WEBCHAT USER GUIDE

SELLER EDUCATION HUB

Table of contents

OVERVIEW OF WEBCHAT 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
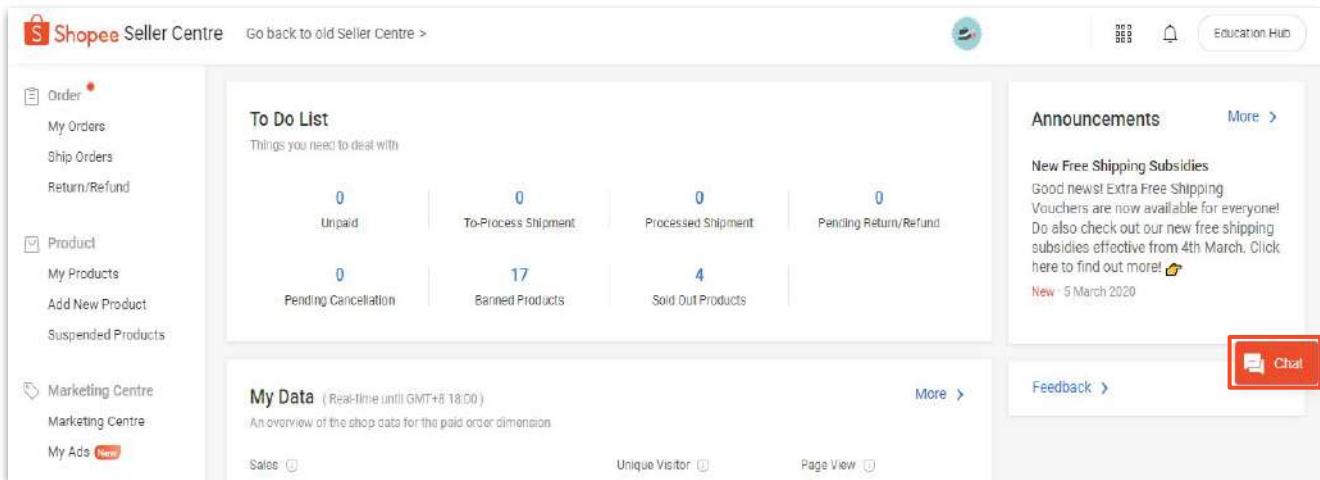- **Send additional images and product details** to clarify questions

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?
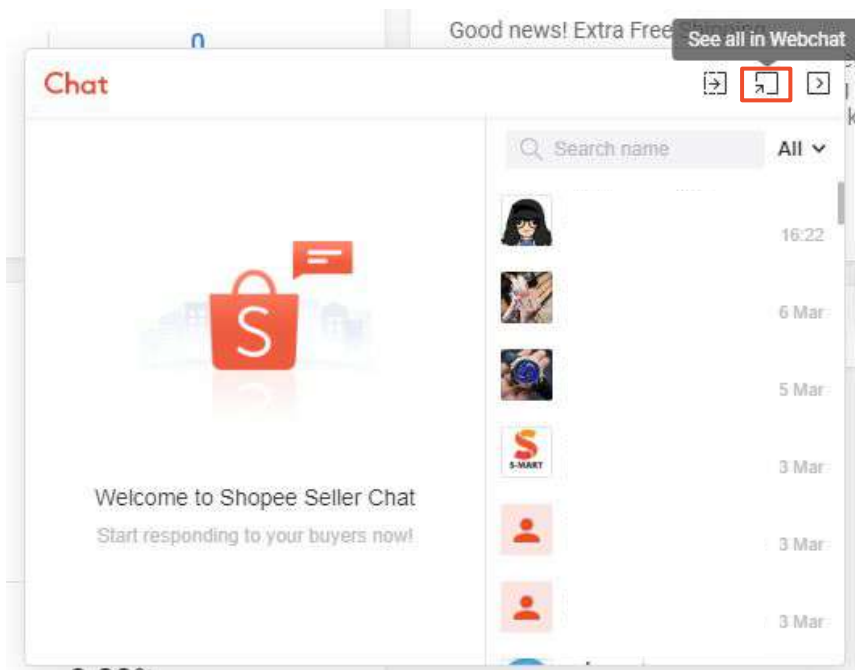
Where can I access Webchat?

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?

