



| Never answer the same question twice!  
> Visit [www.askit.com](http://www.askit.com)

# Questions and Answers

## Corporate Information

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### Who is AskIt.com?

AskIt.com ([www.askit.com](http://www.askit.com)) is the first company providing affordable outsourced online customer service and support solutions targeted specifically to organizations seeking an easy to use and rapid to deploy solution for their Web sites or intranets.

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### Where are AskIt.com's offices?

AskIt.com Headquarters:

5 Union Square West - 4th Floor  
New York, New York 10003  
(212) 414-9590 Tel  
(212) 414-9960 Fax  
[www.askit.com](http://www.askit.com)

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### Who are AskIt.com's Executives?

Chairman & CEO: David Gusick  
President: Ken Shapiro  
Senior Vice President Technology: Eric Goldberg  
Vice President Corporate Development: Pablo Ouziel  
Vice President Systems Architecture: Raymond Blum

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### Who is using the AskIt! sytem

AskIt.com customers include: Dean & DeLuca, Ritz Camera, Boater's World, The American Society for Association Executives, the American Institute of Graphic Arts, the New York New Media Association, [BabyUniverse.com](http://BabyUniverse.com), and [ActionGear.com](http://ActionGear.com).

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### Who is AskIt and what services do we offer?

AskIt.com ([www.askit.com](http://www.askit.com)) is the first company providing affordable outsourced online customer service and support solutions targeted specifically to organizations seeking an easy to use and rapid to deploy solution for their Web sites or intranets. Financial backing of AskIt.com is provided by investors including internet.com Venture Partners III, part of the affiliated venture capital arm of internet.com Corporation the Internet Industry Portal, which is a \$600 million public company (Nasdaq: INTM).

AskIt's solution allows companies to cost-effectively: reduce inbound emails and customer support costs up to 80%; increase customer service levels by offering 24x7 automated support; and, gain valuable insight into their businesses. AskIt's functionality includes: self-help; inbound and outbound email management tools; and, integration with live-chat. AskIt.com customers include: Dean & DeLuca, Ritz Camera, Boater's World, The American Society for Association Executives, the American Institute of Graphic Arts, the New York New Media Association, BabyUniverse.com, and ActionGear.com. AskIt.com is a privately held company and is headquartered in New York.

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### What are the main benefits we offer customers?

#### Reduces Customer Support Costs up to 80%

Since AskIt automatically answers up to 80% of customer questions, the cost is significantly lower than more expensive options, such as phone calls, email or live-chat, which cost \$33, \$10 and \$7.80 per interaction, respectively (Forrester).

**Sophisticated Routing Capability Insures Questions Answered At Lowest Cost**  
With AskIt the "dispatcher", normally a low cost employee such as a customer service rep, answers the question if possible and only routes it to a higher-level manager if necessary. Rules-based routing will be offered shortly, further reducing the need for human intervention.

**Remotely Hosted Turn-Key Solution Requiring No Up-Front Investment**  
Eliminates diversion of IT resources or purchase of costly software, hardware and services.

#### Increases Conversion Rate Of Browsers To Buyers

Enables users to receive instant answers, while they are still on the site with their interest level at its highest point, significantly increasing the probability of a purchase.

#### Increases Customer Satisfaction Levels

Improves satisfaction levels by increasing the ease of site navigation and by providing instantaneous answers to questions.

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What are the main benefits we offer customers?

(Continues)

### Permits Personalization and Collection of Email Addresses

As users ask questions, they submit their email addresses, which are then used for personalization of responses.

### Provides Real-Time Market Research Through Reporting Tools

AskIt gives clients the capability to collect and analyze questions asked, enabling them to determine overall user behavior patterns and to spot potential business opportunities.

### A Complete Solution

AskIt offers a self-service knowledge base, inbound and outbound email tools, and integration with live-chat.

### Rapid Deployment

Implementation typically takes from 24 to 48 hours.

### Easy to Use

An intuitive graphical user interface makes learning the system a simple process.

### Ease Of Upgrade

Since AskIt is a hosted solution, upgrades are seamless.

### Scalability

AskIt runs on Oracle 8i, off Linux servers and is hosted in Global Center, a first tier data center. For sites themselves, AskIt is also highly scalable, since as the volume of questions increases, the knowledge base grows, thereby continuously reducing the need for live response.

