Sub-Account User Guide

Shopee Education Hub

Table of contents

CONTENT	PAGE
Introduction	1 - 5
Step-by-Step Guide	
• **Main Account Creation**	6 - 11
• **Bind Shop**	12 - 15
• **Sub-Account Creation & Permission Management**	16 - 23
• **Role Creation**	24 - 26
• **Webchat Set Up**	27 - 28

INTRODUCTION

Introduction to Sub-Account

Sub-account is a multi-shop and multi-role management system. It allows sellers to set up multiple accounts with different permissions for different shops to process daily operations.

This way, sellers can have a team to manage different shop functions, as well as have varied shop decorations, shipping instructions and more tailored for each shop.

Introduction to Sub-Account

Key benefits of having sub-accounts:

- Main account can have a team of staff member to manage different shop functions, such as operations, customer service, and more.
- Main account can bind multiple shops under the same merchant to manage together.
- As main account and sub-account holders can both gain access to Seller Centre and Webchat, it significantly increases business efficiency.

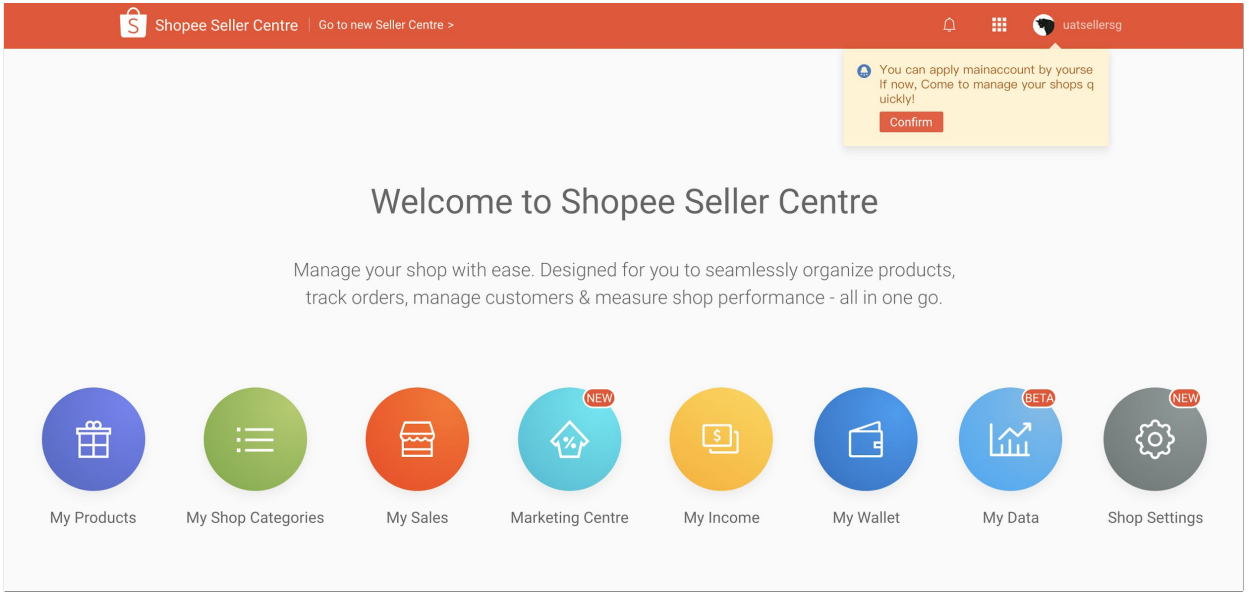
STEP-BY-STEP GUIDE

Main Account Creation

How to Create Your Main Account

Step 1:
Sellers who are invited to set up a sub-account will find a notification in the Seller Centre.

Currently, sub-account is open only to selected sellers.

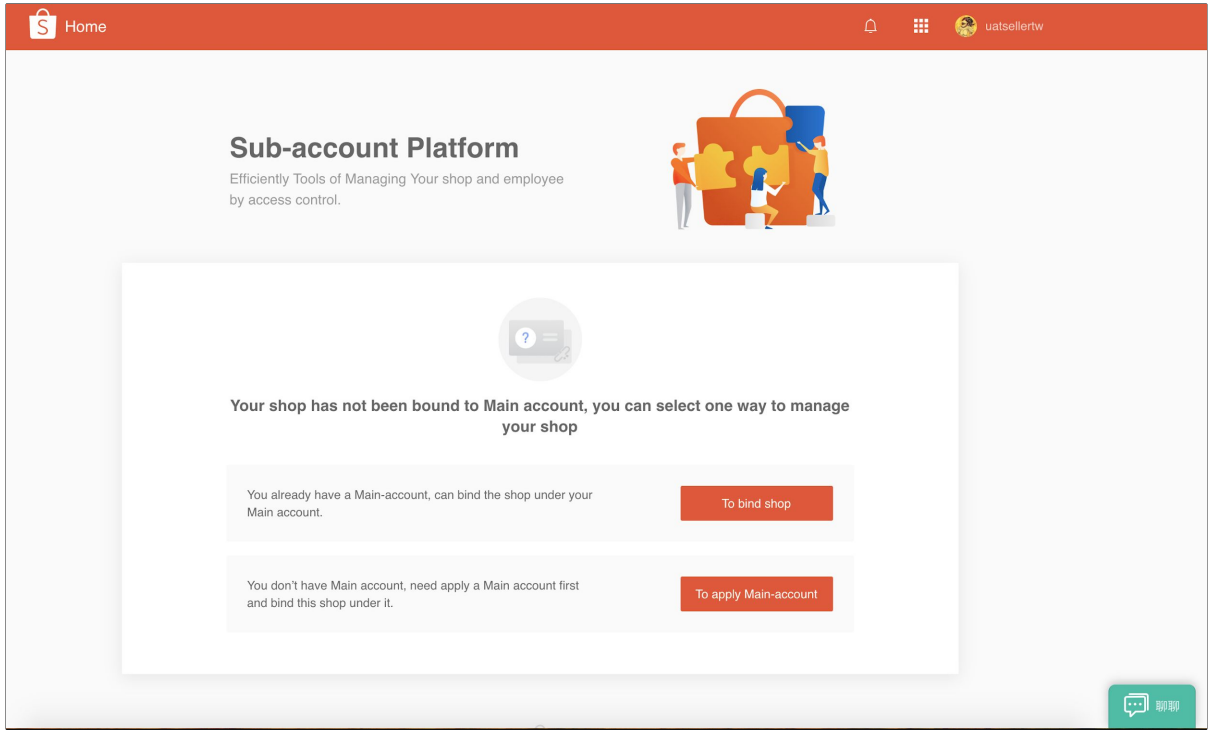


How to Create Your Main Account

Step 2:
Create a main account if you do not already have one.