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

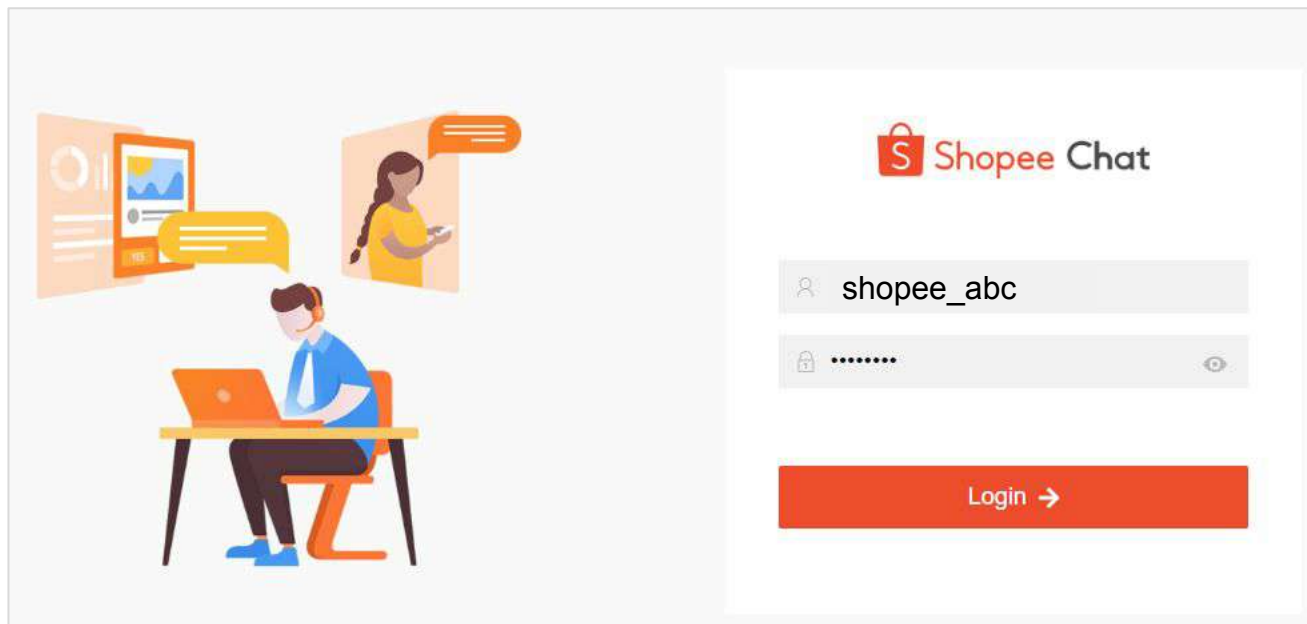**2. Seller Centre > My Orders**

Where can I access Webchat?
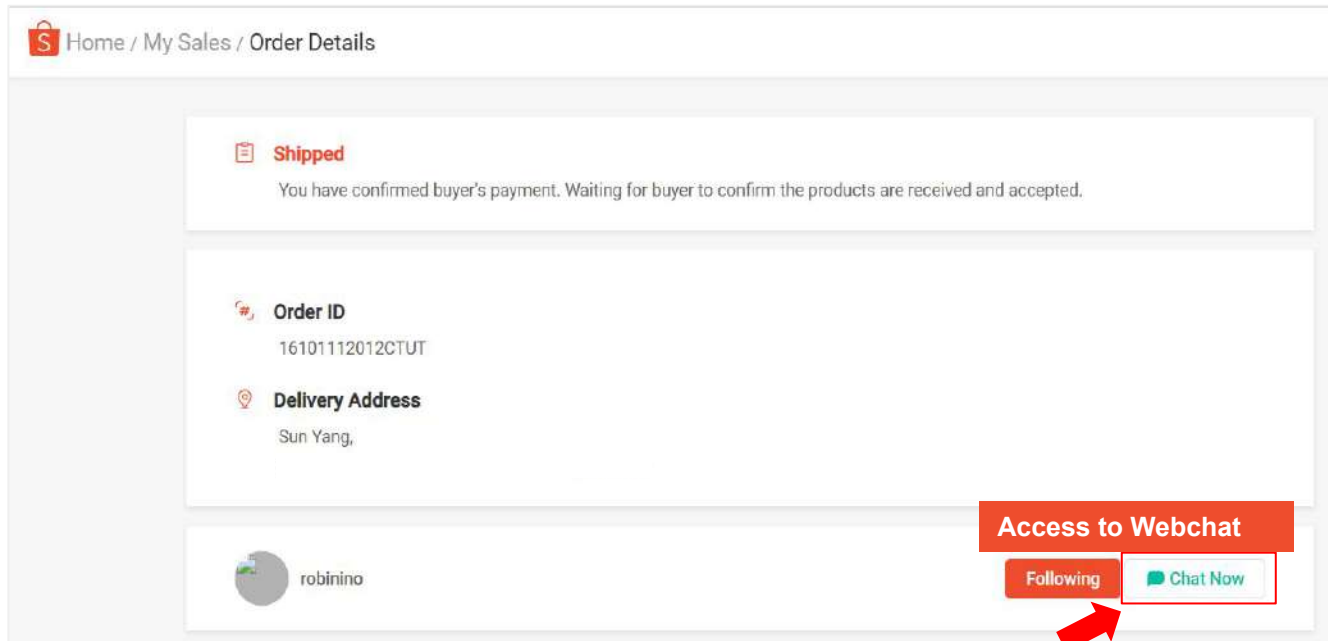
There are 4 ways to access the Shopee's Webchat portal:

3. **Seller Centre > My Orders > Check Details**
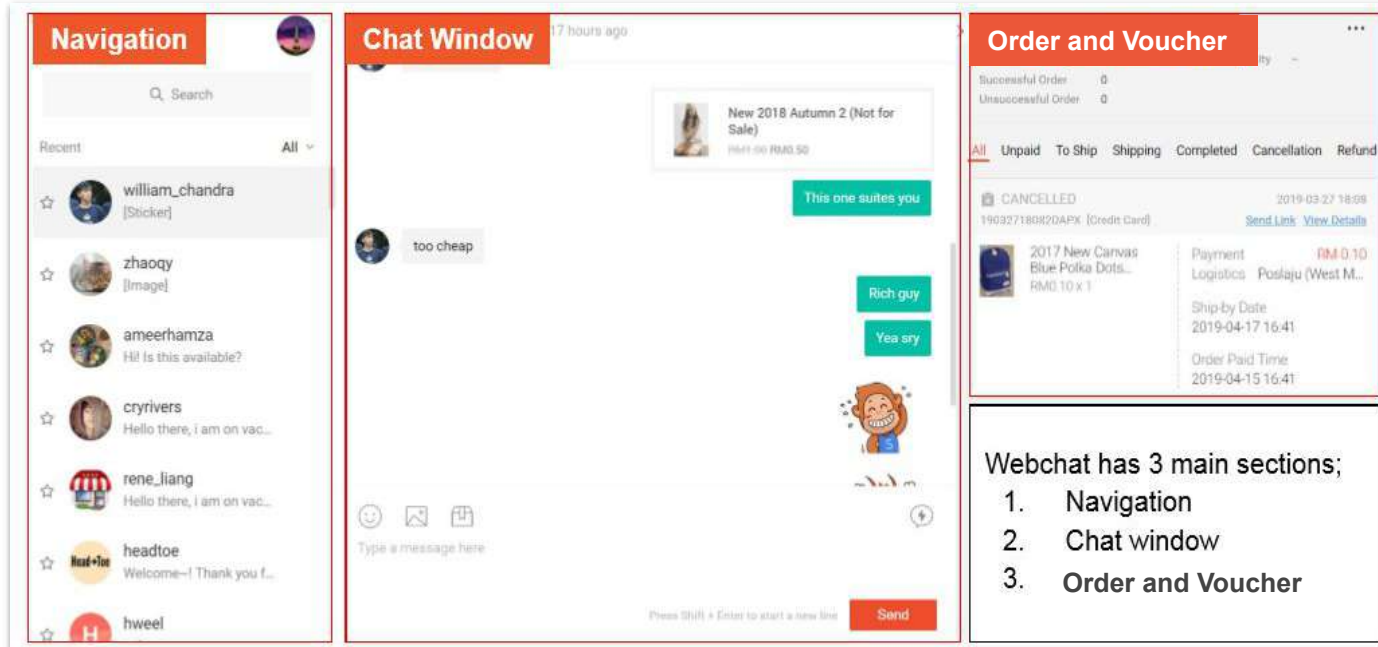
Where can I access Webchat?

