



# WEBCHAT USER GUIDE

SELLER EDUCATION HUB

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# OVERVIEW OF WEBCCHAT PORTAL

# What is Shopee's Webchat portal?

Webchat is an instant messaging portal on web that enables sellers to interact directly with buyers conveniently and efficiently.

Webchat offers the following functionalities to support sellers in providing **excellent customer service** to buyers, thereby driving **greater conversion, better reviews** and **long-term customer loyalty**:

- **Basic function:** Announcement, My contact, Customise messages
- **Customise messages:** Shortcut messages, Auto reply, FAQ Assistant
- **Sales function:** Order management, Sending vouchers



# What is Shopee's Webchat portal?



Generate more sales

- Clarify buyer's questions about your products to **drive better conversion**
- Recommend other products to **expand buyer's basket**
- Enjoy access to **Shopee's Preferred Seller** by maintaining good chat response rate



Communicate clearly

- **Refer to specific order details or a product** while chatting with buyers to avoid miscommunications
- **Send additional images and product details** to clarify questions



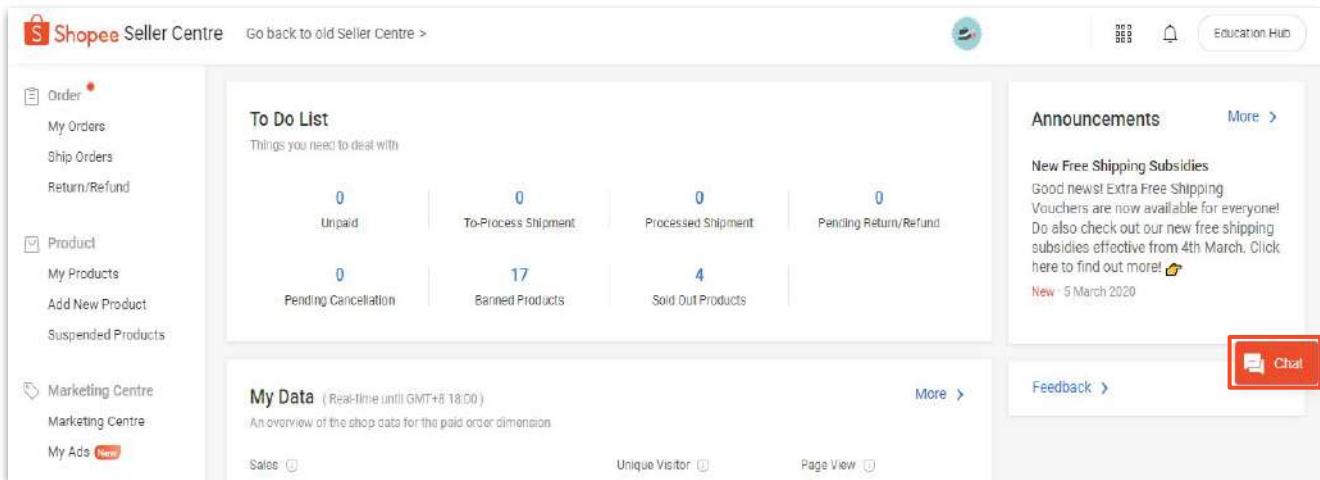
Achieve high operational efficiency

- Answer buyers promptly and more efficiently using **pre-saved shortcut messages** and **auto reply**
- Manage buyer chats effectively by **highlighting chats** that require follow-ups



**WHERE CAN I ACCESS  
WEBCHAT?**

# Where can I access Webchat?

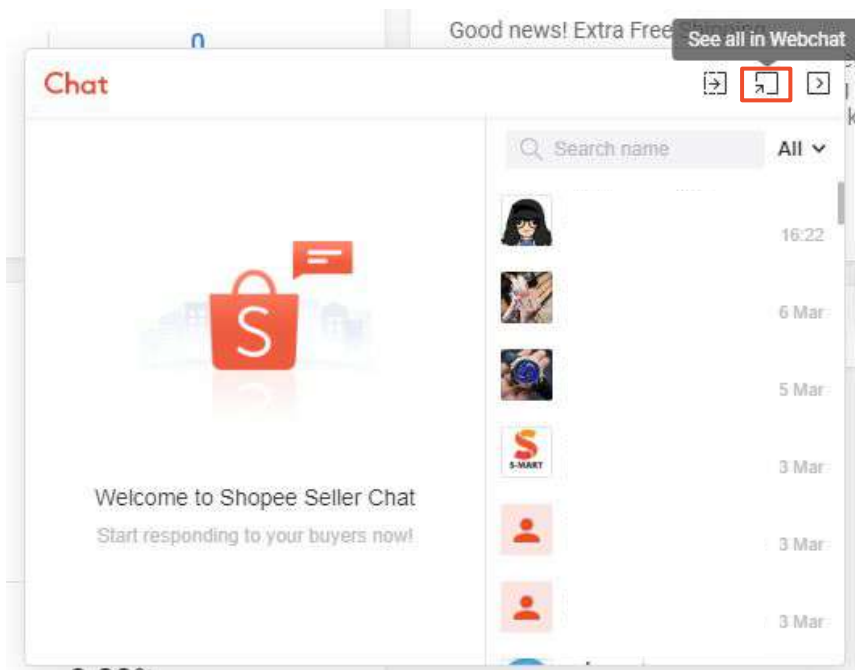


There are 4 ways to access the Shopee's Webchat portal:

1. **Seller Centre**  
Click on the chat widget in Seller Centre.




# Where can I access Webchat?



There are 4 ways to access the Shopee's Webchat portal:

## 1. Seller Centre

Then, click on the icon  to access Webchat





# Where can I access Webchat?

The screenshot shows the Shopee Seller Centre interface. The top navigation bar includes 'Home / My Sales', a globe icon, and an 'Education Hub' button. The left sidebar contains various menu items: Order, Product, Marketing Centre, and Chat Broadcast. The main content area is titled 'Shipping 1' and displays a table of orders. A red box highlights the 'Access to Webchat' button, and a red arrow points to it from the left sidebar. The table shows one order with the following details:

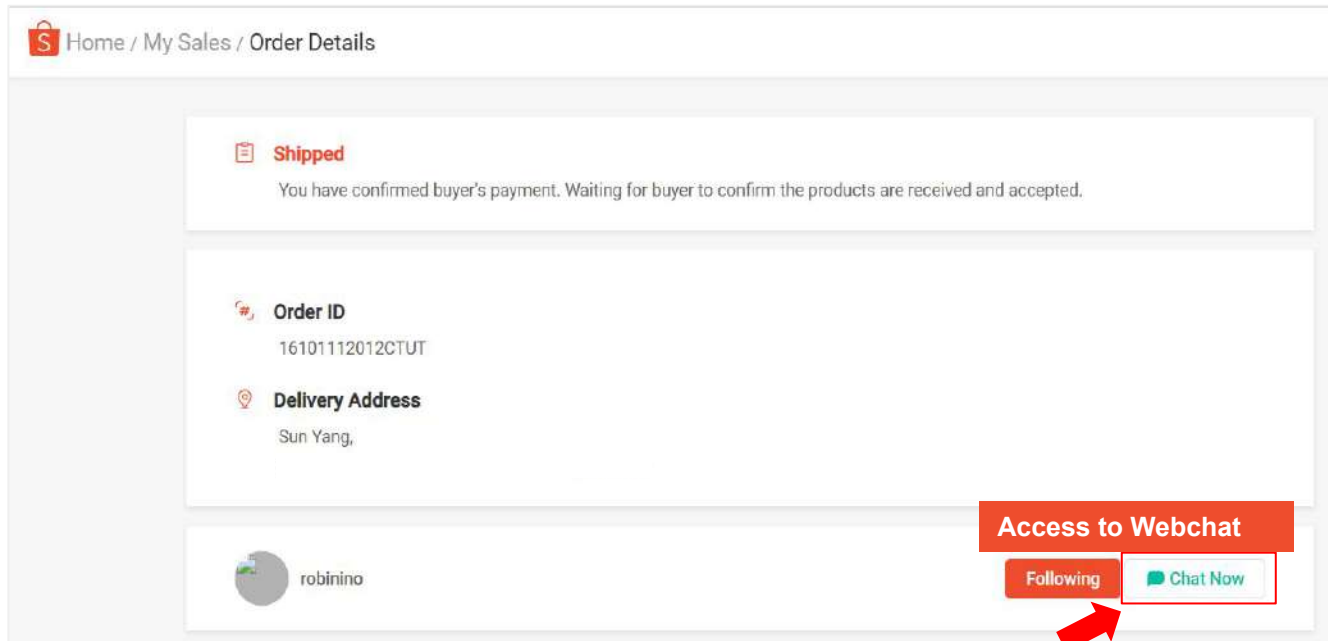
Order ID	Order Total	Status	Countdown	All Channels	Actions
16101112012CTUT	RM1.27	Completed		ShopeePay	Poslaju, Check Details