OR

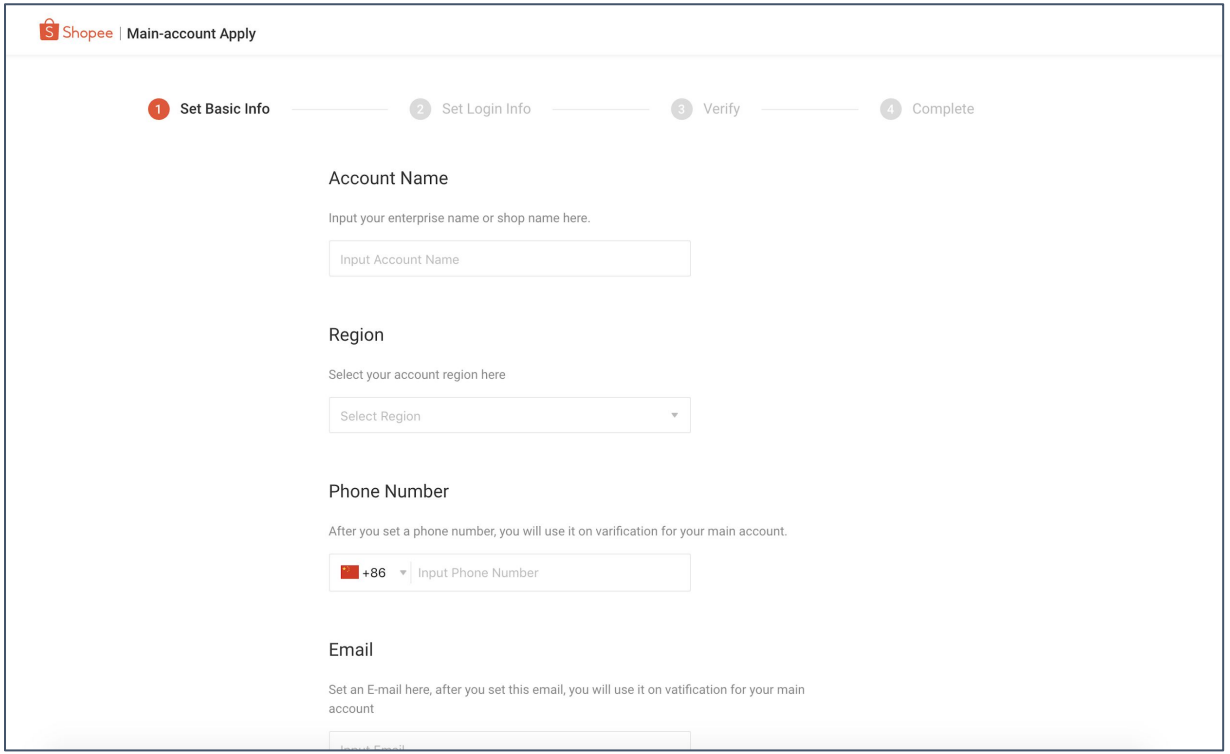
You can also start to bind shops to an existing main account.



How to Create Your Main Account

Step 3:

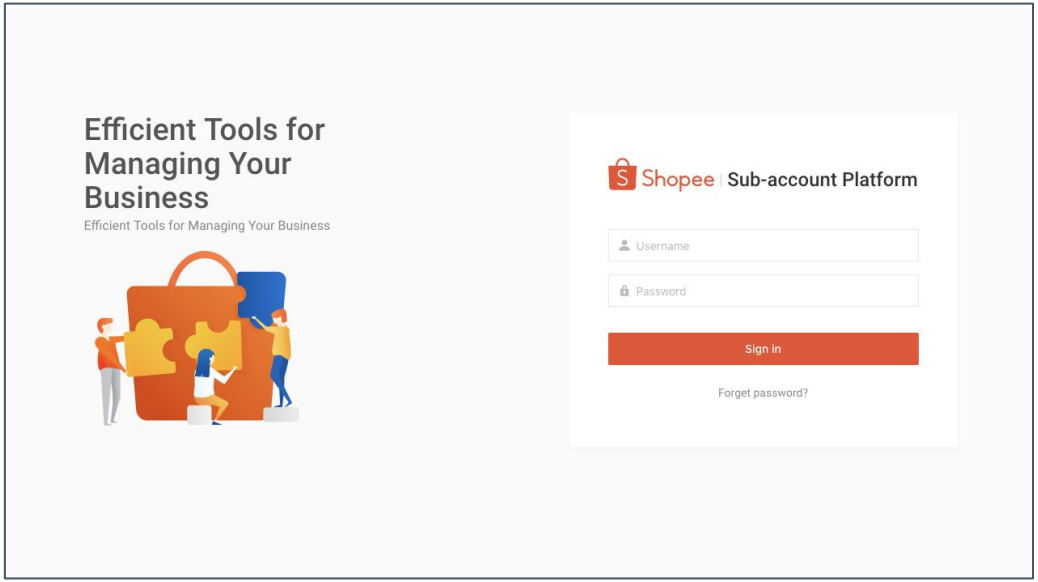
If you choose to create a main account, fill in all the information accordingly.