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

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

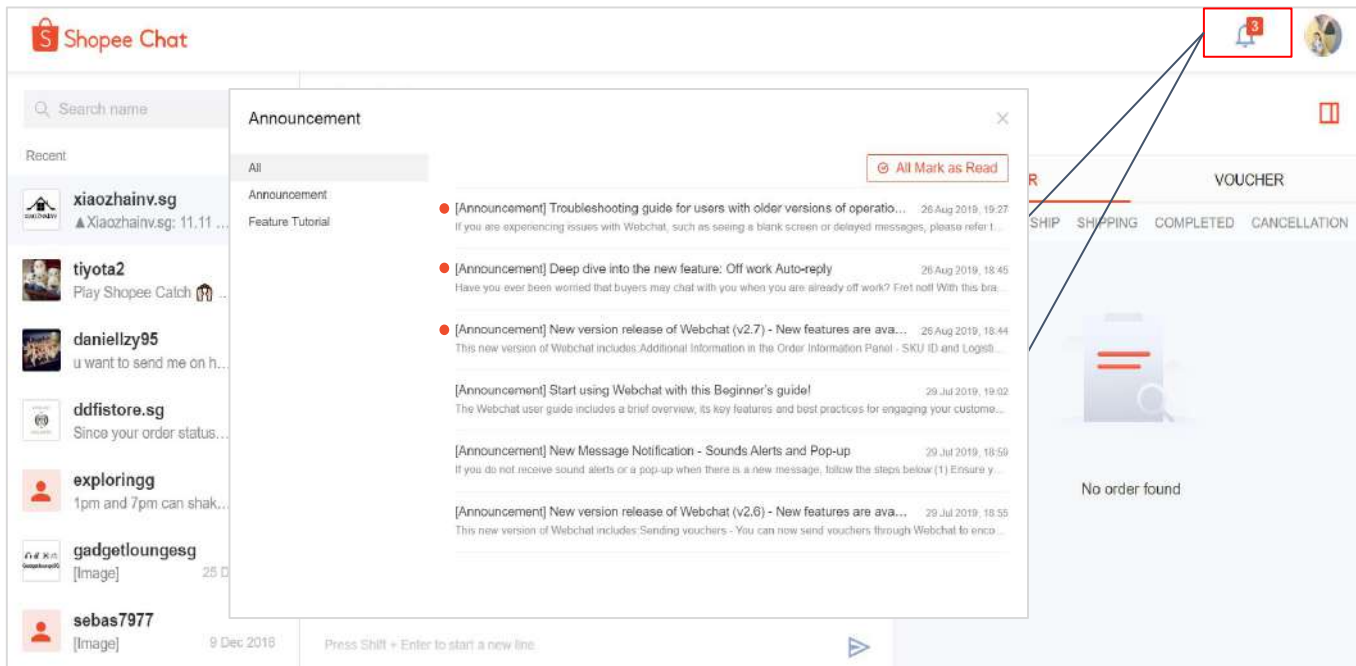6. **FAQ Assistant:** display answers to simple and frequently asked questions

Sales Functions

7. **Order management:** Find specific order details and manage orders

8. **Sending vouchers:** Send vouchers to buyer to boost sales

ANNOUNCEMENTS

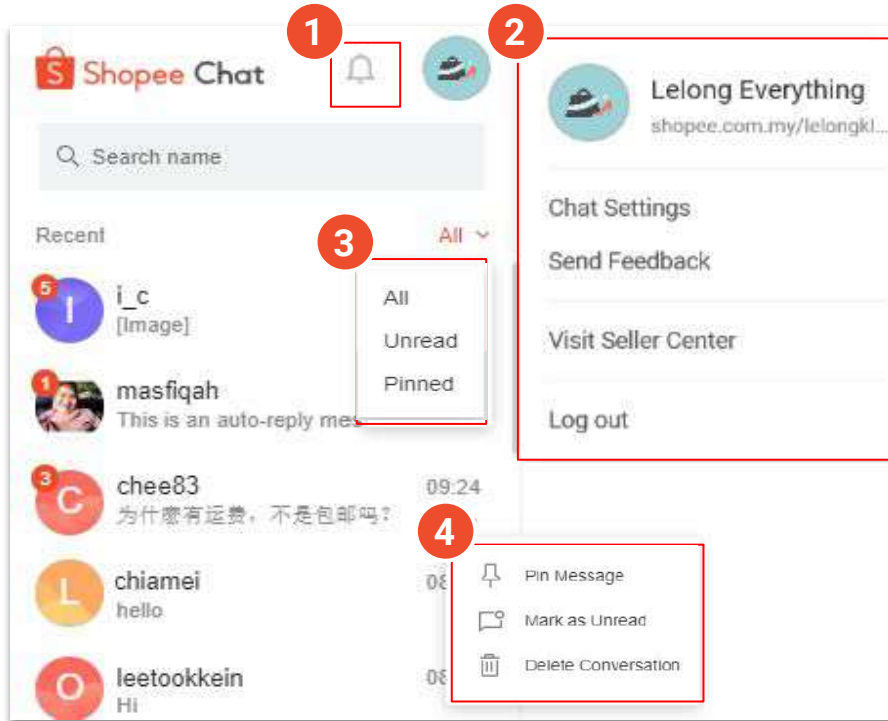# How can I find out Webchat's latest updates?

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.
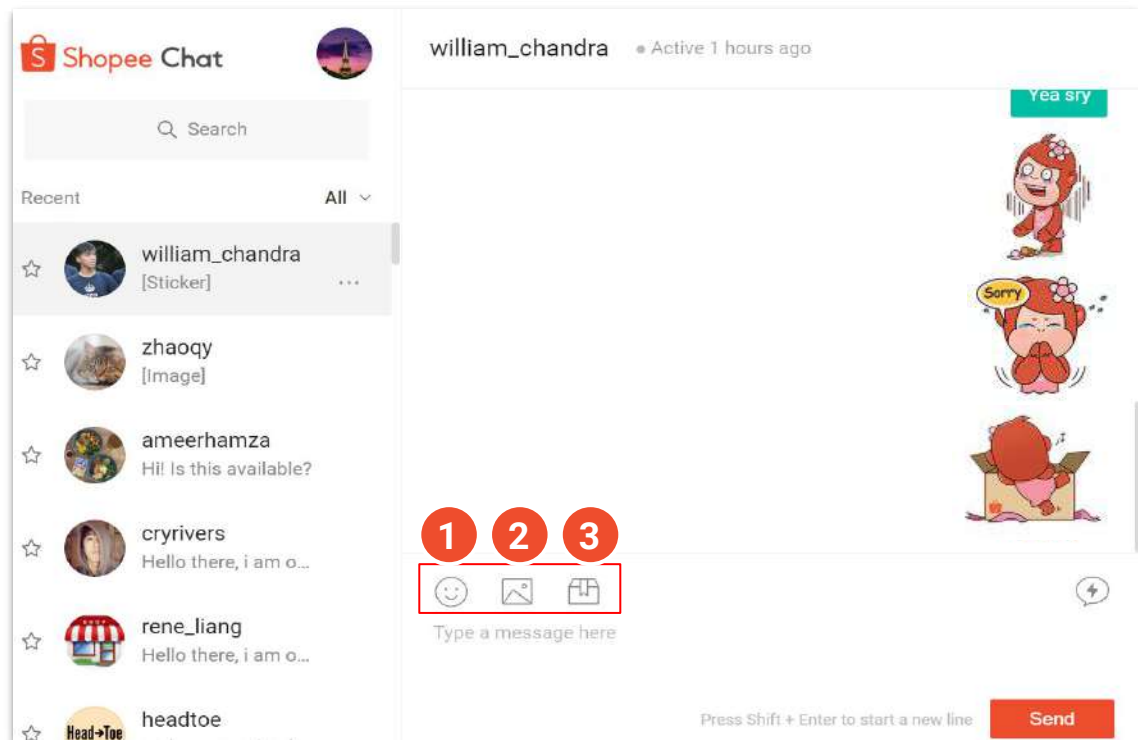
Where can I find user information?

