Product Syndication/ Fresdesk

Section 7

# UPSELL SOLUTION Q&A

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

HP product comparison tool for e-commerce sites that offers good, better, best upgrade options starting from the original device. Ease at comparing in-stock products from similar or promoted product family.

1. **How are the recommended printers, accessories, PCs and supplies chosen?**

The product comparison rules 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 comparison selection.

1. **What happens if products are not available?**

The tool automatically adapts to the partner´s catalog and only display in-stock products.

1. **What happens if I have a small product catalog?**

Both Cross Sell and Up Sell tools are best suited for broad e-commerce catalogs. Smaller product catalogs will be denied.

1. **How are prices set?**

1WorldSync provides the solution and the data stream to display the top recommended products. Prices and stock availability are defined by the partner´s product catalog or real time inventory from the partner´s website.

1. **When is it possible to change prices?**

Data and prices are updated every time the product catalog feed updates through 1WorldSync. For this reason, a daily 1WorldSync refresh is highly recommended.

1. **How is the transaction finalized?**

Products, pricing and shopping experience are determined by the partner. The add-to-cart click adds a product to the cart of the partner´s e-commerce shop.

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

It is already deployed in a ready-to-use, standardized format and function. The code does not support customized designs.

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

The entire process shouldn´t take more than two weeks, unless there are technical issues.

1. **How do I know if I’m eligible to have the Upsell Tool?**

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.