How to Create Your Main Account

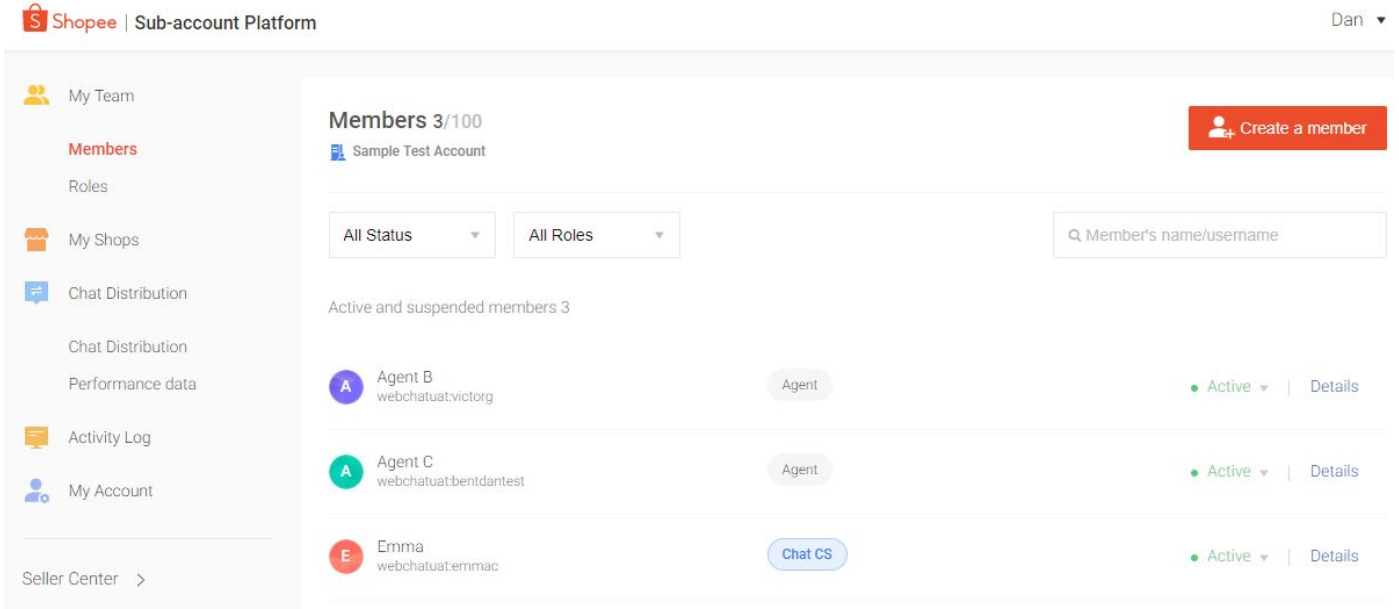
Step 4: Using your newly-created account, log in to our sub-account platform:

https://subaccount.shopee.com/



How to Create Your Main Account

Step 5:
After logging in, you should see this homepage.