Click on username **> View Profile**

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

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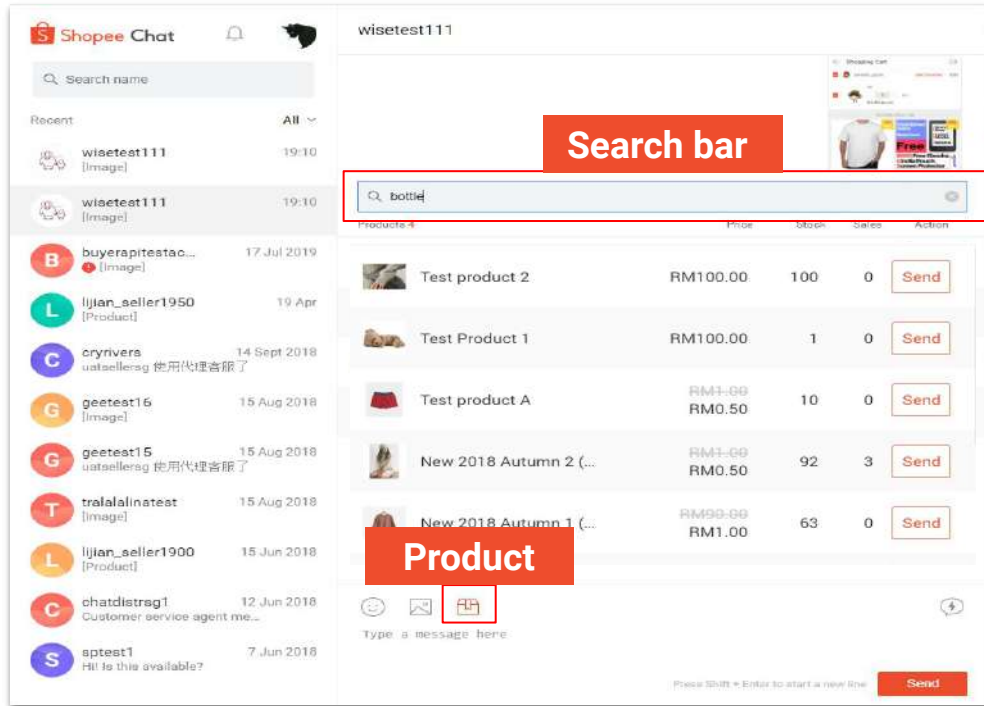
What are the ways I can customise my messages to buyers?

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**.
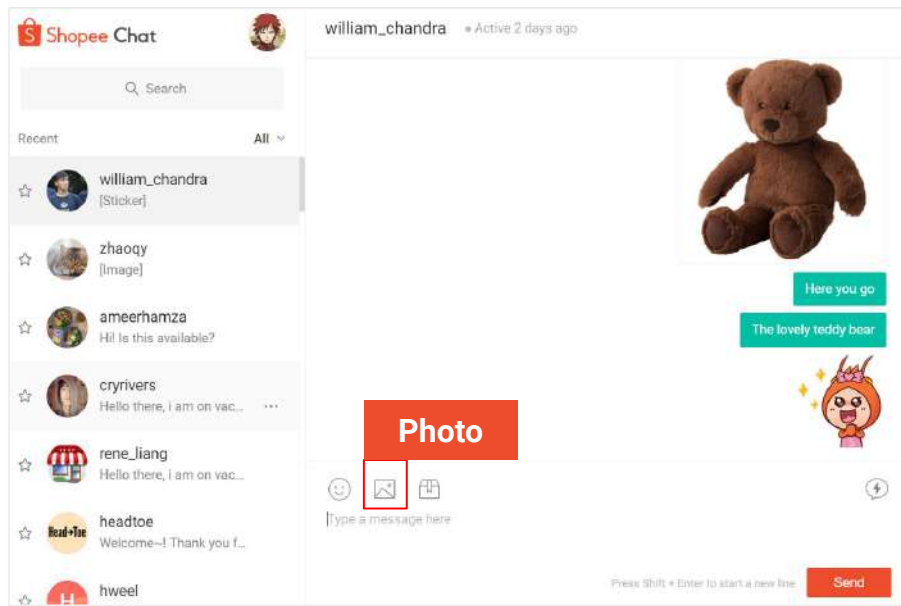
Seller Tips!

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

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**.
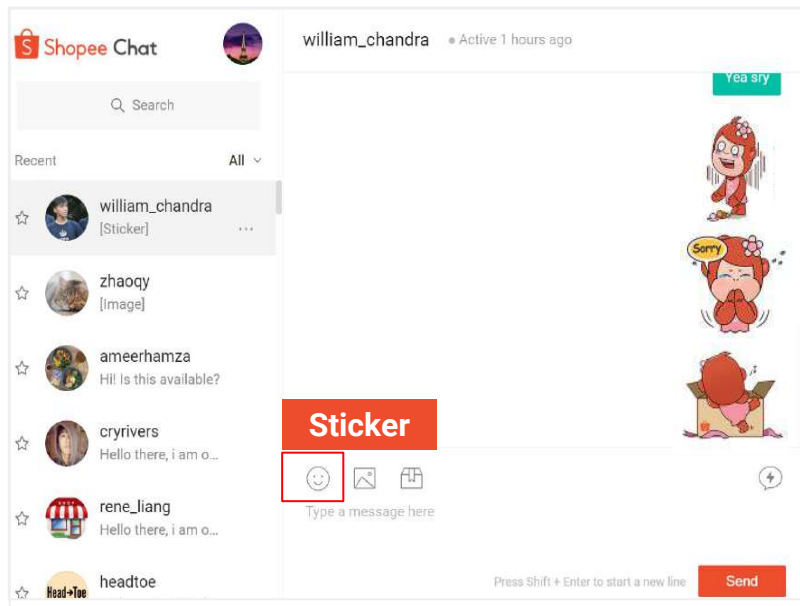
Seller Tips! 💡

