

Sub-Account Platform

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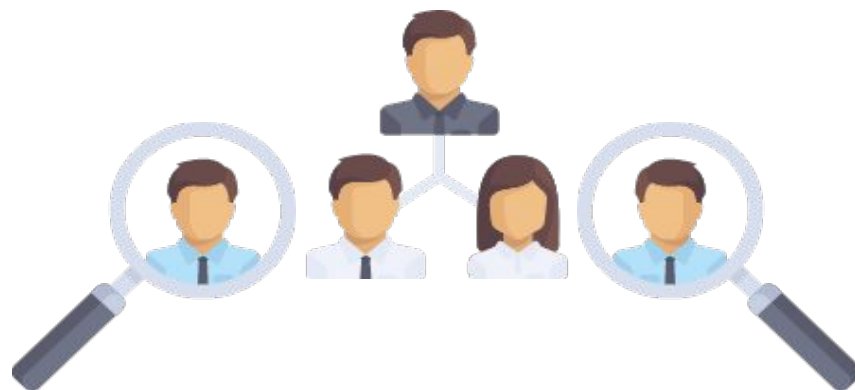
What is sub-account platform?

General overview about sub-account platform.

Sub-account platform is a...

Multi-shop and multi role management system

- Allows sellers to set up multiple accounts with different permissions for different shops to process daily operations
- Sellers can have a team of members to manage different shop functions, varied shop decorations, shipping instructions, and more tailored for each shop.



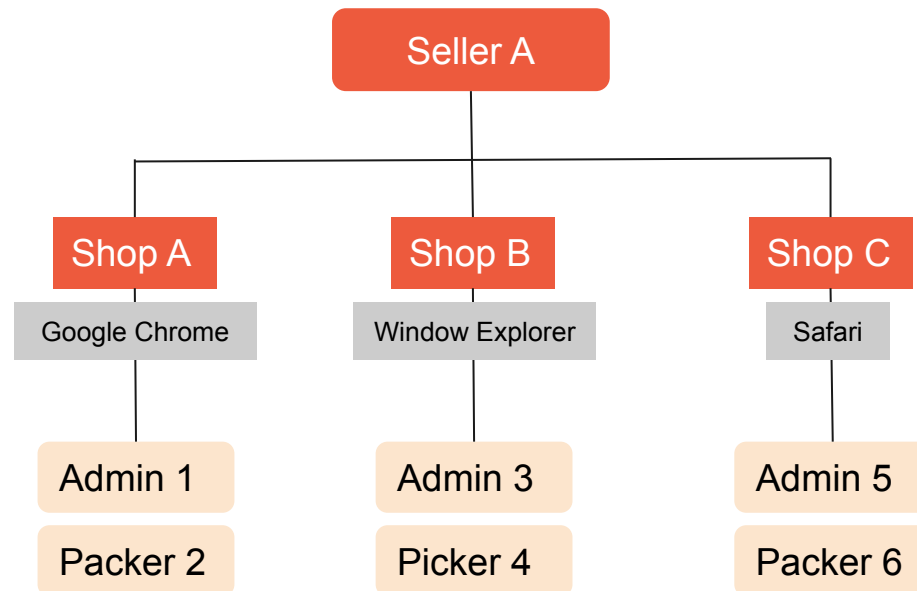


Process Flow

About sub-account platform.

