

## Fan-Sourced Expert Answers

Need more expert answers to product questions without utilizing your staff resources? Sign up for our Fan-Sourced Experts! Through our partnership with Needle, the leading provider of fan-sourced product experts for online stores and brands, TurnTo can provide fast, personal responses from product users individually selected for their in-depth and hands-on knowledge of your products. Actively supervised and scheduled, your fan-expert team ensures answers are both high quality and fast.

In fact, TurnTo guarantees that your fan-sourced experts will answer 50% of all the questions posed to them in 2 hours or less, 75% of all those questions in 4 hours or less, and 90% of them within 24 hours. (For online stores using both TurnTo and Needle live chat, the guarantee is even faster: 50% with 15 minutes, 75% within 30 minutes, and 90% within 24 hours.)

You determine which questions you want your fan-experts to answer – all product questions, or just those not likely to receive community answers. Pick the former to produce the most, great content and faster overall answers. Pick the latter to fill in just when the community isn't available (typically, questions about items that are new to your catalog or those that are purchased infrequently) while keeping your costs down.

Why leave your expert answering up to an unknown, unmanaged “crowd” when with TurnTo you can rely on personally selected, trained, and supervised fan-sourced experts!

### LEISUREPRO

Online dive gear shop LeisurePro.com had been relying solely on their community to answer shopper questions. After adding fan-sourced experts:

- The total volume of answers increased 31%
- The number of questions receiving at least one answer within 24 hours increased from 58% to 83%
- 47% of the time, an expert provided the first answer faster than the community