- 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.
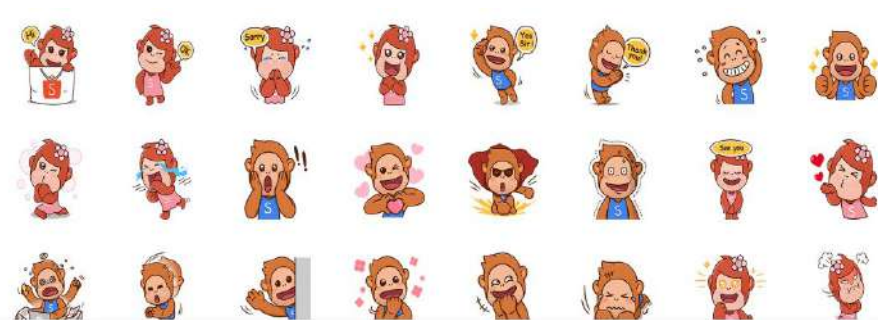
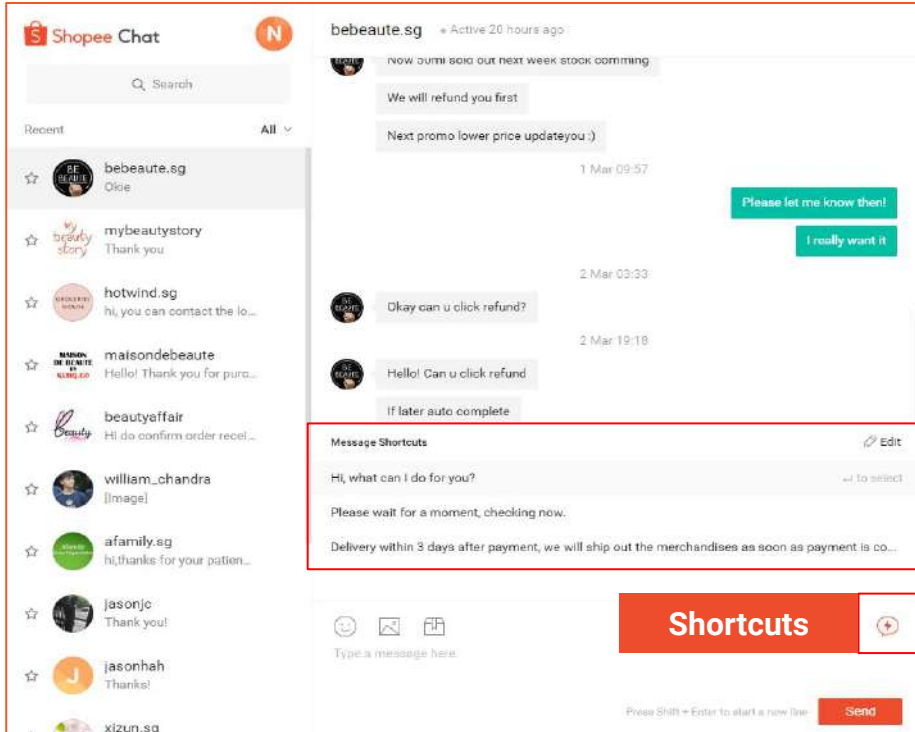# How do I add a sticker?

Go to **"Sticker" icon > Click on the sticker**

Sticker

SHORTCUT MESSAGES

What is a shortcut message?

A shortcut message is a pre-saved message whereby seller can easily selects to send to buyers.
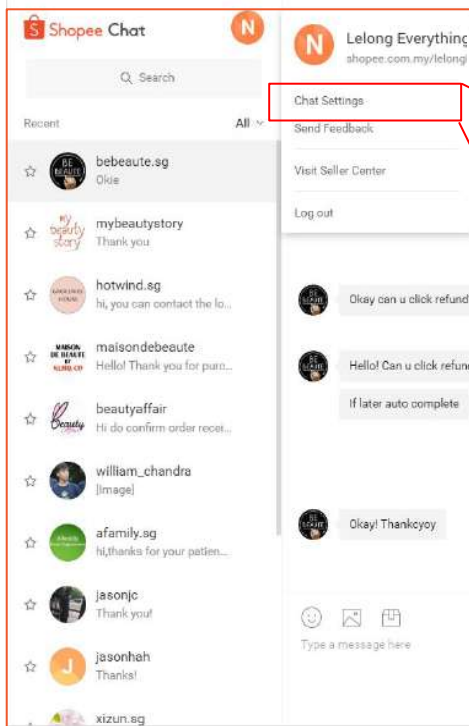
Seller Tips!

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

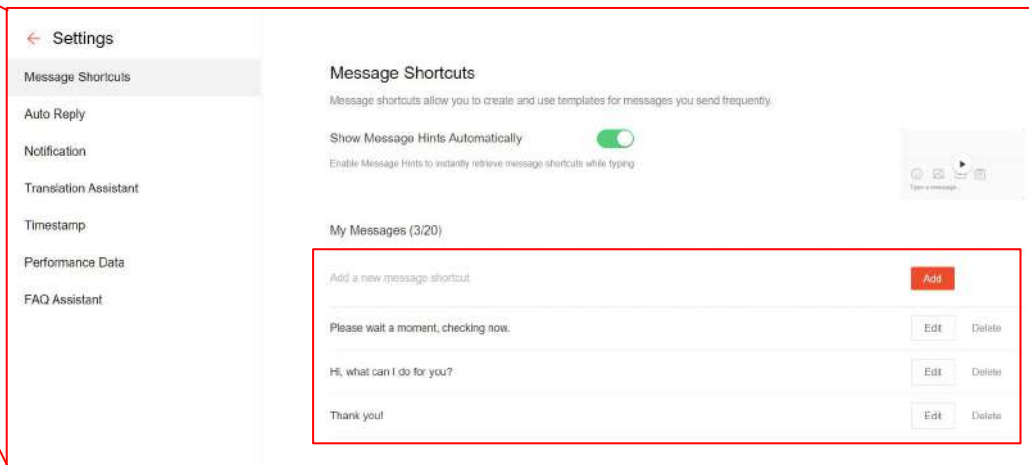# How can I set up my shortcut messages? (1/2)