The current process flow of accessing all shops at once

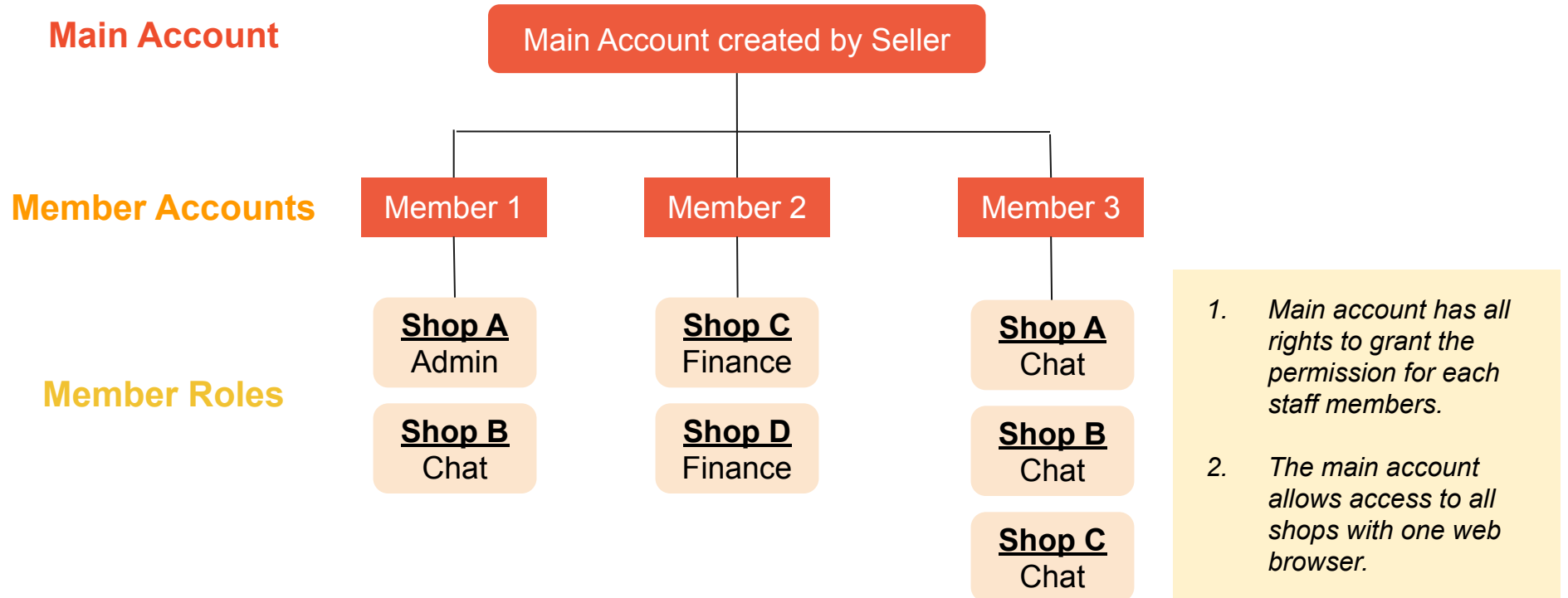
This is the current process for seller who owns multiple shops. Seller is required to login all accounts with different and/or multiple web browsers and/or computers at the same time.



**All users have the same access to all the features in the Seller Centre.*

Process Flow for 'Sub-Account Platform'

Shopee introduced a new feature named as 'Sub-Account Platform' that helps seller to combine all shops and allow seller to segregate the duties of their staff and/or workers with one web browser at one glance.





What is main account and member account?

Overview of the user rights for both accounts (main and member accounts).

What is main and member account?



Main Account

Main administrator control of all member accounts. It has the ability to **create, preview and edit member accounts** of any users.



Member Account

Account that created by main account. Sub-account can only use the **features shared and set by main account** only.



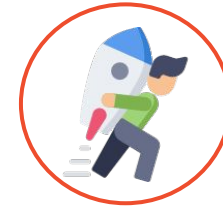
Functions of main and member accounts.

Difference between main and member accounts.

What are the functions of main account and member account



Main Account



Member Account

Account creation for members in Sub-account Platform



Full access of Seller Centre



Role segregation for members



Chat distribution for members



CS performance of members



Edit and delete access of members account in Sub-account Platform



Private & Confidential



Limited access granted by the main account only.



Registration of main account

Steps to register a main account.

Registration of main account

Step 1

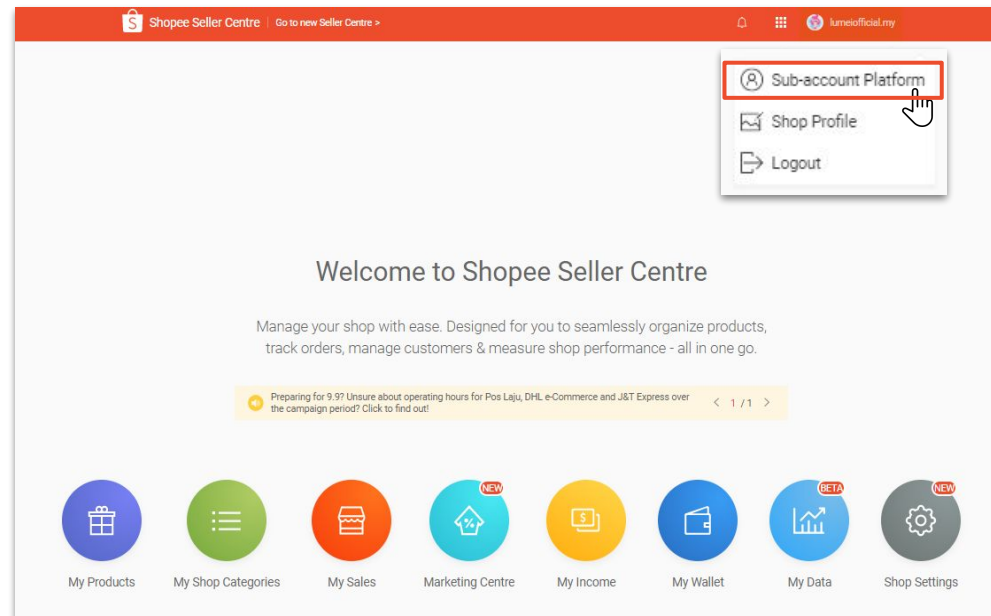
- Login to your Shopee Seller Centre.