### Maintains Customer Site's Look & Feel

When users click the AskIt link or button on a client's site, they are routed to AskIt's servers in a manner that completely preserves the look and feel of the client's site.

### Integration With Legacy Systems

AskIt is programmed in an ODBC format and will be able to port its information to a company's existing legacy systems and databases.

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### How does AskIt's service function and work?

A prospect who wants to sign up for AskIt need only go to [www.askit.com](http://www.askit.com), click on "Get AskIt Now", fill out a simple Wizard and copy a few lines of AskIt-provided HTML code on to their site. Copying this code onto their site creates a link from their site to the AskIt system.

Following is a description of how AskIt functions from the perspective of a customer visiting one of AskIt's customer's sites. (Note: Go to [www.askit.com](http://www.askit.com) and click on "Who's Using AskIt" to see several examples of AskIt in action):

AskIt gives clients the capability to collect and analyze questions asked, enabling them to determine overall user behavior patterns and to spot potential business opportunities.

When a web site customer to a site has a question, he clicks on either the "FAQ", "Contact Us", "Help" or "Customer Service" button, depending on from which of these the site has created a link to AskIt.

The customer is immediately transferred to AskIt's server, which presents him, with a page, formatted to always maintain the look and feel of the originating web site. This page features the AskIt question box and a list of dynamically generated FAQs.

The customer either clicks on the applicable FAQ or types her question, using natural language, into the question box submitting it with their email address to the site.

AskIt's technology parses the question using proprietary natural language technology and pulls up a list of similar previously asked questions and their corresponding answers from a dynamically generated knowledge base. The answers found are served instantaneously to the customer.

If no satisfactory answer appears, the customer can then submit his question to the site.

A customer service person from the site, utilizing AskIt's email management tools, inputs the appropriate answer and sends the response to the customer via email while simultaneously posting the answer to the site's knowledge base for future users to access.

Over time as the knowledge base grows, more and more questions are answered automatically, increasing customer satisfaction levels while simultaneously reducing the need for human intervention, thereby reducing customer support costs.

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### How does AskIt help you reduce costs?

AskIt.com minimizes your costs with its natural language technology allowing customers to visit your Web site, type a question about your company, and receive an immediate answer, 24 hours a day, 7 days a week. This helps reduce your company's customer service inquiry volume, and decreases the need for customer service staff to handle routine or predictable questions.

### What set up is involved in order to have AskIt working on a site?

Customers can either set up AskIt on their sites themselves via the Wizard on AskIt.com's site or they can utilize AskIt.com's set-up services, which start at \$500 and can be completed in 24 to 48 hours. Set up through the Wizard can be completed in a maximum of a couple hours. All that is required is for you to put an HTML link on your site.

### How does AskIt reduce the risks associated with complex software installations?

Because AskIt is a hosted solution, you are able to install our solution simply by copying a HTML link onto your website eliminating any complex installation requirements. In addition, we are able to continuously make upgrades directly without you having to touch our software.

### How does AskIt Reduce the number of questions that have to be answered by a person?

Due to AskIt's learning ability as more questions are answered by the system, fewer questions need to be answered by a person. Over time fewer reps are required to answer questions. In about two months up to 80% of the questions are answered by the system rather than a person.

### Why is AskIt so inexpensive compared to other solutions?

Since we host the entire software application on our servers, the cost of distributing our software is significantly reduced. In addition, another benefit of our hosting the application is that we are able to leverage the cost of technology support, hardware maintenance and software upgrades over many customers, thereby reducing the cost for each individual AskIt customer.

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### What is an ASP?

Application Service Providers are third-party entities that manage and distribute software-based services and solutions to customers across a wide area network from a central data center. ASPs offer several advantages including: no up front costs, no need to purchase expensive hardware, insignificant installation costs and no distraction to existing technology staff.

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### Where is our technology hosted and is it secure?

AskIt's web site and products are currently housed on Linux servers located in GlobalCenter's world-class data-center. GlobalCenter, which is also home to large, high-traffic web sites such as those of Netscape, Yahoo, MTV, and eToys, offers state-of-the-art fire protection, security, backbone access and 24x7x365 monitoring of our systems that will insure uptime in excess of 99.9%. AskIt regularly backs up all systems and files.

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### Why don't I just build this myself?

Building a site such as AskIt.com internally would cost a company hundreds of thousands to millions of dollars. We specialize on customer service and for that reason we constantly come up with new applications which we introduce to our system in order to maximum efficiency and fast response times in the solutions offered to our existing and future clients.