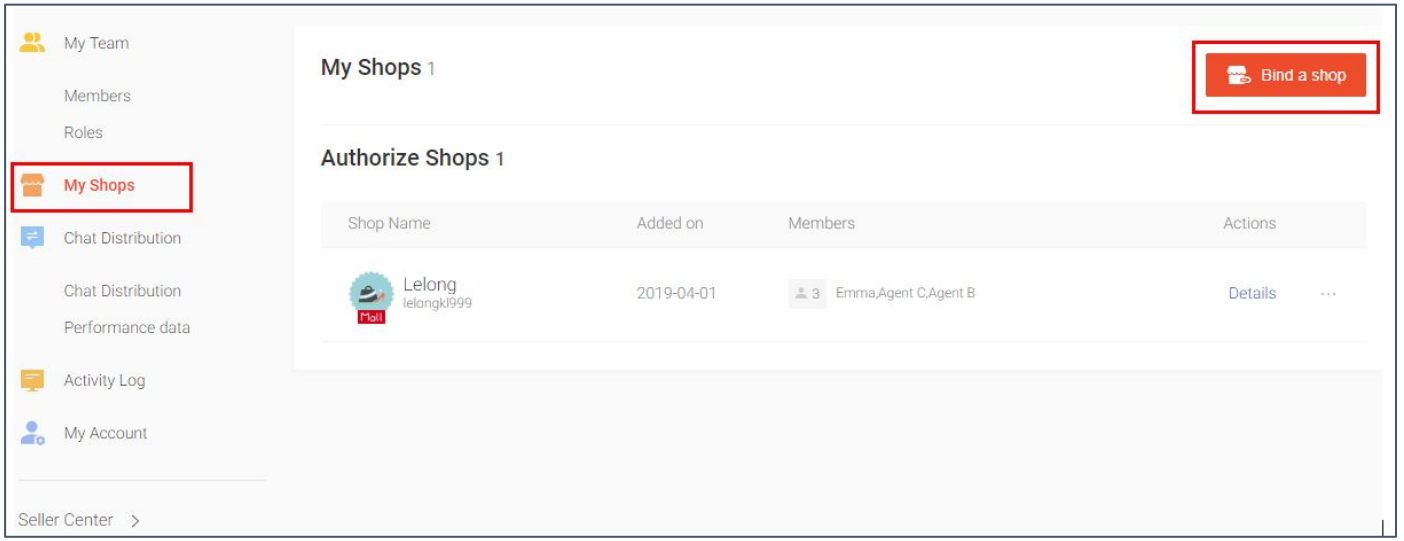


STEP-BY-STEP BIND SHOP

Add Shops

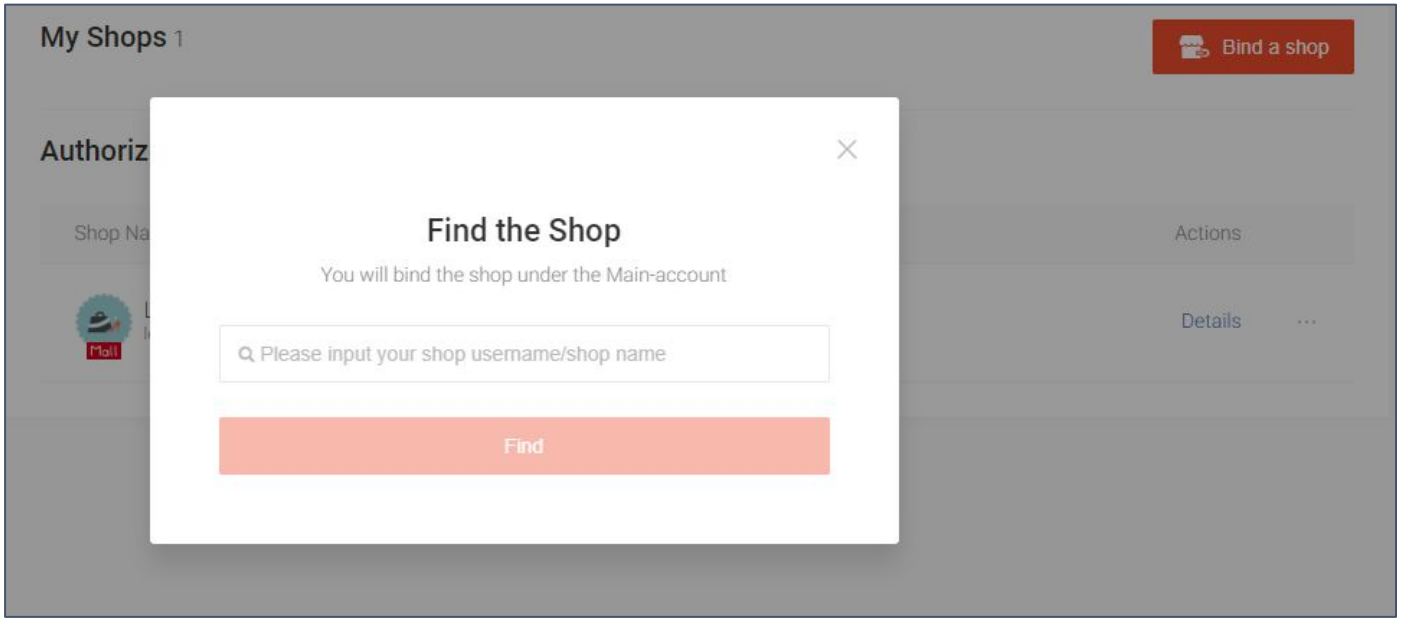
How to Bind Shop

Step 1:
After logging in, you can find My Shops.
Step 2: Click on Bind a shop.



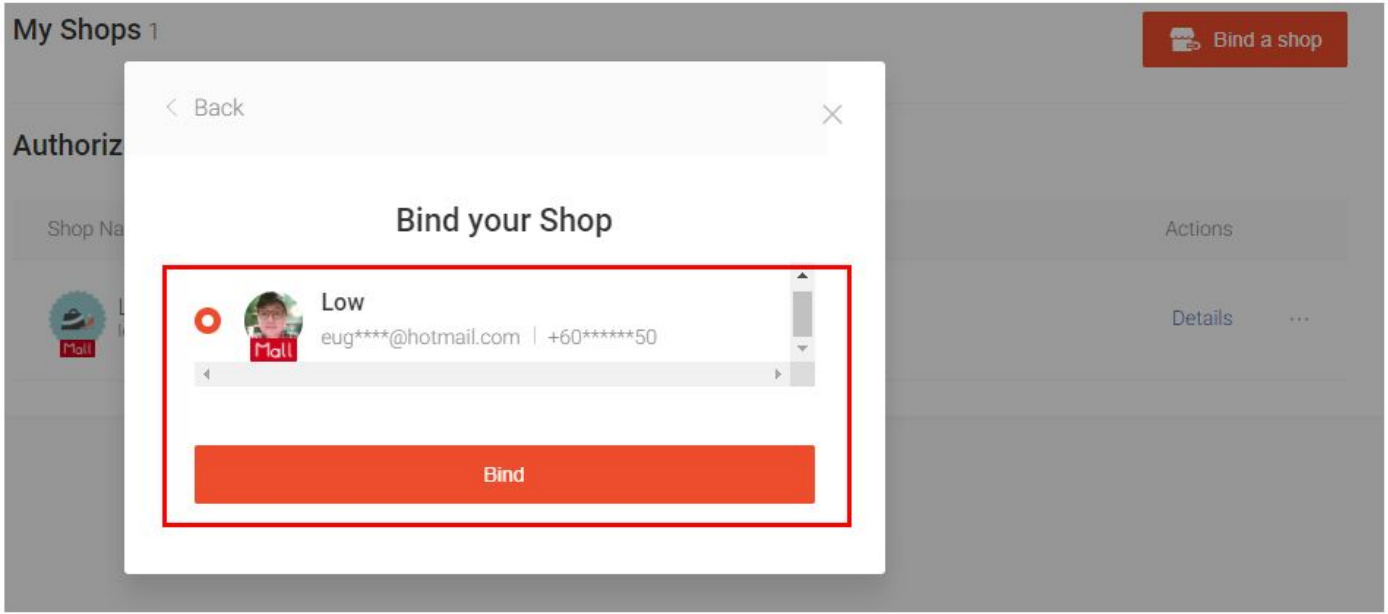
How to Bind Shop

Step 3:
Type the username/shop name.
Step 4: Click on Bind a shop.



How to Bind Shop

Step 5:
Once it displayed the correct username/shop name.
Step 6: Click on Bind.