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 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.
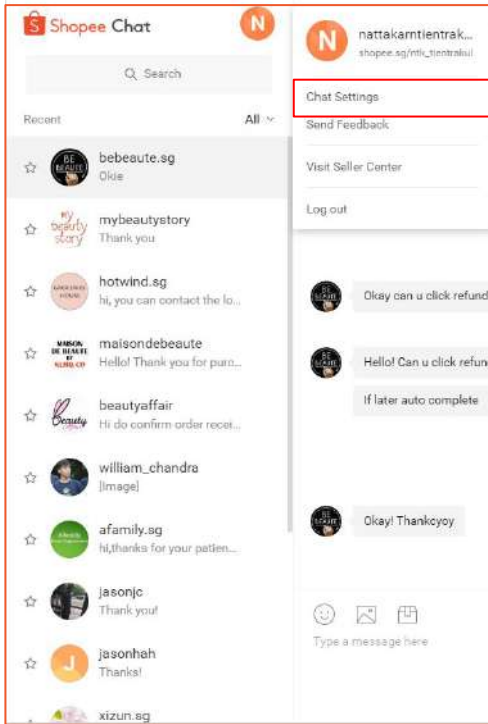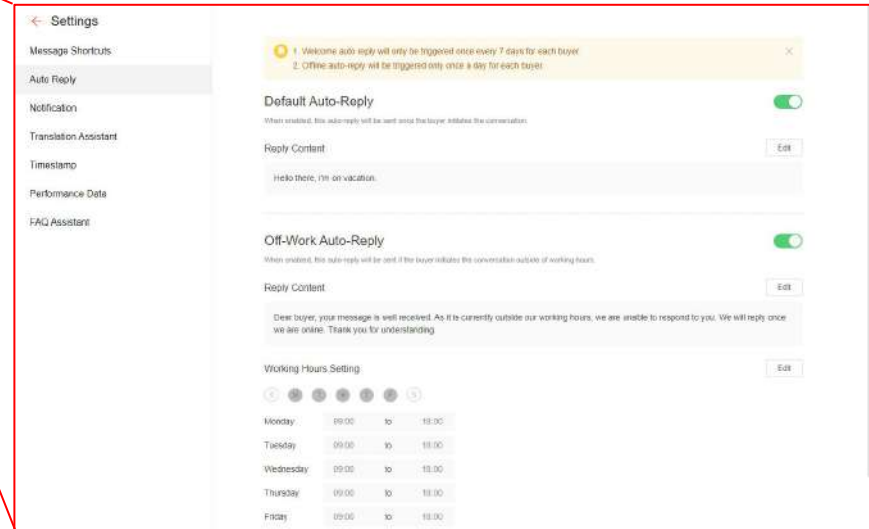
How can I set up my auto reply message?

Seller can set the shortcut message in **"Chat Settings"**
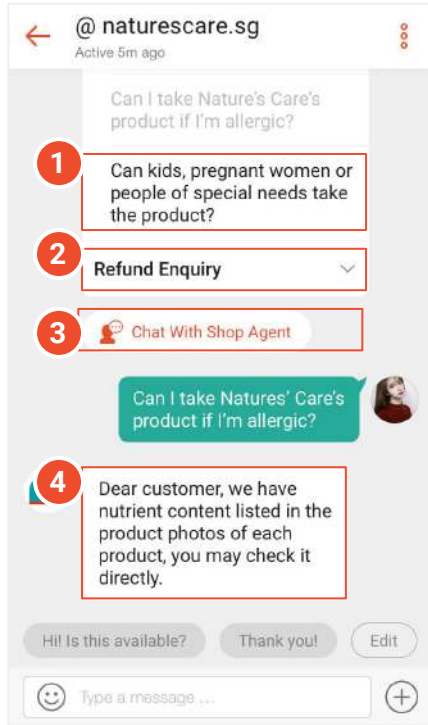
Go to **My Settings > Chat Settings > Auto Reply**

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.
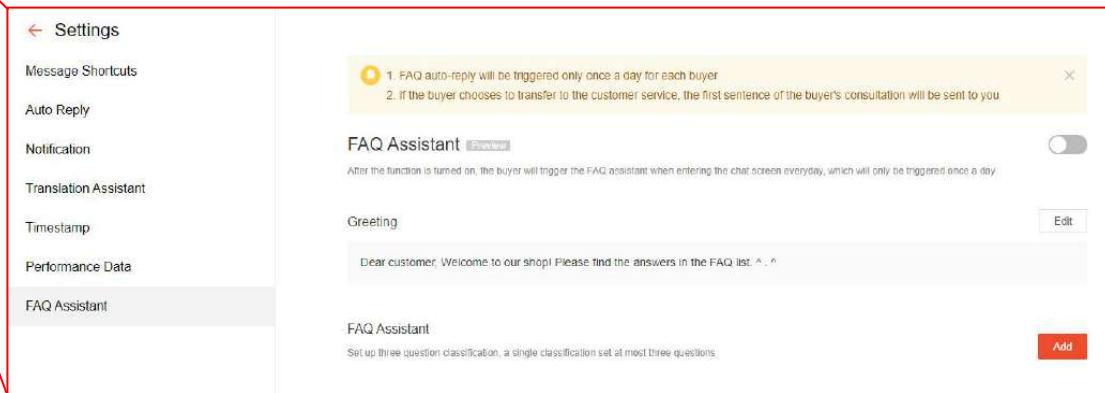
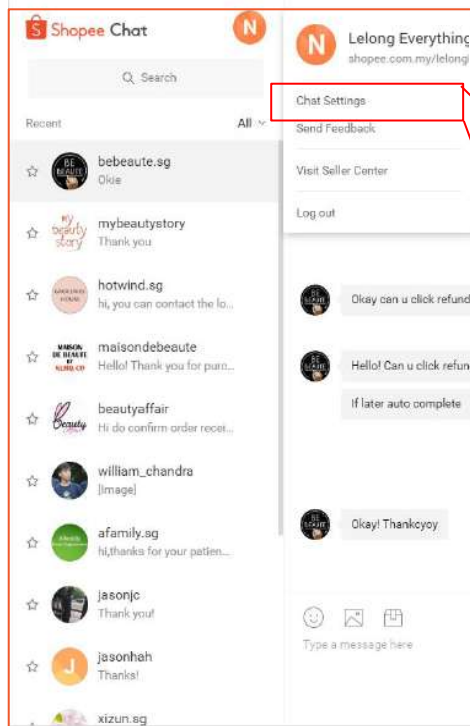**Reduce agent effort to support on FAQ**

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?

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?

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?

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?

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?