There are 4 ways to access the Shopee's Webchat portal:

**2. Seller Centre > My Orders**



# Where can I access Webchat?

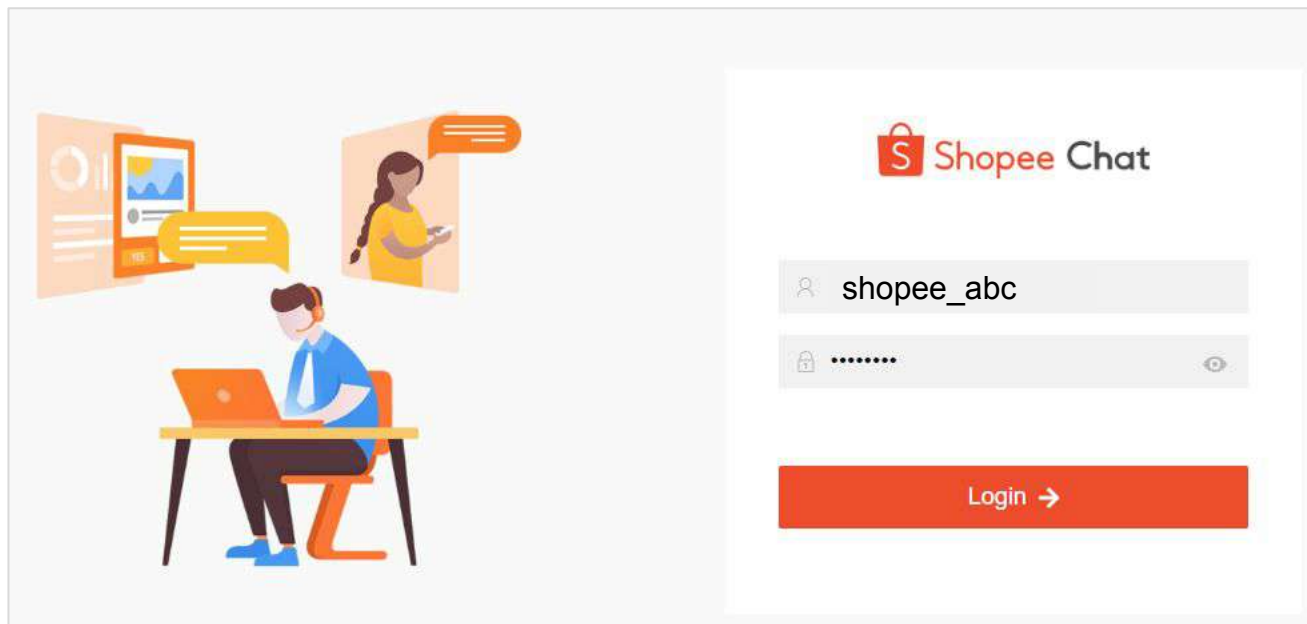


There are 4 ways to access the Shopee's Webchat portal:

**3. Seller Centre > My Orders > Check Details**



# Where can I access Webchat?



## 4. Link

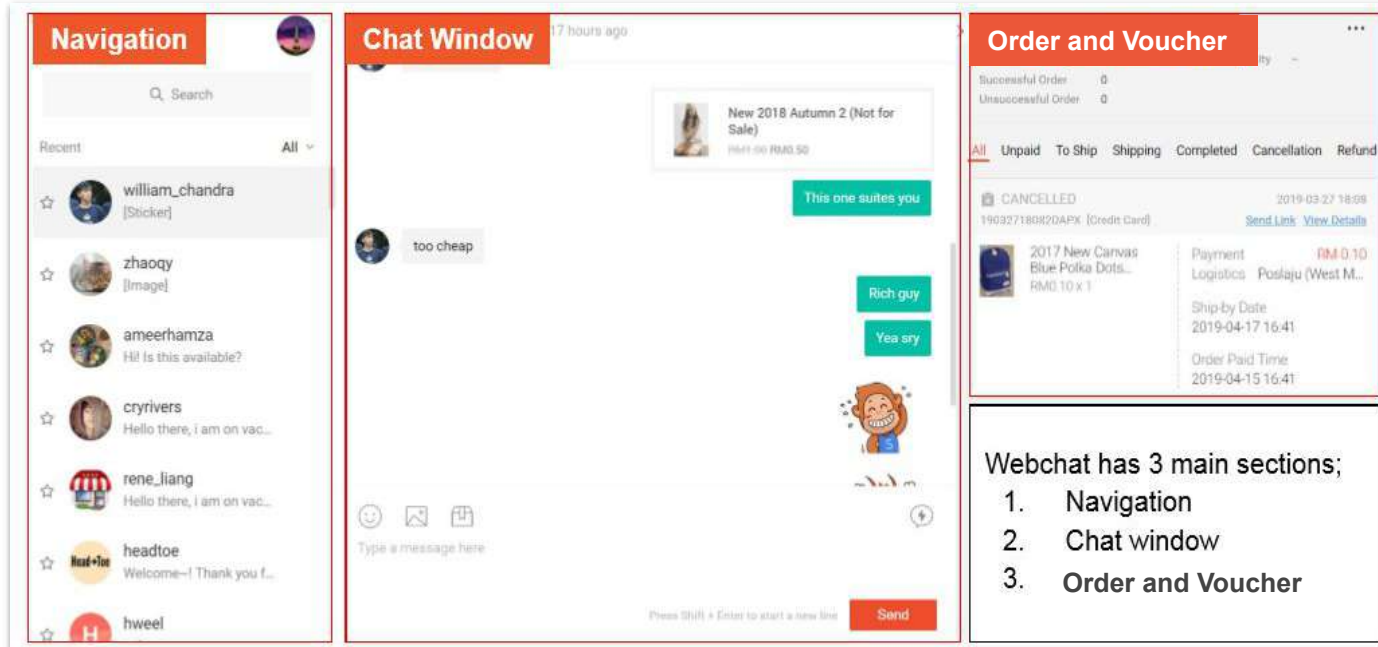
Enter the following link in a web browser:

<https://seller.shopee.com.my/webchat/login>

Login to the Webchat portal using your Shopee username and password.



# How do I navigate around Webchat?



Webchat has 3 main sections:

- 1 Navigation
- 2 Chat window
- 3 Order and Voucher



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WHERE CAN I ACCESS WEBCHAT?

# KEY FEATURES OF WEBCHAT

# Key functions of Webchat

## Basic Functions



- 1 Announcement:** keep sellers updated on the new releases of Webchat features
- 2 My Contact:** search for users, filter and star messages
- 3 Customise messages:** add product information, photos and stickers

## Chat Functions



- 4 Shortcut messages:** pre-save the frequently asked answers
- 5 Auto reply:** set up a friendly auto reply message
- 6 FAQ Assistant:** display answers to simple and frequently asked questions

## Sales Functions

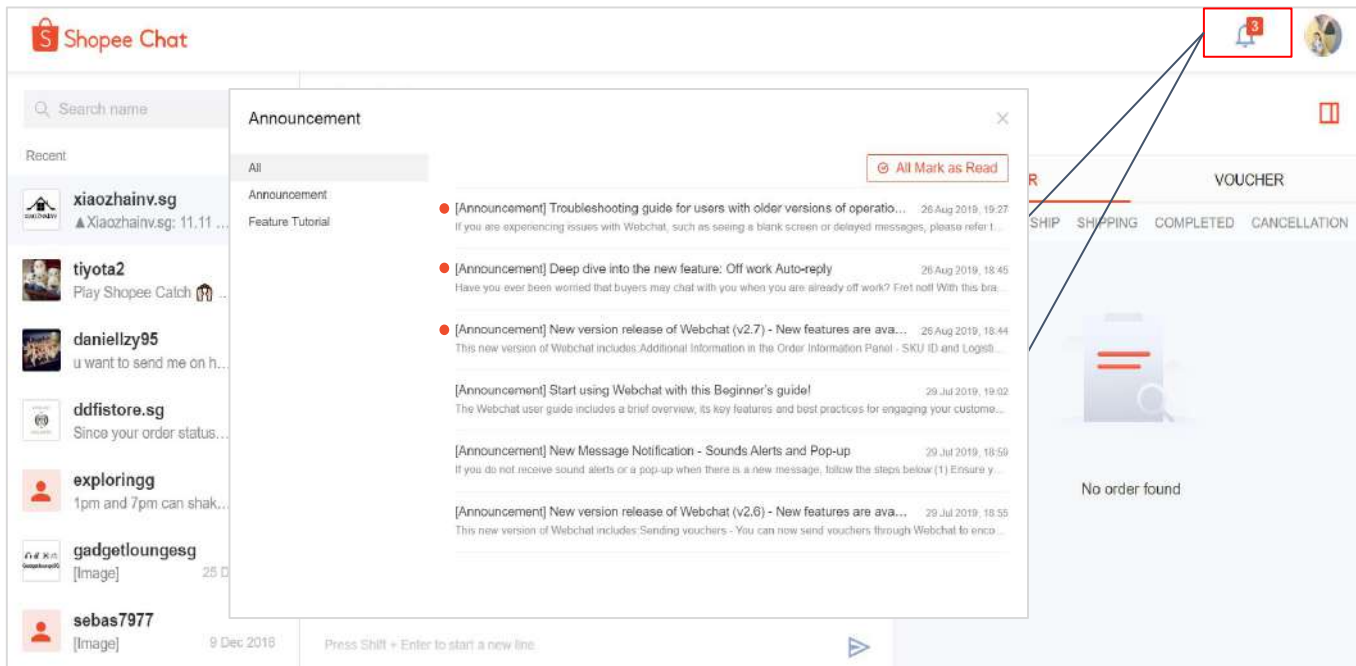


- 7 Order management:** Find specific order details and manage orders
- 8 Sending vouchers:** Send vouchers to buyer to boost sales



