Product Syndication/ Fresdesk

Section 6

# CROSS SELL SOLUTION Q&A

1. **What is the Cross-Sell Solution?**

HP’s product recommendation tool for e-commerce sites that sits on partner’s product detail pages, making it easy to buy HP products and all in-stock compatible services, supplies and accessories.

1. **Which are the main benefits of the Cross Sell Tool?**

* Increases sales by adding top recommended compatible products.
* Quick access to compatible Original HP Products
* Connects to partners catalog, inventory, price, and add-to-carts.
* Increase add-to-cart selections in one visit.

1. **What does it cost to get the Cross Solution on my website?**

There is no cost for the partner to get this tool online! HP absorbs this per your benefit!

1. **How is content displayed?**

The recommendations are defined by HP. The price, product page, inventory and ad-to-cart comes from the partner. 1WorldSync will process HP’s content feed along with Partner’s Catalog feed and render an up-to-date product recommendation selection.

1. **How do I know if I’m eligible for the Cross Sell?**

To be eligible your website must be an ecommerce and have a broad catalog of HP Products. At least 3 different categories of HP products (Laptops, Computers, Printers, Accessories, Cartridges, and others) and each category must have 6 or more products.

If your website lacks any of the above, you will need to update it to get approved.

1. **Can we personalize the experience?**

* The HP Cross Sell Solution is ready to use standardized form and function tool. The code does not support customized designs.
* The partner has the option to set up the HP Cross Sell Solution to only display the product category they intend to sell. It is possible to only select services, or only cartridges, or only accessories. The partner can determine this when they set up the requirements in the 1WorldSync Portal. A partner may choose if they prefer a standalone, embedded version or both as the best practice.
* As the default, the embedded version will automatically display in the body of the HP Product Experience, however, a partner may choose to enable the standalone version at the top of the page. Or just any of those two.
* The standalone version can be placed at any location on the store’s page layout, even above the fold. The Partner can determine where best to position the Logo button.
* The standalone Logo also comes in four sizes. The partner can choose which size is best for their store layout.

1. **How are the HP Recommends experience content stored?**

The product descriptions and images of the recommended Care Pack Services, Cartridges and Accessories are coming directly from HP systems through CNET. Prices and stock information are provided by the partner.

1. **How long does it take to implement the solution?**

Technically, it is easy to install and could be done in a week. On average, new partner’s setup could take four weeks to have the solution live on an e-commerce shop. This is just an estimate and depends on the availability of the partner’s IT team.