Step 2

- Move your mouse pointer to your Shop Username which located at the right corner.

Step 3

- Click on the drop down named as 'Sub-account Platform'.



Registration of main account

Step 4

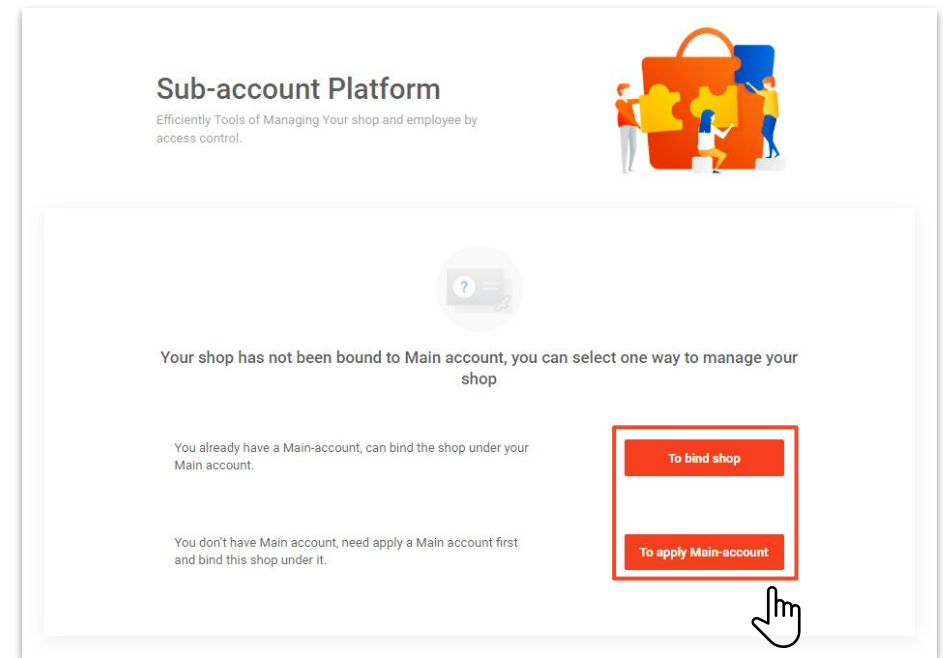
- Selection of account types (To bind shop/ To apply Main-Account)

**If you have a main account*

- Choose **'To Bind Shop'** and click into it.

**If you don't have a main account*

- Choose **'To apply Main-account'** and click into it.



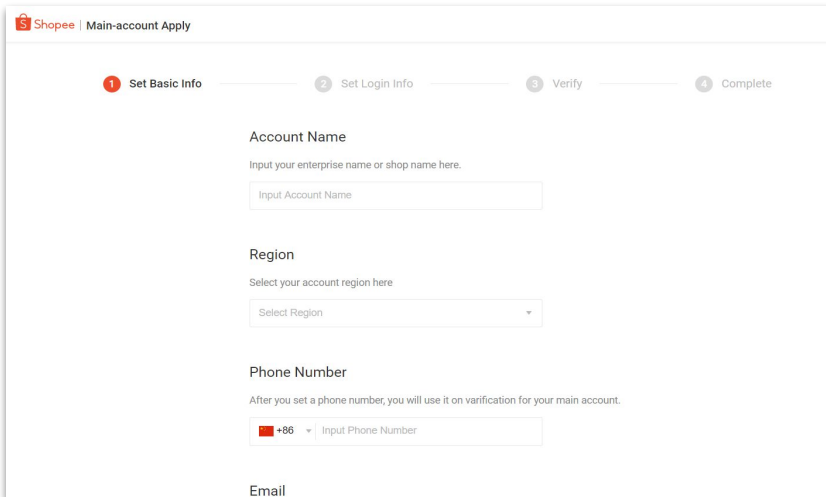
If you don't have a main account..