# ANNOUNCEMENTS

# How can I find out Webchat's latest updates?



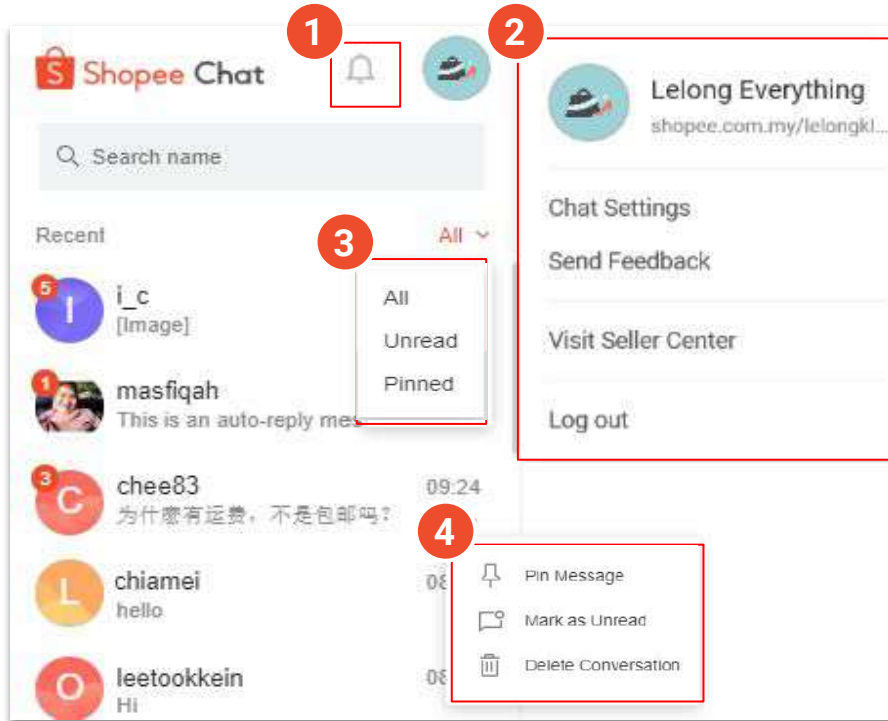
New announcements can be found on the 'navigation' section of the Webchat. Total number of unread messages are indicated.





# MY CONTACT

# How can I manage my contact?



Here are the main components of the navigation section:

- 1 Notifications**  
Contains webchat related notifications that needed your attention
- 2 My Settings**  
Configure Chat Settings (e.g. Shortcut Messages, Auto Reply, Notifications, FAQ Assistant)
- 3 Filter message**  
Seller can filter his chat by “All”, “Unread” or “Pinned”.
- 4 Individual chat management**  
Seller can mark a conversation as “Unread” to revisit the conversation later or delete the conversation.



# Where can I find user information?

The screenshot displays the Shopee Chat interface. On the left, a list of recent chats is visible, with 'yjtam' selected. The main chat area shows the profile for 'yjtam', which is highlighted with a red box. The profile includes a 5.0 star rating, a location of Kuala Lumpur, and a summary of orders: 1 successful order for RM0.00 and 4 unsuccessful orders for RM3.00. Below the profile, there are buttons for 'View Profile', 'Block user', and 'Report'. To the right, an order cancellation page is shown for order ID 200207NTFJRYPX, which was cancelled on Feb 20, 2020. The item is 'Women High Waist A Live Short Skirt (Black)' with a price of RM1.00. The cancellation details state 'Cancelled automatically by Shopee's system' with a refund of RM0.00.

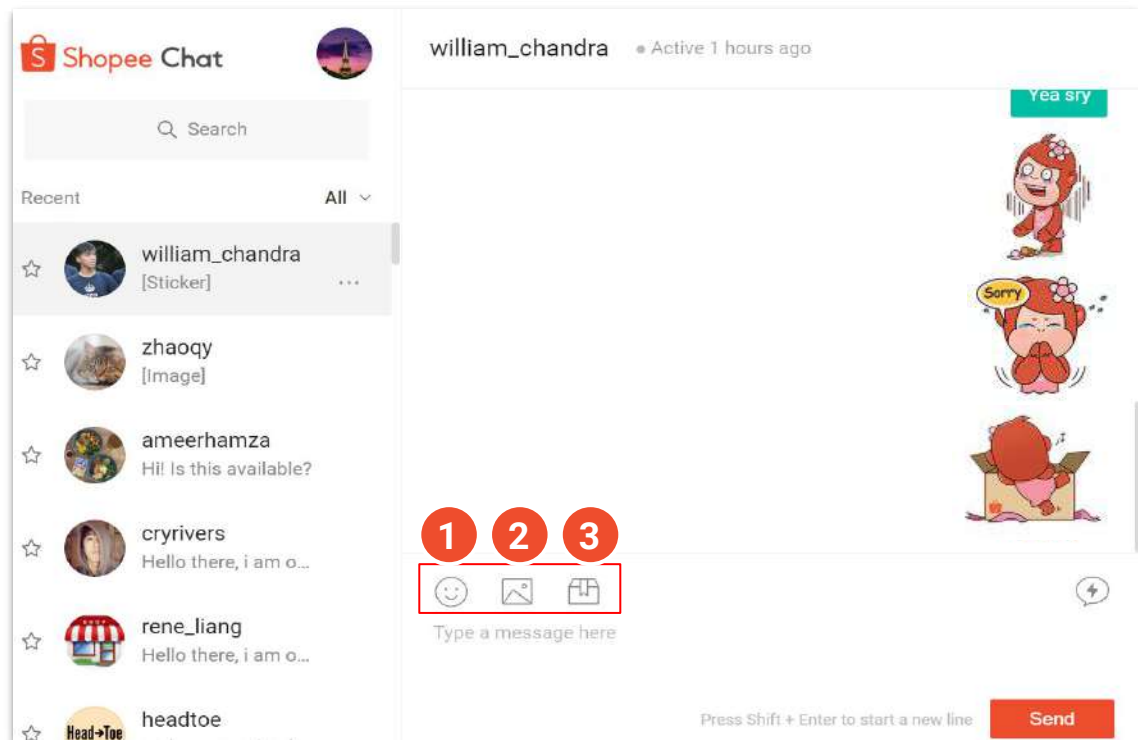
Click on username > **View Profile**

Seller will be redirected to the shop profile of a user.



**CUSTOMISE MESSAGES**

# What are the ways I can customise my messages to buyers?

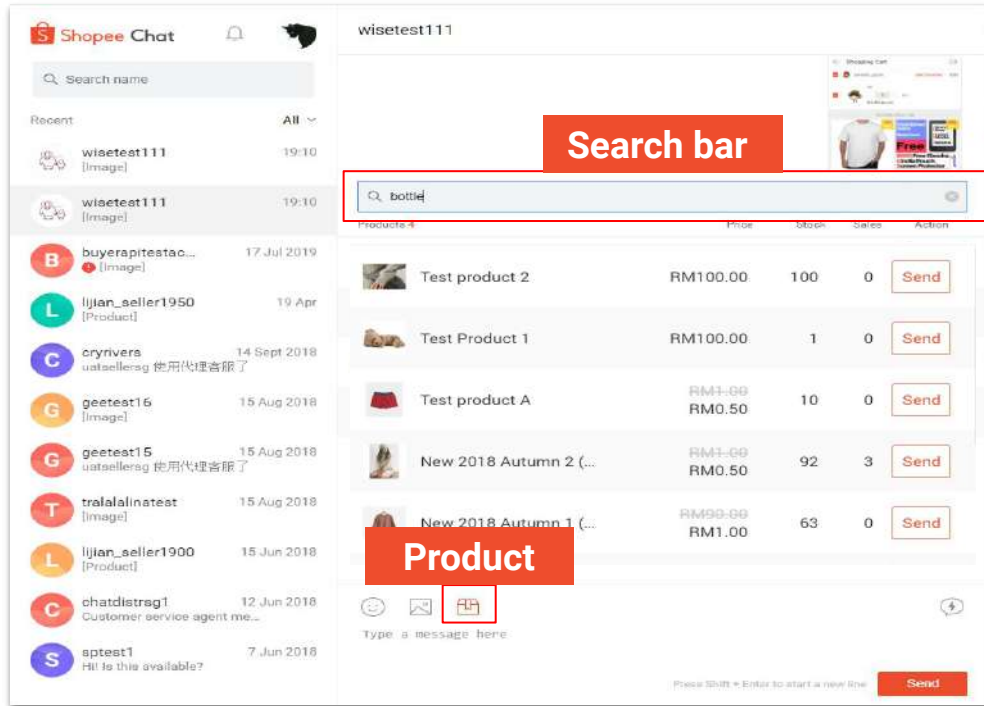


**Customise your messages** with these engaging multimedia and interactive features on Webchat:

- 1 Sticker**  
Seller can send Shopee stickers.
- 2 Photo**  
Seller can select and send up to 10 images at a time.
- 3 Product information**  
Seller can send product information.