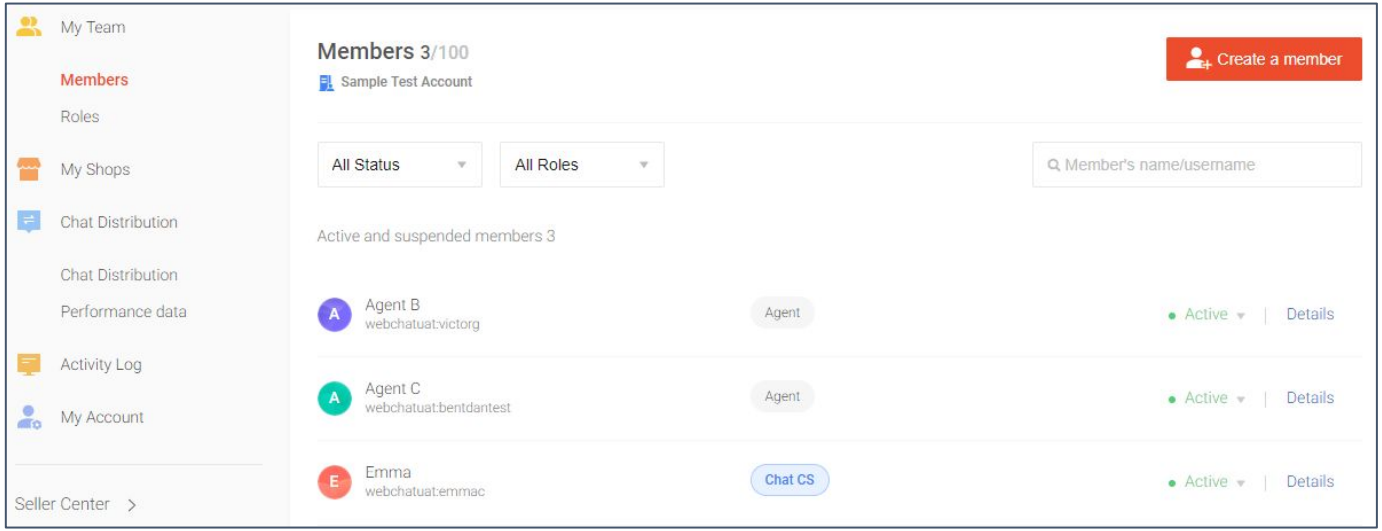
STEP-BY-STEP GUIDE

Sub-Account Creation & Permission Management

Sub-Account Creation & Permission Management

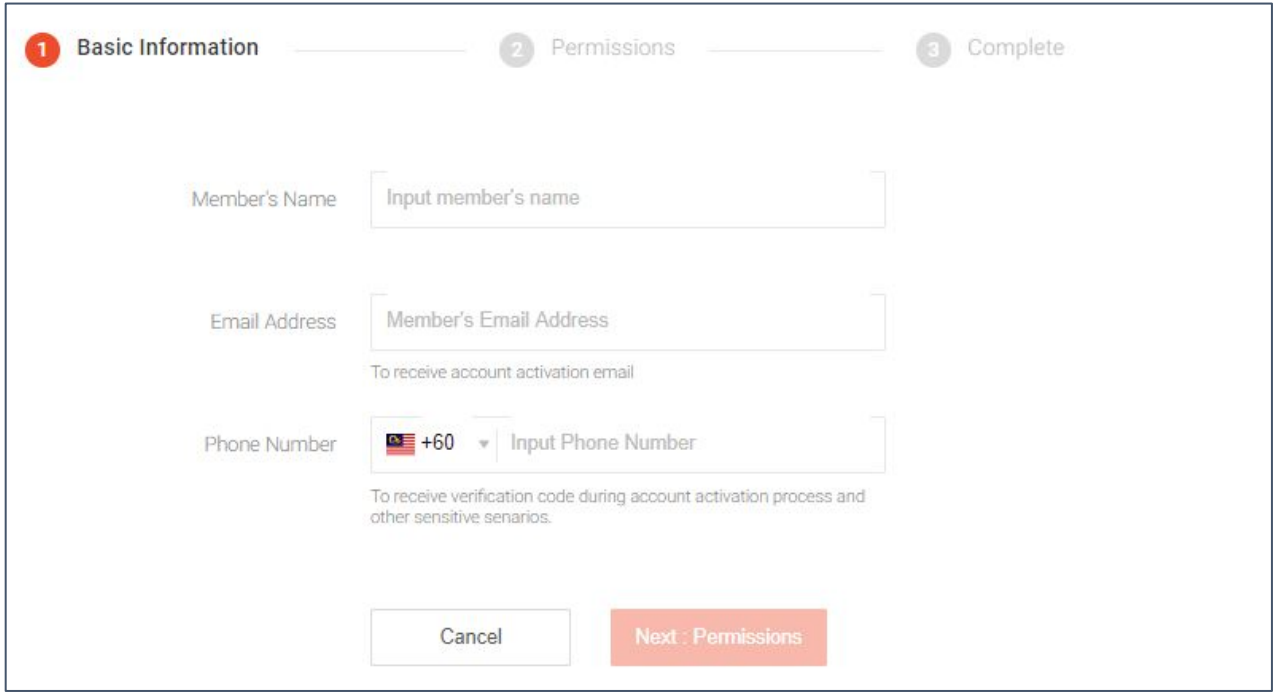
Step 1:
In the sub-account platform,

- Go to My Team
- Click on Members
- Click on Create a Member



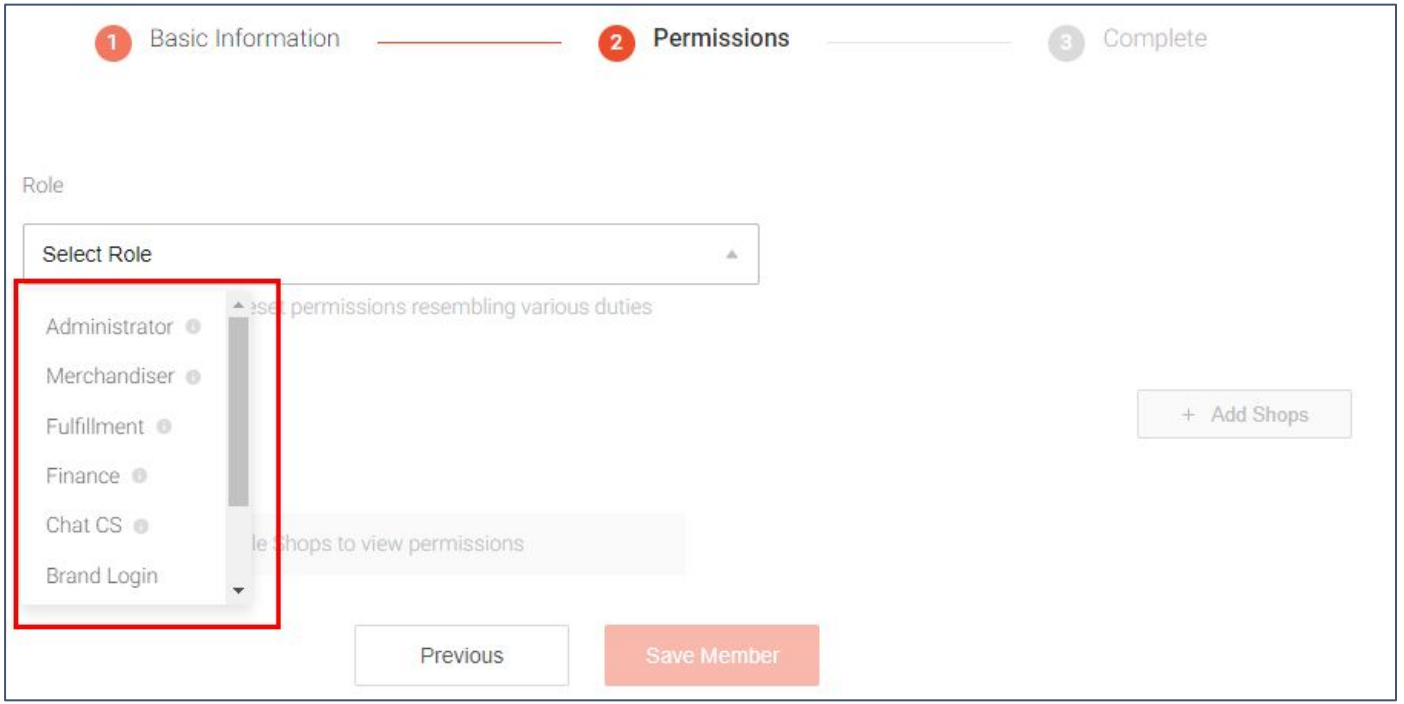
Sub-Account Creation & Permission Management

Step 2:
Fill in the details of the sub-account holder.