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?
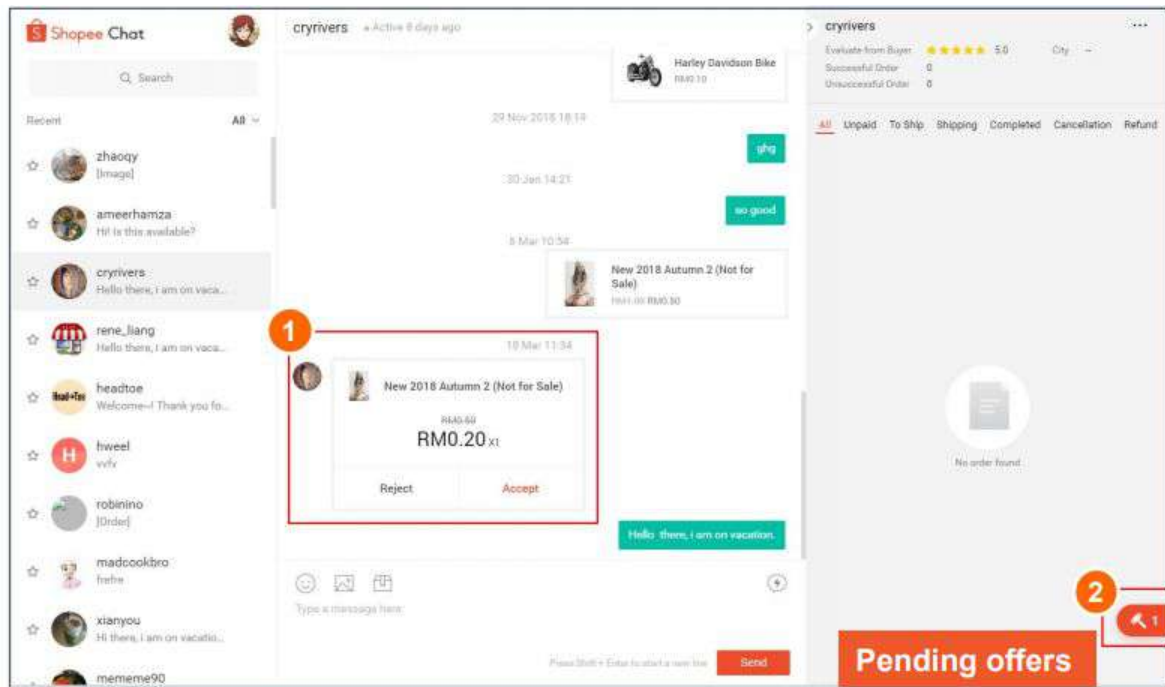
There are 2 ways a seller can "Accept" or "Reject" pending offers.

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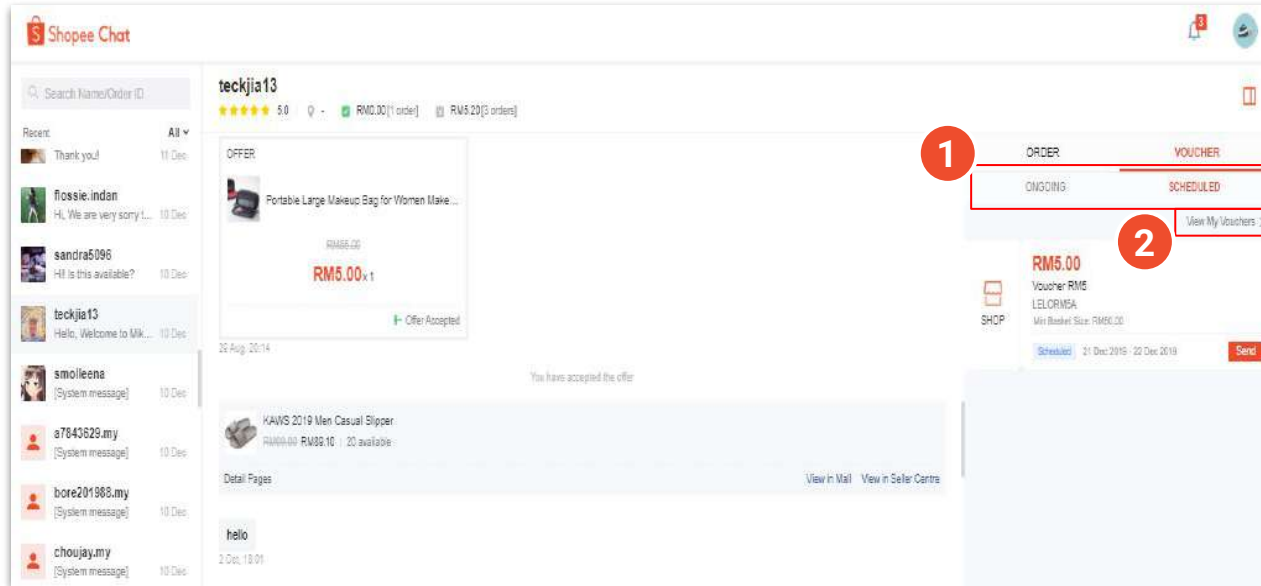
For sellers with access to 'My Voucher', you can find the voucher details on the right slide bar.

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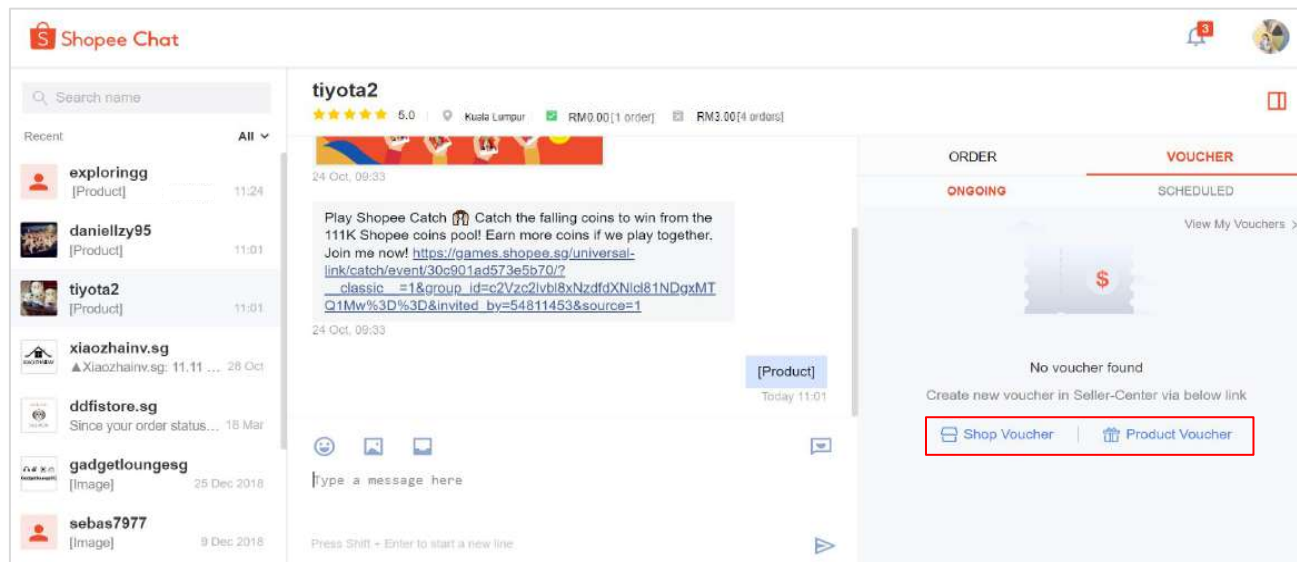
Sellers can add a new voucher by clicking on **"Shop Voucher"** or **"Product Voucher"** and they will get redirected to the 'Create New Voucher' page in Seller Centre.