# How can I send product details in chat?



Go to **“Product”** icon > **Search for recommended item** > **Send**

Seller can easily search for a desired product by typing product name in the **search bar**.

**Seller Tips!**



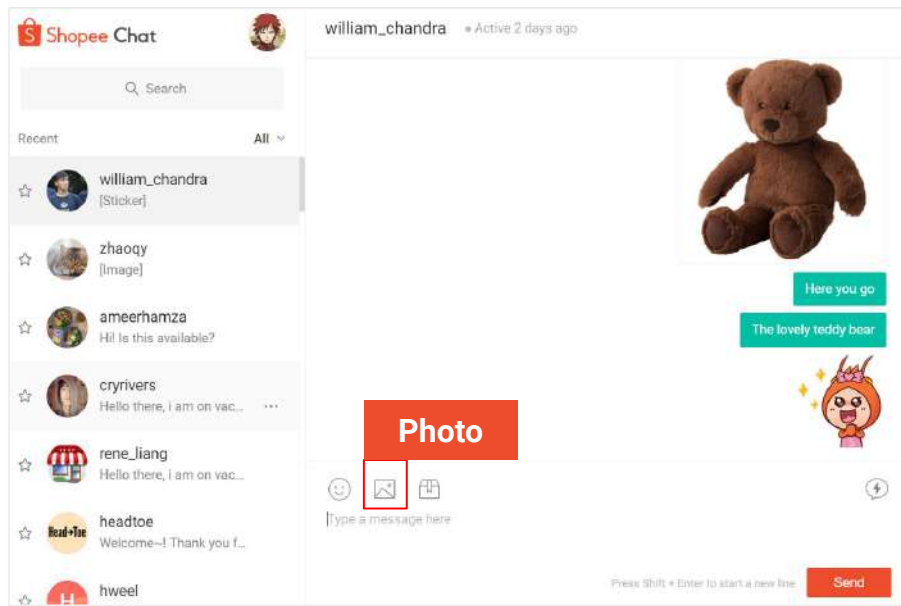
Share similar or relevant products with the buyer's previous purchase or interest to increase the potential of getting more sales.



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KEY FEATURES OF WEBCHAT: CUSTOMISE MESSAGES

# How can I share additional photos with buyers?



Go to “Photo” icon > Choose desirable photo > Send

You can upload up to 10 images at a time.

## Seller Tips!



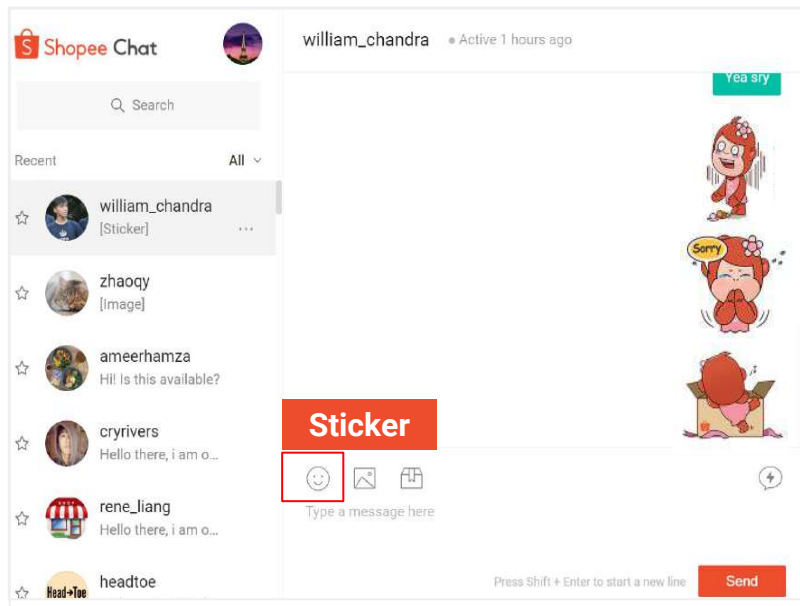
- Photos help to **reduce miscommunication on products and avoid unnecessary returns**, which in turn improve shop’s fulfilment performance.
- Reduce enquiries from buyers requesting for more photos by including them in your product information.



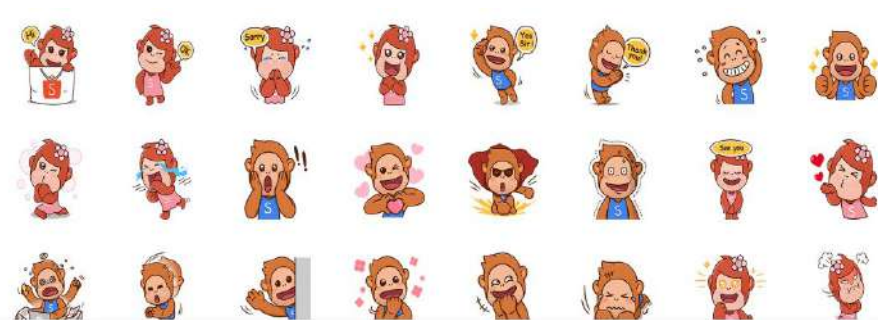
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KEY FEATURES OF WEBCHAT: CUSTOMISE MESSAGES

# How do I add a sticker?



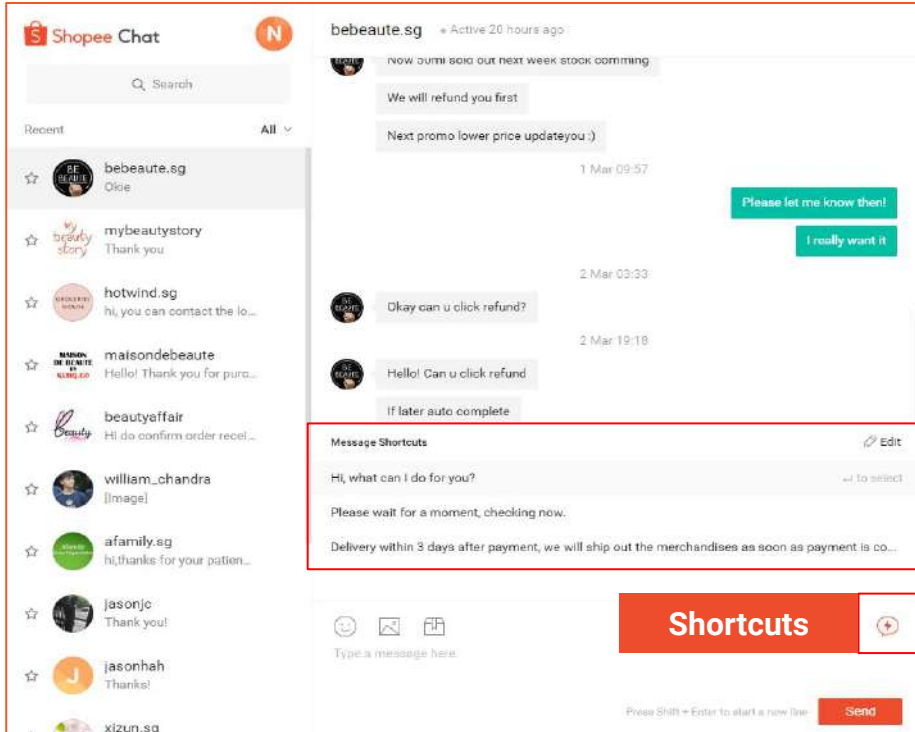
Go to “Sticker” icon > Click on the sticker





# SHORTCUT MESSAGES

# What is a shortcut message?



A shortcut message is a pre-saved message whereby seller can easily select to send to buyers.