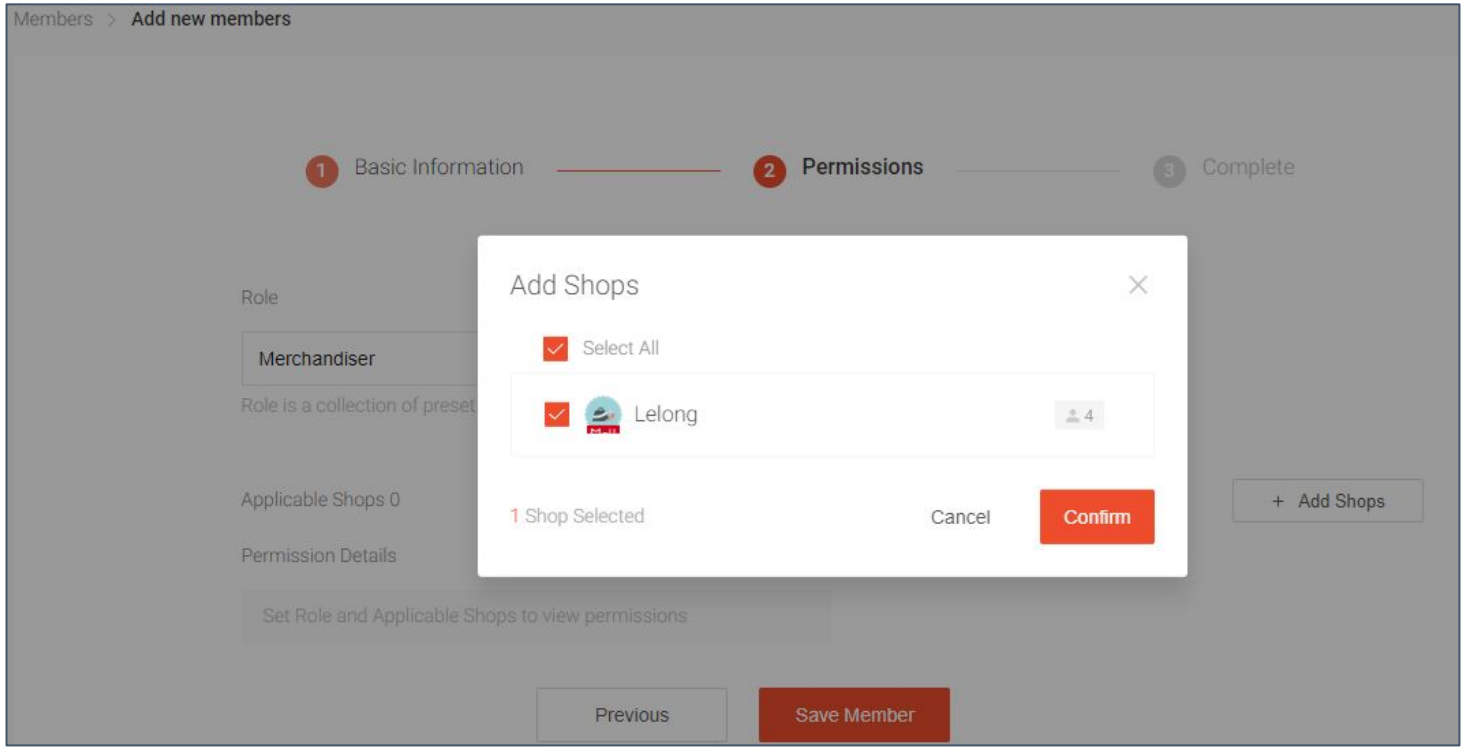
Sub-Account Creation & Permission Management

Step 3:
Select a role for this sub-account.