How do I share my vouchers with buyers through Webchat?
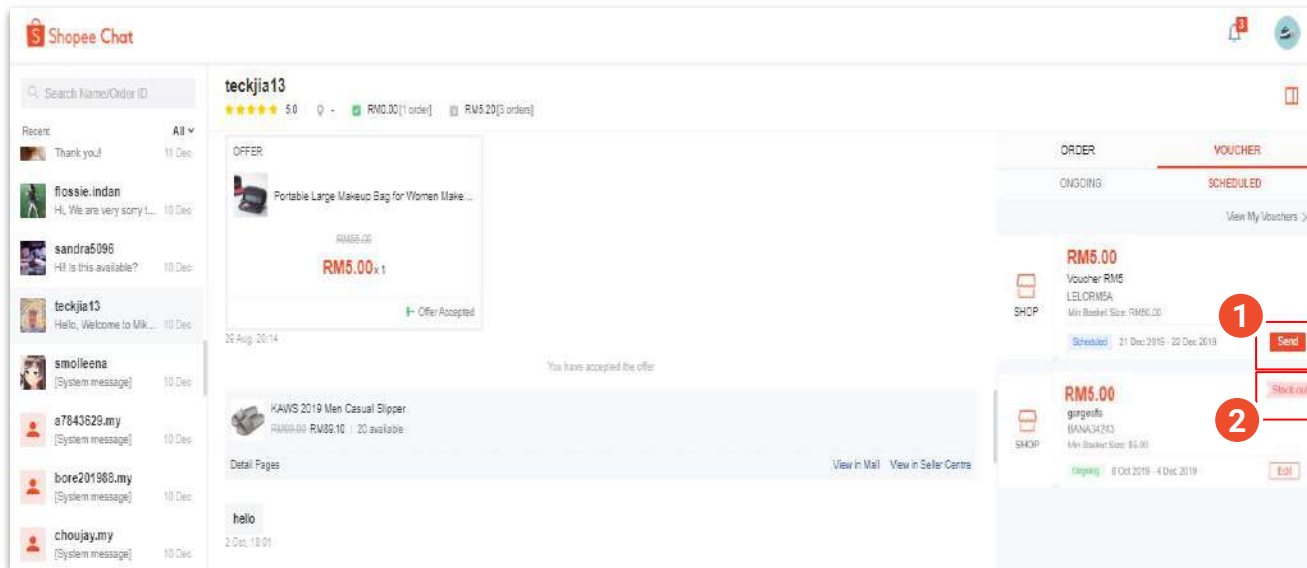
1. Seller can click on **"Send"** to share their voucher with buyers.

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
Product information	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].
Order status	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?
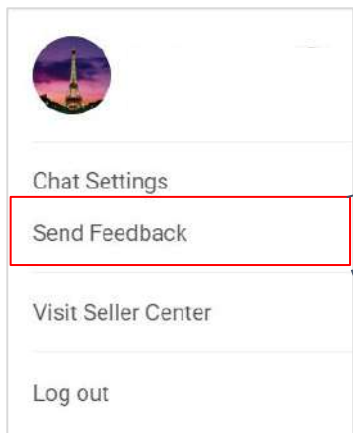
Follow these steps to raise a concern or submit feedback to us.
Go to **My Settings > Send Feedback**

Chat Settings

Send Feedback

Visit Seller Center

Log out

Send Feedback   ✕

🔘 Report a problem

⚪ Make a suggestion

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.

📎 Upload or drop a screenshot image (.jpg, .jpeg, .png)
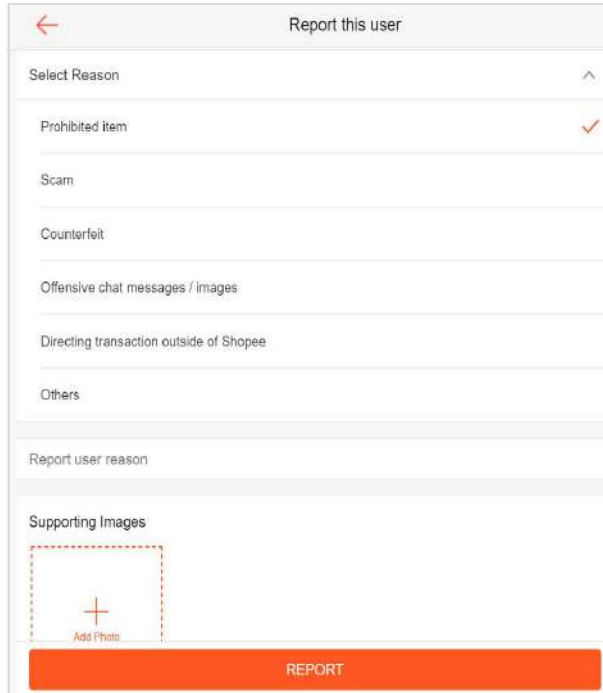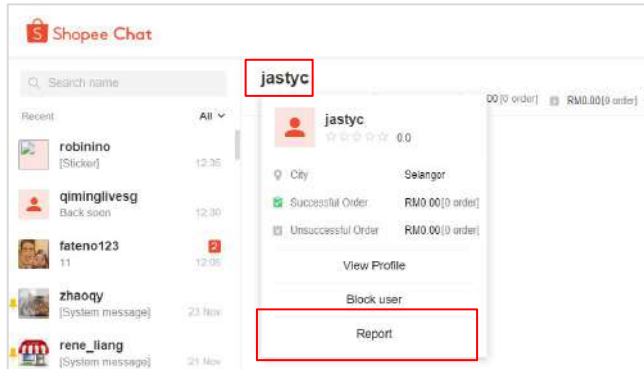
Cancel   Send

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

Learn more about best practices for selling on

Shopee on Seller Education Hub:

https://seller.shopee.com.my/edu