**Seller Tips!**



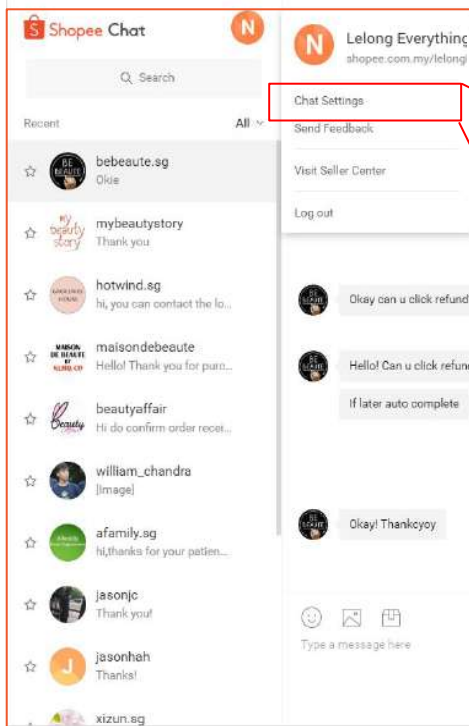
Set up shortcuts to the commonly asked questions to save time replying to buyers



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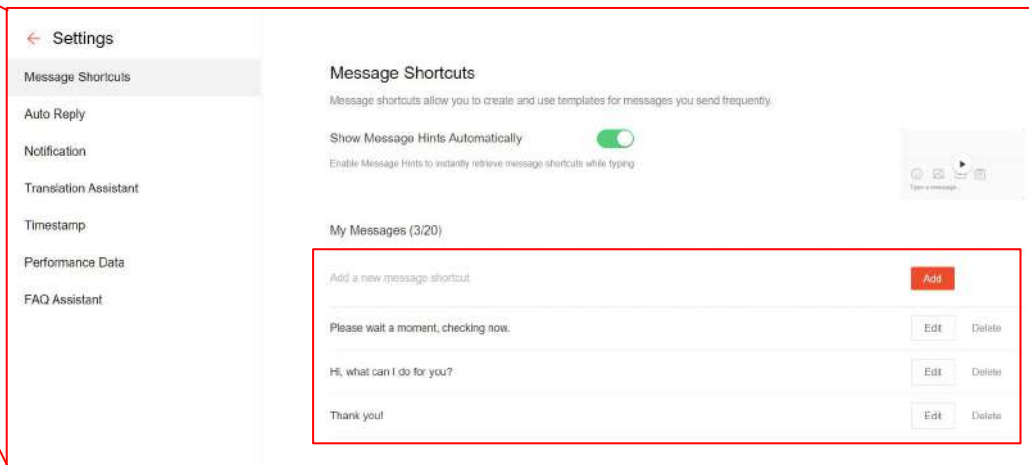
KEY FEATURES OF WEBCHAT: SHORTCUT MESSAGES

# How can I set up my shortcut messages? (1/2)



Seller can set the shortcut message in “**Chat Settings**”

Go to **My Settings > Chat Settings > Message Shortcuts**



# How can I set up my shortcut messages? (2/2)

**Message Shortcuts**

Message shortcuts allow you to create and use templates for messages you send frequently.

**1** Show Message Hints Automatically

Enable Message Hints to instantly retrieve message shortcuts while typing

**2** Tips

Type a message...

**3** My Messages (4/20)

Add a new message shortcut **Add**

You order is on the way! **Edit** **Delete**

Hi, what can I do for you? **Edit** **Delete**

Please wait for a moment, checking now. **Edit** **Delete**

Delivery within 3 days after payment, we will ship out the merchandises as soon as payment is confirmed! **Edit** **Delete**

## Message Shortcuts Settings

- 1 Hint**  
By turning on the hints for shortcuts, the system will automatically suggest the matched messages.
- 2 Tips**  
Click on the “**Tips**” button and the demonstration video will show how the hint function works.
- 3 My Messages**  
Seller can add up to **20 message shortcuts**.



**AUTO REPLY**

# What is an auto reply?



Auto reply is an automatic message that will be sent to a buyer after he/she initiated a conversation. Seller is allowed to write **up to 500 characters** of auto reply message.

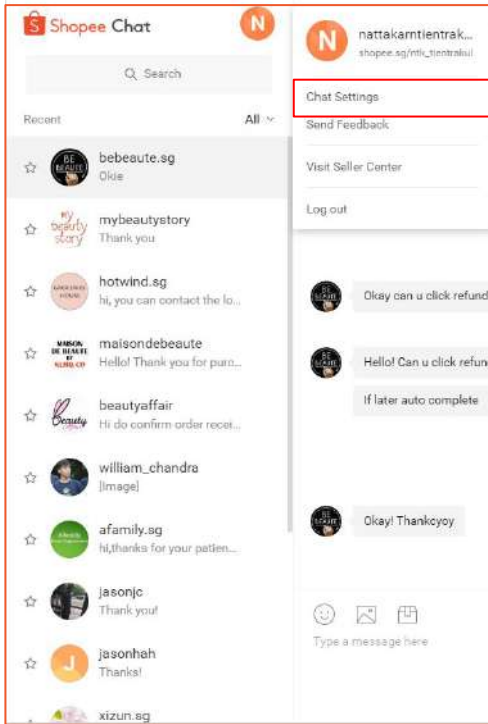
## Seller Tips!



- Set up a **friendly welcome auto reply** and create good first impression.
- **Promote your ongoing shop promotion** in auto reply messages to achieve more sales.

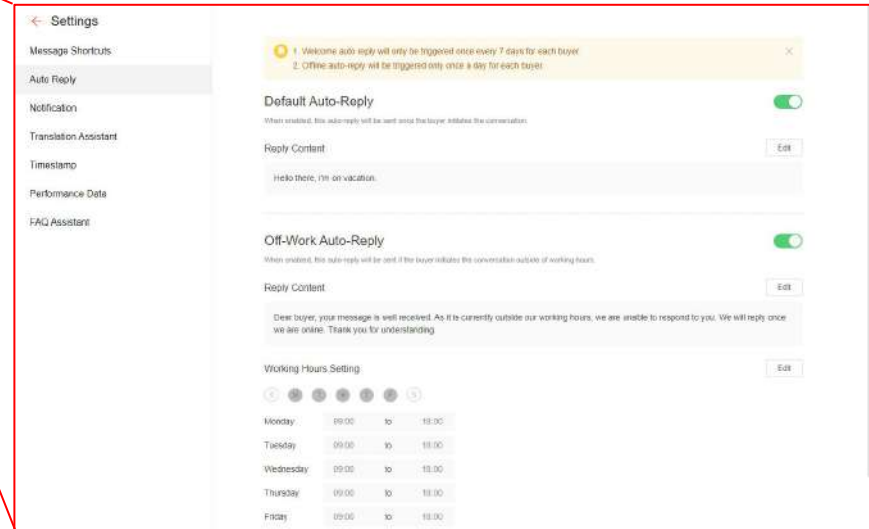


# How can I set up my auto reply message?



Seller can set the shortcut message in “Chat Settings”

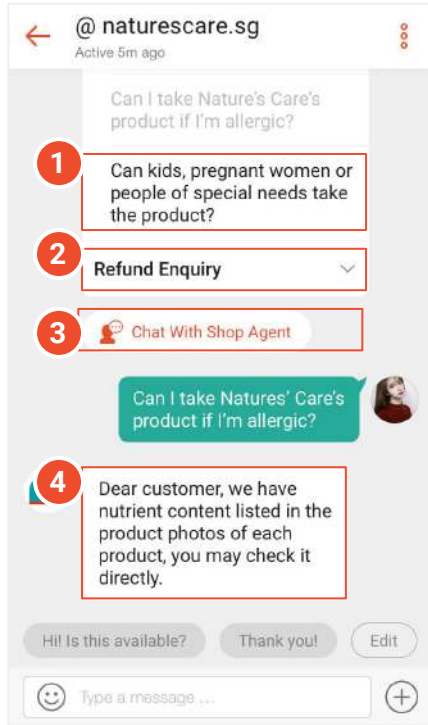
Go to **My Settings > Chat Settings > Auto Reply**



# FAQ ASSISTANT



# What is FAQ Assistant?



**FAQ Assistant** is a tool on Webchat that enables you to provide prompt FAQ responses for your buyers when they initiate a chat with you. It can send out greeting messages, question classification choices, and sub-questions.

- 1 Sub-questions:** up to 3 questions per classification
- 2 Question Classification:** up to 3 classification
- 3 Transfer to Customer Service Agent:** the conversation will be managed by FAQ Assistant until the shopper select this option to initiate conversation with agents. This will reduce agent effort to respond to common enquiries
- 4 Answer:** prepared response to FAQ

## Seller Tips!



Put the most frequently asked questions in the FAQ list to help your buyer quickly find the answer for themselves.



# Benefits of FAQ Assistant

Quicker response to commonly asked questions



FAQ Assistant enables faster responses for **better managing buyers' expectation** and improving quality of customer service.