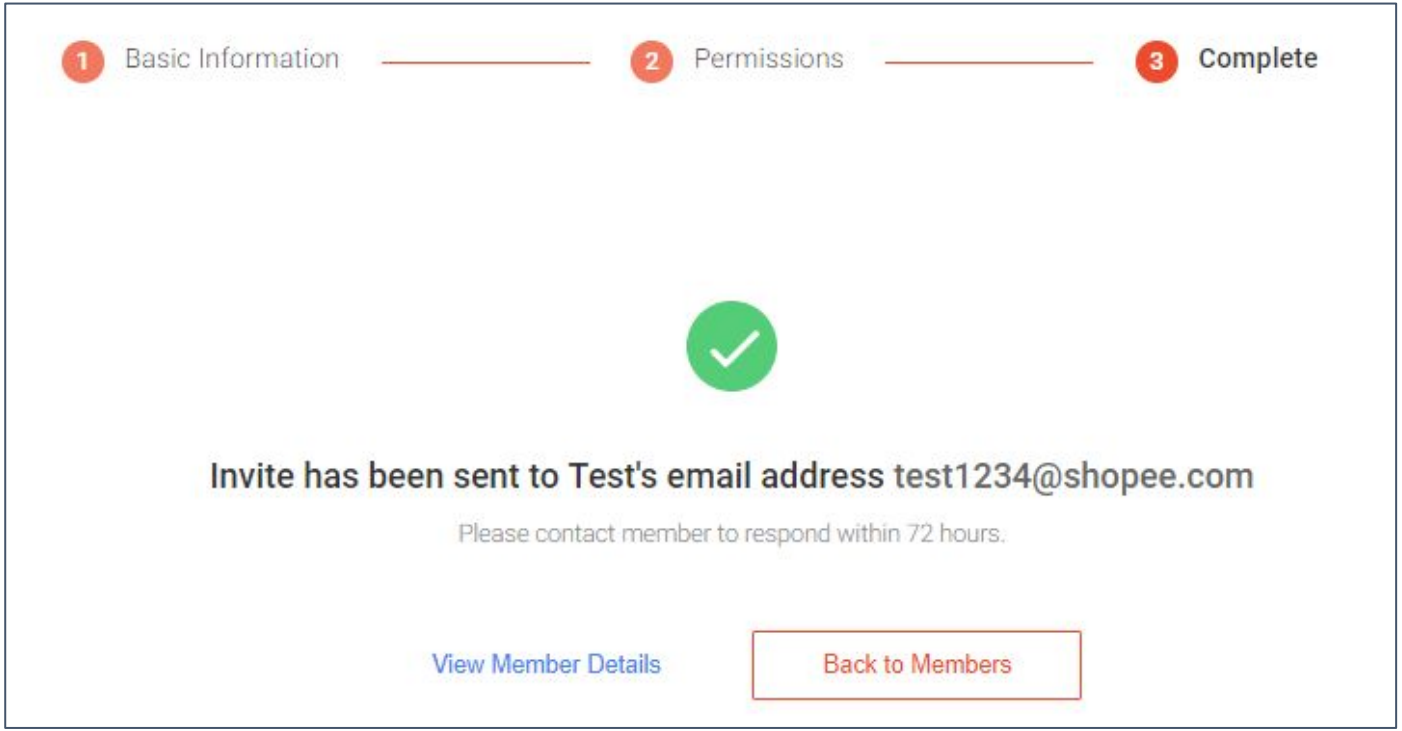
Sub-Account Creation & Permission Management

Step 4:
Select the shop this sub-account has permission to access.



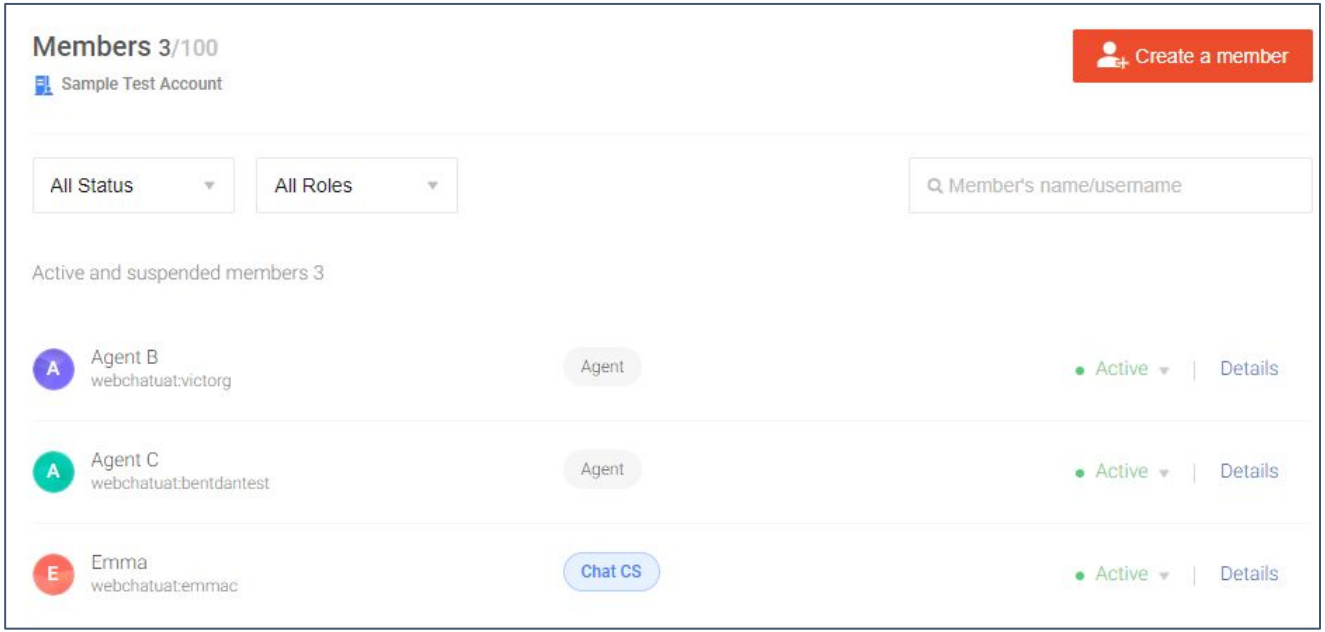
Sub-Account Creation & Permission Management

Step 5:
An email will be sent to the sub-account holder. Open the email to activate the account.



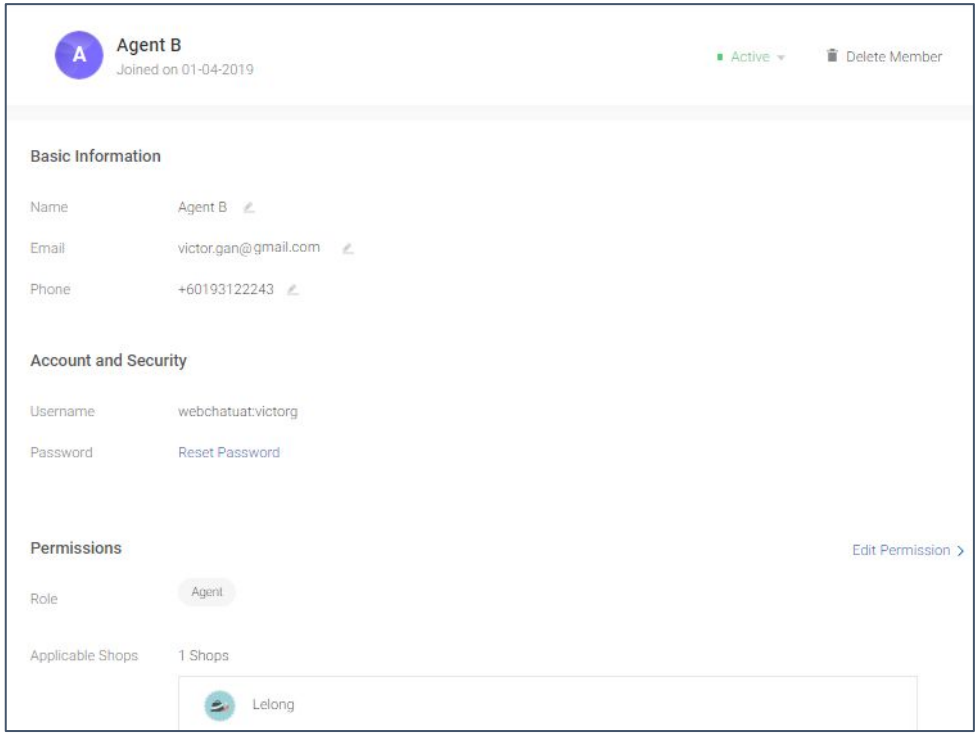
Sub-Account Creation & Permission Management

Step 6:
You can still edit roles and permissions after activation, by clicking on Details next to each member's name.



