# eCommerce as a Channel

This feature brings in eCommerce as a channel concept into Freshdesk. Going forward this channel will be used to manage customer support request from merchant platforms such as eBay.
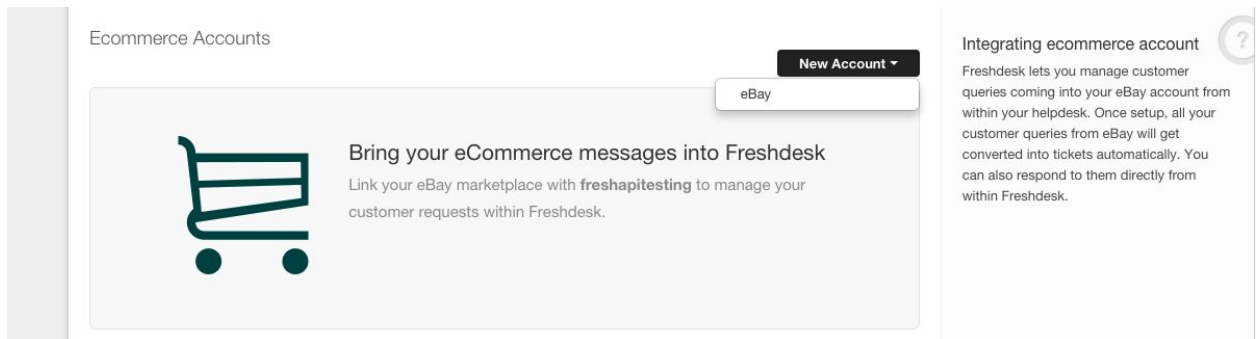
# Feature Availability

This feature can be enabled on demand for Freshdesk **Estate** and **Forest** customers.

# Account Setup

1. Once the feature is enabled, customers will see the eCommerce channel on Freshdesk.
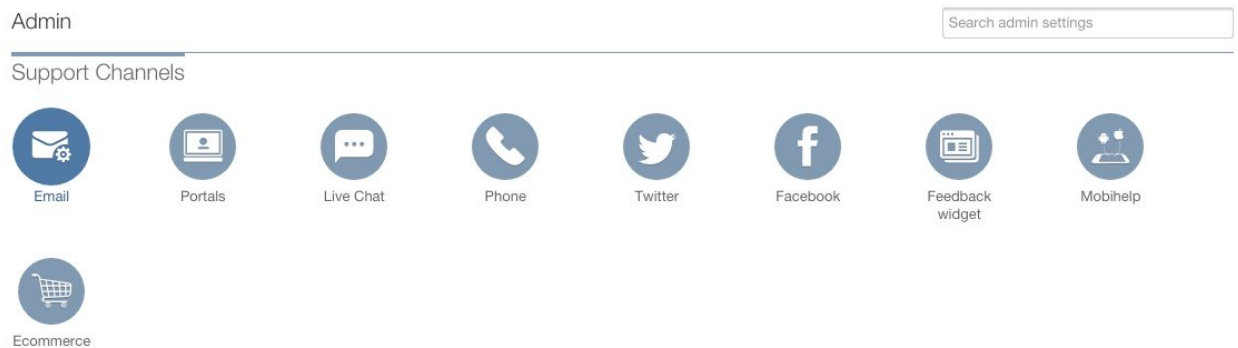
2. On selecting eCommerce the 'Account Configuration' page would be displayed. Click the 'New Account' option and select eBay



3. Add a *descriptive name* for your eBay account. Select the *Geography* (eBay Site) to which this account belongs to. If you have configured dedicated products or groups for your eBay account, then these values may be selected as well. If selected, tickets received from this account will be auto assigned to the desired product and/or group.



4. Upto **five eBay accounts** can be added to a given Freshdesk account.


# Feature Description

### Ask the Seller a Question

1. Once an eBay account is configured, all new customer messages that are received by the merchant when a customer uses '**Ask the seller a question**' will be created in Freshdesk.

2. When this feature is *first enabled* we will also look for messages as old as **48 hours** (last two days) and create them as tickets in Freshdesk. Any message older than that will be not picked.
3. The source of the ticket will be eCommerce
4. The eBay, Account Name, <eBay category>  tags will be populated for each new ticket



5. eBay merchants can now respond to these tickets directly from Freshdesk and buyers will receive these responses directly on their eBay accounts inboxes.
6. Any subsequent reply will be threaded into the same ticket.


## Ask the Buyer a Question

Whenever a buyer makes a payment for a '**buy now**' item, we will update the contact details of the buyer in Freshdesk with all the details that eBay shares such as *email, phone, and address*.

If the merchant wants to contact such customers then they can create a regular email or phone ticket using the Freshdesk email or phone feature.

If the merchant wants to use the eBay 'Contact the Buyer' option, then they would need to use their eBay account to send the message. **Freshdesk does not support initiating an eBay 'Contact the buyer' conversation with a buyer**. Freshdesk will however pick this message

from the 'sent box' of the merchant and create a ticket in '**closed**' status. These tickets cannot be responded to from within Freshdesk till a response is received from the buyer.

If a response is received from the buyer, then this ticket will be updated with the response and it will be set to **open** status if Freshdesk default Observer rule 'Automatically Reopen Ticket when Customer Responds' is enabled. The agents can then respond to these tickets directly from Freshdesk.

## Other Feature Details

1. Attachments in eBay tickets is supported subjected to eBay limitation of 7 MB total size, maximum 5 files, and approved formats namely - jpg, gif, png, bmp, tif.
2. eCommerce tickets can be forwarded to an email address but the reply to these emails will be created as email tickets and not appended to the original eCommerce ticket.
3. eCommerce can be bulk updated.
4. Automation rules can be set on eCommerce tickets except sending notification to the contact.
5. SLA policies apply to Freshdesk eCommerce tickets
6. All integration are disabled on the Freshdesk ticket details page except adding time sheet entries to a third party app.
7. Integrations are available on the contact details page, but would mostly not work for eCommerce contacts till their email addresses are updated. This is because data fetch from remote apps is based on contact email addresses.
8. **Replying to eCommerce tickets is not supported on Mobile**.
9. Freshdesk customer satisfaction surveys not supported on eCommerce tickets.

## Support

A comprehensive solution article will be released soon. Support queries can be sent to support@freshdesk.com.