Reduce agent effort to support on FAQ



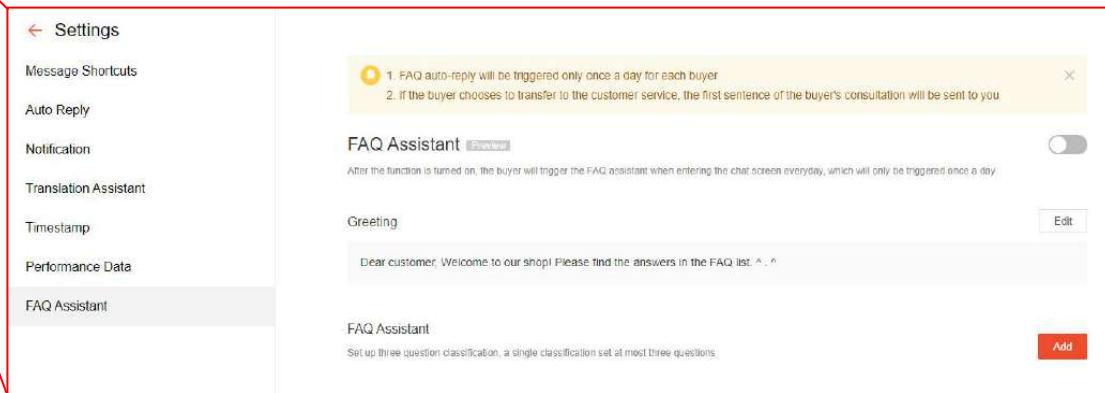
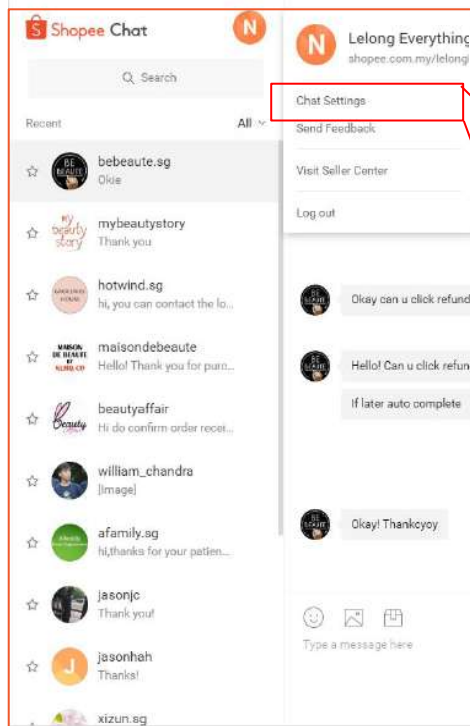
FAQ can be handled by the system, reducing human effort and **increasing efficiency in handling common enquiries**.



# Where can I find FAQ Assistant?

You can set the FAQ in **Chat Settings**.

Go to **My Settings > Chat Settings > FAQ Assistant**



# How do I enable FAQ for my shop?

The screenshot shows the 'FAQ Assistant' settings page. On the left is a sidebar with navigation options: Settings, Message Shortcuts, Auto Reply, Notification, Translation Assistant, Timestamp, Performance Data, and FAQ Assistant (highlighted). The main content area includes a yellow warning box with two points: '1. FAQ auto-reply will be triggered only once a day for each buyer' and '2. if the buyer chooses to transfer to the customer service, the first sentence of the buyer's consultation will be sent to you'. Below this is the 'FAQ Assistant' section with a 'Preview' button and a toggle switch (callout 1). A note states: 'After the function is turned on, the buyer will trigger the FAQ assistant when entering the chat screen everyday, which will only be triggered once a day.' Underneath is a 'Greeting' field with an 'Edit' button (callout 2) containing the text: 'Dear customer, Welcome to our shop! Please find the answers in the FAQ list. ^\_^'. At the bottom is another 'FAQ Assistant' section with a note: 'Set up three question classification, a single classification set at most three questions.' and an 'Add' button (callout 3).

**1 Toggle on the FAQ Assistant**  
*You can only activate it after you have added at least 1 FAQ.*

**2 Greeting Message**  
Greeting message will be sent together with FAQ.

**3 Add FAQ**  
Click to configure your own FAQ.



# How do I configure FAQ Assistant?

FAQ Assistant

Set up three question classification, a single classification set at most three questions

**1** Product Enquiry 15/80 Cancel **4** Done

**2** The product I want to buy is out of stock. When will you restock? 65/80

**3** Dear customer, sorry for the inconvenience caused, the next restock date is not confirmed yet. However, you can follow our shop and stay tuned for the in-app notification. We will try to restock as soon as possible. Thank you for showing interest in our products :) 266/500

Please enter a problem description 0/80

Please enter a problem description 0/80

Add

- 1 Name your question category**  
You can have up to 3 categories such as product enquiry, logistics enquiry, return & refund.
- 2 Add sub-question**  
You can add up to 3 sub-questions under each category, focusing on commonly asked questions.
- 3 Set the answer**  
This answer will be shown to buyers after they click on the corresponding sub-question.
- 4 Save the settings**  
Click Done to save your FAQ.



# ORDER MANAGEMENT

# How can I manage my orders in Webchat?

Webchat allows sellers to see order details of the buyers they are chatting with on the slide bar on the right of a chat window. By clicking “**View Details**”, the seller will be redirected to the order details page.

Here are the actions you can take with orders in Webchat:

- 1 View and share order details of buyers
- 2 Manage “**To ship orders**”
- 3 Manage “**Cancelled orders**”
- 4 Accept or Reject pending offers from buyers



# How can I manage my “To ship” order?

The screenshot displays the Shopee Chat interface. On the left is a sidebar with a search bar and a 'Recent' chat list. The main chat area shows a conversation with 'simkengying', including a message about shipping and a holiday notice. On the right, a user profile for 'simkengying' is shown with a 4.9 rating. Below the profile is a 'To Ship' order details panel, which is highlighted with a red border. This panel includes tabs for 'All', 'Unpaid', 'To Ship', 'Shipping', 'Completed', 'Cancellation', and 'Refund'. The selected 'To Ship' tab shows order details for a '2017 New Canvas Blue Polka Dots...' item, including payment method (Credit Card), logistics (Poslaju), and a ship-by date of 2019-04-17 16:41.

Order ID	Item	Payment	Logistics	Ship-by Date	Order Paid Time
19032319478206T	2017 New Canvas Blue Polka Dots... RMD 10 x 1	[Credit Card]	Poslaju (West M...)	2019-04-17 16:41	2019-04-15 16:41

Sellers can find “To ship” orders under the “To Ship” tab on the right. The order will show details such as logistics channel and “Ship by date”. Note that seller has to ship out the order before the “Ship by date”, otherwise the order will be counted as late shipped order.





# Where can I find order details of a buyer?

The screenshot displays the Shopee Chat interface for a seller named 'william\_chandra'. The chat window shows a recent message from 'wazzup' with a green bubble containing the text 'Hello there, i am on vacation. oooo'. A red box labeled '1' highlights the order notification at the top of the chat window, which reads: 'TO SHIP | 2017 New Canvas Blue Polka Dots Backpack for Girls (Kore... | 1 Product, RM0.10 In Total | Order ID: 19041517119FVAH | View Details'. A second red box labeled '2' highlights the order details panel on the right side of the chat window. This panel shows the buyer's profile 'william\_chandra' with a 5.0 rating and a 'View Details' link. Below this, there are tabs for 'All', 'Unpaid', 'To Ship', 'Shipping', 'Completed', 'Cancellation', and 'Refund'. The 'To Ship' tab is selected, showing a list of orders. The first order is 'TO SHIP' with order ID '19032718082DAPX' and a status of '[Credit Card]'. It includes links for 'Send Link', 'View Details', and 'Cancel Order'. The order details for this item are: '2017 New Canvas Blue Polka Dots...' with a price of 'RM0.10 x 1'. The payment method is 'Payment' for 'RM 0.10'. The logistics provider is 'Logistics Poslaju (West M...'. The ship-by date is '2019-04-17 16:41' and the order paid time is '2019-04-15 16:41'.

Seller can find order details of the buyer in 2 places;

1. At the top of chat window or on the slide bar on the right.
2. Once click to **“View Details”**, seller will be redirected to the order details page in Seller Centre.