Sub-Account Creation & Permission Management

Step 7: Modify any personal information, role and shop access.



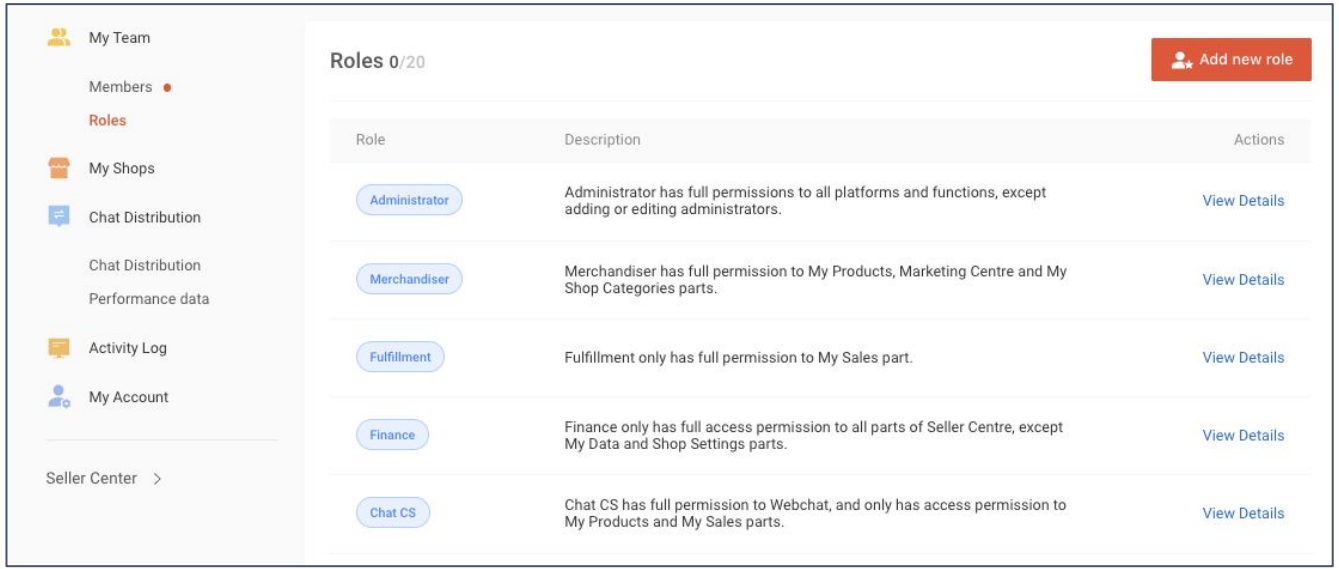
STEP-BY-STEP GUIDE

Role Creation

Role Creation

Step 1:
In the sub-account platform,

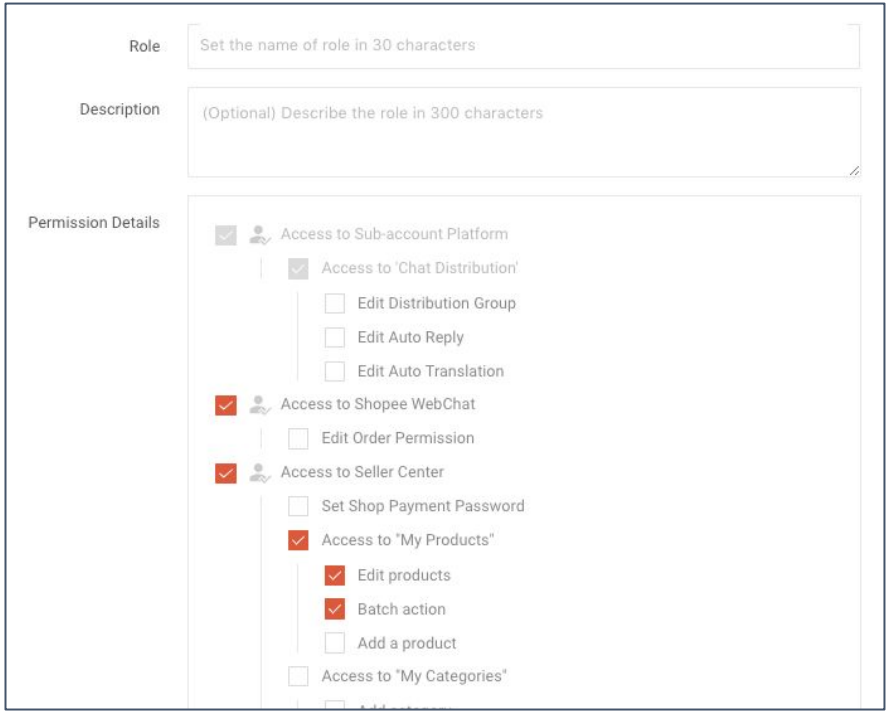
- Go to My Team
- Click on Roles
- Click on Add New Role



Role Creation

Step 2:
Set the role name, description and default permission.

You can create a new member or change the role of an existing member.



STEP-BY-STEP GUIDE

Webchat Set Up

Webchat Set Up

Webchat is an instant messaging portal that lets sellers interact with shoppers and answer their queries, thereby driving conversion, better reviews and customer loyalty.

Click here to learn more about setting up Webchat.

Thank you

Learn more about best practices for selling on Shopee on Seller Education Hub:

https://seller.shopee.com.my/help/start