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### Can't I just figure out what the most popular questions are and post them as a static FAQ?

Static FAQ's and help pages don't tell whether or not your site helped your customers or exasperated them. Static pages don't offer a solution when individuals can't find the answer to their question. Installing AskIt! creates an organic, community-based means of growing your customer service knowledge base. You can add new questions and answers at any time from your Web browser. Because AskIt! keeps running totals of questions asked, you'll also be able to see which questions interest people the most. As your AskIt! knowledge base grows, more people will be able to help themselves by easily locating similar questions and answers. You're customers will feel you are more responsive and find your site more helpful.

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### What's the difference between you and live chat?

Live-chat services, are significantly different than what AskIt offers. AskIt is an online customer self-service solution that allows you to answer customer questions with minimal human intervention. In addition, AskIt offers inbound and outbound e-mail management tools. AskIt accomplishes this by providing sites with a dynamic knowledge base that is searchable by a site's users using natural language technology. The real costs associated with live chat is not the software, but the service reps required to chat. With live chat services, sites must have service reps available to answer customer questions which is very costly. In addition, AskIt provides 24/7 support. With chat, when your operators leave, your customers are left with no service solution. AskIt can offer your site live-chat through one of several partners, including FaceTime Communications and Human Click.

### Aren't you the same as AskJeeves?

Both Ask Jeeves and AskIt! offer online customer service solutions that utilize natural language search technologies that enable sites to reduce customer support costs while increasing customer service quality. There are significant differences between Ask Jeeves and AskIt!. First of all, we are a completely hosted and outsourced model. To use our system all a company needs to do is to copy a link of HTML code onto their site and they can be up and running in 24-48 hours with no investment in hardware software or technology expertise. For Ask Jeeves corporate model, implementation takes up to 6 months or more and they sell their system on a client-server model. We are targeting companies that have sites, but don't want to spend a fortune on a solution. AskIt! costs between \$99 and \$2000 per month. Ask Jeeves typical implementation is \$200,000-\$1,000,000. With the AskIt! system, if you ask a question and don't get the answer you're looking for, you can submit the question to the site and then the site can respond to you via e-mail using our suite of e-mail management tools.

### Do you answer the questions for my company?

Not right now, your AskIt! Administrator decides who answers incoming questions. The Dispatcher can choose to answer the question or route them to experts, who can answer specific questions within their level of expertise. AskIt! is developing partnerships with companies that will enable you to outsource the answering of questions, much like you would with a call center.

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What if I am not satisfied with the answer I get when I ask a question?

Any user who is not satisfied with the reply to his question can submit the question via e-mail. This question is then routed to the appropriate expert or answered by the dispatcher who then replies to the user.

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What's the difference between the versions?

See the AskIt Features chart.

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Will people in my call center be able to use the information from AskIt?

Any authorized member of your organization can access the AskIt system to use the information. Because AskIt is web based, any authorized user with a web browser can access the system

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How does the natural language search work?

When a customer enters a question, AskIt compares it to the existing questions stored in your AskIt knowledge base. AskIt's proprietary technology filters out all non-key words and utilizes search algorithms to deliver to your customer the most accurate responses.

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How long does it take to respond to a question?

The speed with which answers are returned is dependent upon each site's internal customer service policies. AskIt! provides sites with the technology required to give fast and accurate answers. The actual labor for answering questions is provided by each individual AskIt! customer.

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Can I have multiple databases?

Every AskIt account gets one data base. All the information in your knowledge-base is stored in that database. A future release will enable clients to share database information, but that is not available.



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Would a competitor have access to my questions and answers?

AskIt.com keeps your answers separate, secure and proprietary. If you select one of AskIt's Corporate versions, your questions, answers and the email addresses of your clients will be owned by you. If you select the AskIt Small Business Pro version, AskIt will co-own the "public" questions and answers in your database.

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What is your mission statement?

AskIt.com's mission is to develop, online customer service tools for companies doing business on the Web. The goal is to help companies manage their customer service inquiry volume efficiently while maximizing overall customer satisfaction, and reducing costs. Through its advanced Q&A technology, AskIt.com provides the best tools for online customer service support.

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Where can I see AskIt.com press releases?

Company press releases are posted on the AskIt.com Web site under Company/News

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Who do I contact for media requests?

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