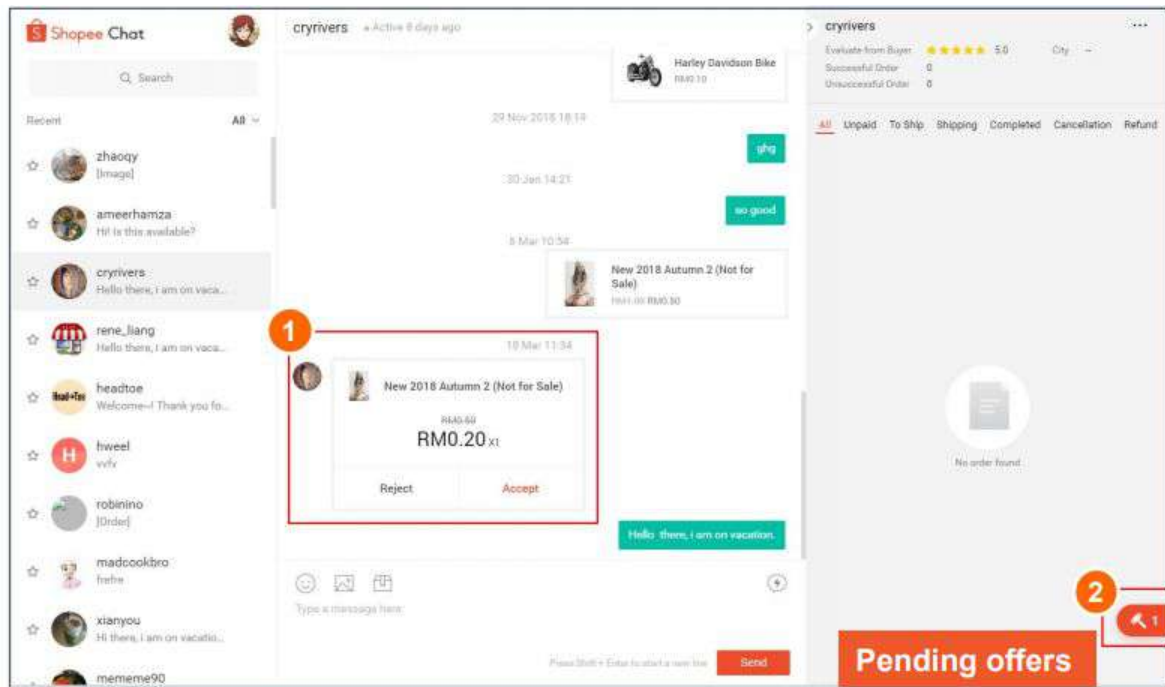
# How can I check my “Cancelled” order?

The screenshot displays the Shopee Chat interface. On the left, there's a search bar and a list of recent chats. The main chat area shows a conversation with 'william\_chandra'. A product card for 'New 2018 Autumn 2 (Not for Sale)' is visible, with a price of RM1.00 and a crossed-out price of RM0.50. A green button asks 'Are you interested in this product as well?'. Below it, another product card for 'Harley Davidson Bike' is shown with a price of RM0.10 and a green button that says 'This one suits you...'. On the right, the user profile for 'william\_chandra' is shown, including a 5.0 star rating and order statistics. A red box highlights the 'Cancellation' tab, which shows a cancelled order with details: 'CANCELLED' on 2019-03-27 18:08, order ID 19032718082DAPX, payment of RM 0.10, and a ship-by date of 2019-04-17 16:41.

Seller can find **cancelled orders** under the “**Cancellation**” tab on the right. The order will show details of cancelled order such as cancelled reason and cancelled date.



# How can I accept or reject my pending offers in Webchat?



There are 2 ways a seller can “Accept” or “Reject” pending offers.

**1 In Chat**

Choose to “Accept” or “Reject” directly from the chat.

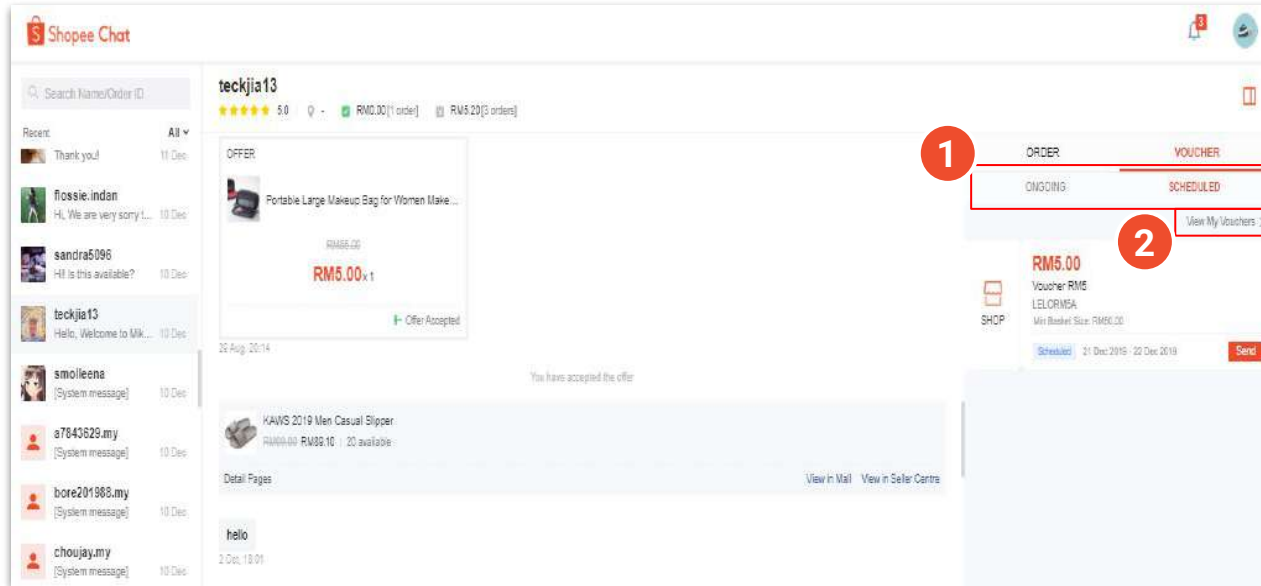
**2 Hammer Icon on the slide bar**

Click on the “Hammer” icon and a window for pending offers will pop up.



# SENDING VOUCHERS

# Where do I find my list of vouchers in Webchat?

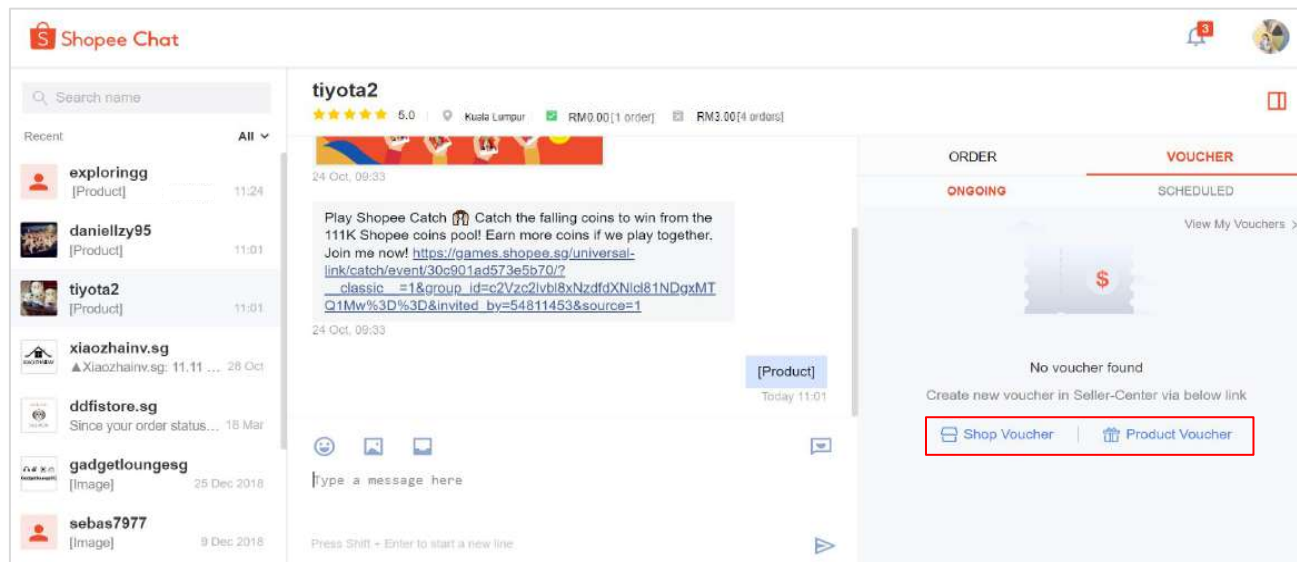


For sellers with access to 'My Voucher', you can find the voucher details on the right slide bar.

