

• DEPENDABLE • CREATIVE •

• SPACE EFFICIENT •

REPLACE THE FAQ



FAQ?

"FAQ" is an acronym that stands for "Frequently Asked Questions". It is a list of questions and answers.

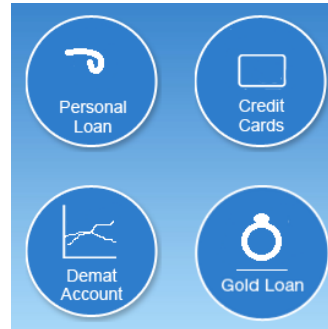
The 'FAQ' is an Internet textual tradition originating from the technical limitations of early mailing lists from NASA in the early 1980s.

The acronym FAQ was developed between 1982 and 1985 by Eugene Miya of NASA for the SPACE mailing list.

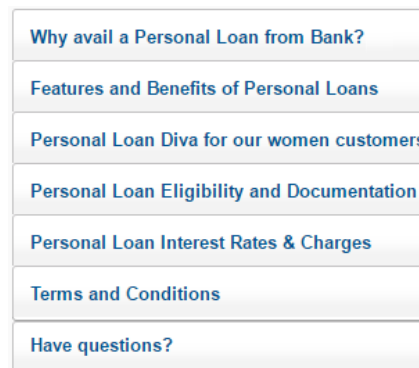
Courtesy of Wikipedia

SELL MORE

Let's say a customer visits a retail banking home page. There are typically links to various products on the homepage.



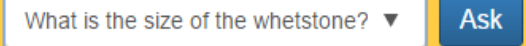
Let's say the user clicks on a link and visits a product page. Typically an FAQ is used to present product information. The information given tends to be very limited because of the lack of space.



By using Askite instead of the FAQ, the seller can answer hundreds of questions in a fraction of the space.

Images adapted from retail banking websites for illustrative use

Askite



Askite is a tool that answers users' or buyers' questions about products.

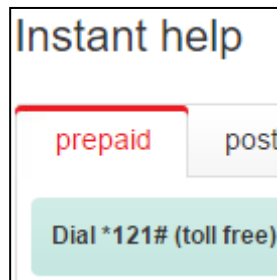
It facilitates the dissemination of product information.

Aiaioo Labs, Bangalore, India

www.askite.com

SAVE MONEY

Having an Askite question answering system on a retail business' website can save the business a considerable amount of money by reducing call center volumes.



Let's say a customer logs into the website of a banking firm or a telecom services provider or a railway reservation page.

There is typically very little support for a customer if they find themselves unable to do something or have a problem.

There is usually a help page (which might itself be hard to find) with an FAQ which the user can browse through or a "contact" form. Users usually end up contacting a service person.

Using Askite can reduce such requests by a large amount, saving the customer time and the service provider money.

BE HELPFUL

Help Customers Navigate Websites

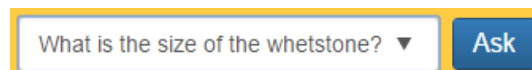
Askite can be used in contextual help popups that can be strategically located around important web pages. Should users require assistance with anything, all they need to do is type a question into Askite.

Askite can also be placed in web pages that record a high bounce rate. Questions asked on Askite might provide a clue as to why people bounce off the website.

Help Customers Find Out About Your Products

Customers looking to buy a product might not find all the information they need in the limited space available.

In such scenarios, having an easily accessible tool for clarifying doubts could make the difference between making a sale and losing a customer.



EXAMPLE



Product descriptions at times leave critical information out.

Let's say a customer is looking to buy a whetstone.

They want to know how big the whetstone is.

The information may not be available in description.

With an Askite box, all they have to do is ask!

