could be easier?

AskIt Systems

customer service that fits

301 Elizabeth Street, 7th Floor | New York, New York 10012
p: 212.334.2068 | f: 212.966.7796
info@askitsystems.com | www.askitsystems.com

*mention code ASK for this offer.

FREE
30-DAY TRIAL -
A \$500 VALUE!*

AskIt! is easy for you:

Implement in minutes

Implementing AskIt! is a snap with the online wizard. If you can answer questions—you can set up AskIt!. No programming or html is required. And, because the system is hosted on askitsystems.com's high-speed servers, there is absolutely no maintenance to worry about.

Most sites take about 15 minutes to configure. Sign up today and begin delivering great online customer service tomorrow.

Wizard Steps

1. Specify your sites' characteristics, backgrounds, and link colors.
2. Enter your main question categories.
3. Answer the starter questions to begin populating your knowledge base.
4. Add the AskIt! link to your site.
5. **You're done!** Just log in with your supplied password to add more information to your knowledge base.

Fits your company's budget

AskIt! ranges in price from FREE to only \$500.00/month. Sign up now and receive a complementary 30-day premium-level trial. Just mention code ASK.

The AskIt! reseller program -

Do Your Customers a Favor and Make Money Too!

Earn up to \$1200/year per customer just by providing great customer service!

With the AskIt! Reseller Partner program, you can earn a monthly commission of 20% on all customers you set up with the AskIt! system. That's up to \$1200/year, per customer—just for introducing them to AskIt!.

There is no fee to join, but you must be a registered member of the partner program to earn commission. For more information, call or write us at partners@askitsystems.com.

"AskIt! was easy to implement and very affordable. Our service reps were up and running in no time. With AskIt! we have reduced our customer support costs by 48%."

Neil Closner
President, babyuniverse.com

"Due to the inexorable increase in the demand for customer service, organizations that do not exploit the self-service capabilities of the Web will find themselves stuck in a losing battle against increasing calls and costs."

Gartner Group

"AskIt! is really easy to use. We're getting a better sense of what visitors to our site really want to know. AskIt! has allowed us to provide quicker, more consistent and helpful responses."

Denise Wood
Chief Experience Officer
American Institute of Graphic Arts

AskIt! Systems

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