- 1 There are 2 types of vouchers shown:
  - a. Ongoing
  - b. Scheduled
- 2 By clicking on **“View My Vouchers”**, seller will be redirected to 'My Voucher' page in Seller Centre to view the full list of vouchers



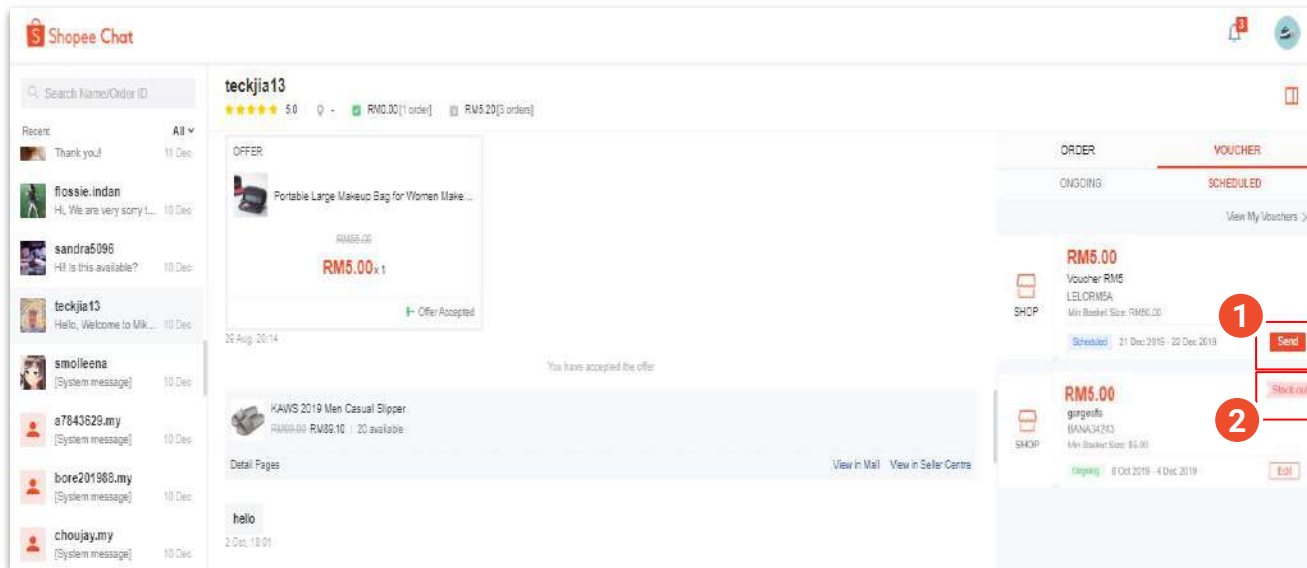
# How do I add new vouchers through Webchat?



Sellers can add a new voucher by clicking on “**Shop Voucher**” or “**Product Voucher**” and they will get redirected to the ‘Create New Voucher’ page in Seller Centre.



# How do I share my vouchers with buyers through Webchat?



- 1 Seller can click on **“Send”** to share their voucher with buyers.
- 2 For vouchers that have been fully claimed, there will be a ‘stock-out’ label at the top right corner. You can click on the **“edit”** button to increase the number of vouchers.



# HOW TO PROVIDE EXCELLENT CUSTOMER SERVICE



# Best practices of using chat to deliver great customer service

## What you should do

- ✓ Answer promptly to enquiries and follow up questions.
- ✓ Provide accurate information. Share photos and product information or refer to order details to avoid miscommunication.
- ✓ Be polite and communicate in a professional manner.
- ✓ Report if buyer uses rude, vulgar or abusive language.

## What you should not do

- ✗ Do not ignore or delay your replies to buyers.
- ✗ Do not use rude, vulgar or abusive language.
- ✗ Do not invite buyers to buy through other channels such as your personal website, social media or other platforms. This violates Shopee's terms and conditions.
- ✗ Do not ask buyer to cancel their order. Seller may incur penalty points if they ask buyer to cancel orders that they are unable to fulfil.
- ✗ Do not share personal information such as telephone number and bank account details.



# HOW TO RESPOND TO COMMON QUESTIONS

# Common questions to seller

Buyers' questions typically cover the following **3 topics**. Be prepared to **answer** these commonly asked questions **promptly and accurately**.



Product Information



Order Status



Post Order Support



# Examples of how to respond to common questions (1/2)

Topic	Situation	Examples of answers
<b>Product information</b>	Product variation	Hi! Thank you for expressing interest. We have the product available in [sizes, colours, etc.]
	Size chart	Hi! Please refer to the attached size chart to select the appropriate sizing [attach photo].
	Ready in stock	Yes, we have this product in stock.
	Recommendation	Hi! As the product you're interested in is not available in your desired size/colour, I would like to recommend similar products available in your size/colour [link].
<b>Order status</b>	Status of the order	Hi! We're in the process of preparing your order and expect to ship out by [date]. You will receive a notification when the item is shipped out. Thank you!
	Shipping	Hi! We have shipped your order on [shipped out date]. You can track your order status by referring to the tracking number [tracking number]. Thank you.
	Tracking number	Hi! You can track your order via the tracking number [tracking number] from [logistics provider name]



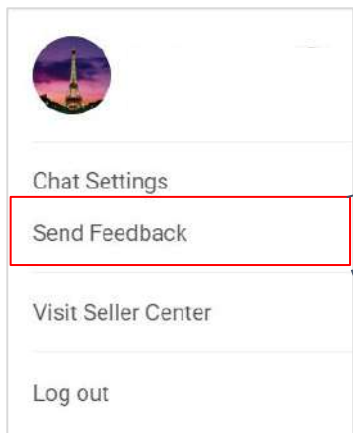
## Examples of how to respond to common questions (2/2)

Topic	Situation	Examples of answers
Order status	Did not receive order	Hi! You can extend Shopee Guarantee if you haven't receive your order.
	Return process	Hi! We have received your return request. Please upload the proof of return order; the parcel photo and the receipt from courier. Your shipping fee will be covered by Shopee. Thank you!
Post order support	Missing item	Hi! Sorry for the inconvenience. We can ship out the missing item or you may choose to request for a refund.
	Wrong item	Hi! Sorry for the inconvenience. We will ship out the correct item as the return process has been completed. Please help to send back the wrong item to the address [shop's address] and upload the proof of shipping. We will keep you update on the status. Thank you!
	Damaged item	Hi! We are sorry to hear that you have received a damaged item. Please send us the photo of the damaged item, and we will help to process for the refund. Thank you.



# HOW TO REPORT ISSUES TO SHOPEE

# How do I report issues to Shopee using Webchat?



Follow these steps to raise a concern or submit feedback to us.  
Go to **My Settings > Send Feedback**

A screenshot of the 'Send Feedback' dialog box. The dialog has a title bar with 'Send Feedback' and a close button (X). Below the title bar are two radio button options: 'Report a problem' (which is selected) and 'Make a suggestion'. Below these options is a large text input area with a placeholder text: 'What issues have you faced using webchat? Please provide details on what happened, how it was triggered and anything else that would help us investigate the issue.' At the bottom of the text area is a link that says 'Upload or drop a screenshot image (.jpg, .jpeg, .png)'. At the bottom right of the dialog are two buttons: 'Cancel' and 'Send'.

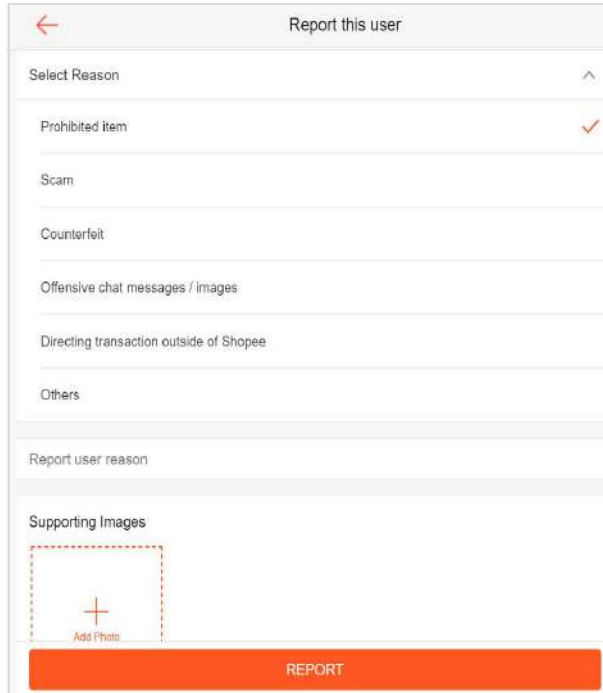
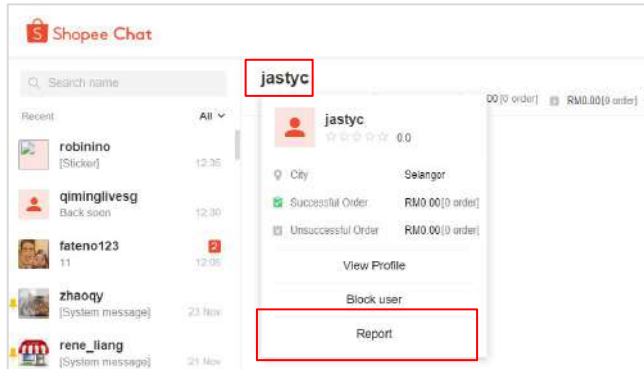
This window will pop up and you can choose to **“Report a problem”** or **“Make a suggestion”**.

You can also attach supporting photos and document if needed.



# How can I report a user?

## User Information



Go to **Order Information Section > More > Report**

The window **“Report this user”** will pop up and you can choose **“Report”**.

You may choose the reason for reporting the user and also attach supporting photos if needed.







# Thank you

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