Step 5

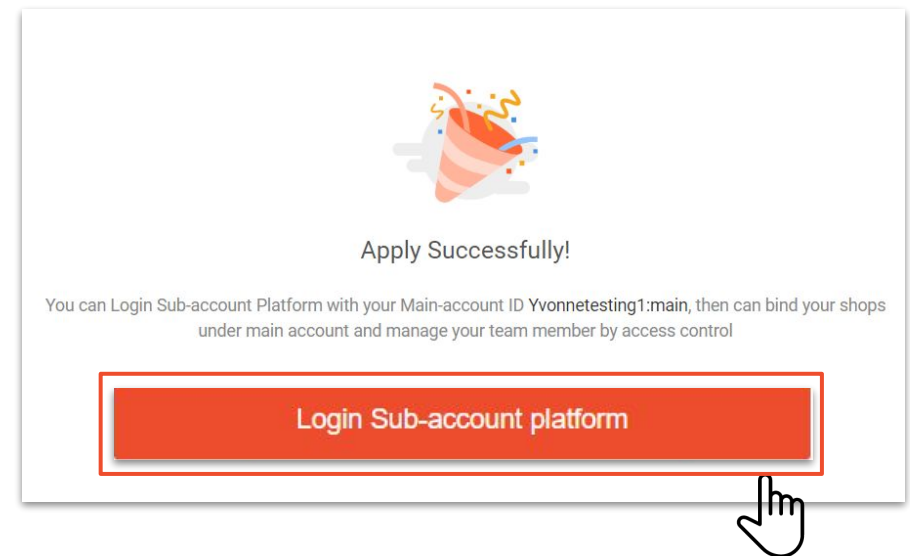
Clicked into **'Create a main account'**, and you'll be diverted into another page which require you to fill up all the details respectively.

(may refer to the image below)

- Fill up all the details
- Make sure the contact details are correctly filled

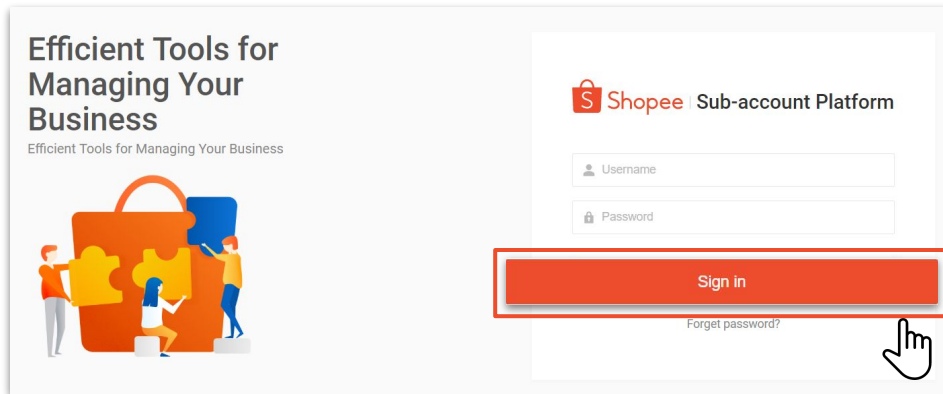


When you're on the page as below, you have successfully created a main-account!



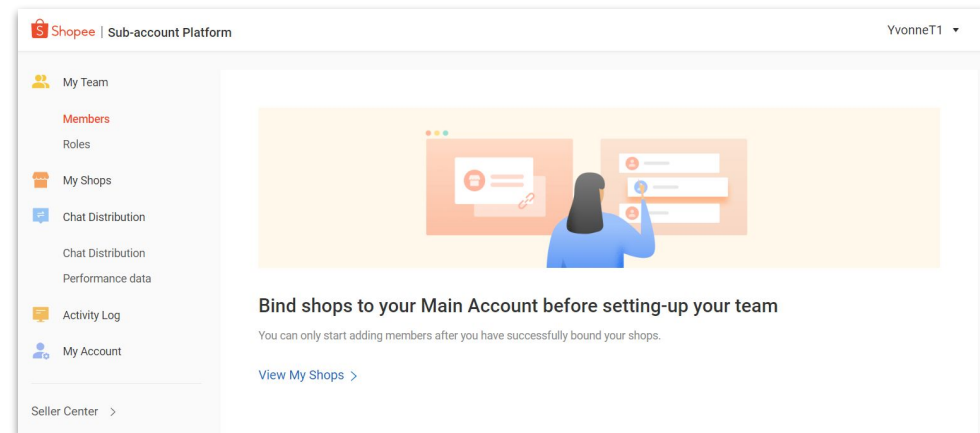
If you have a main account..

1. Click into **'To bind shop'**, and you'll be diverted into another page which require you to login to our Sub-account Platform (*may refer to the image below*)



Remember to put **colon + main (:main)** when you key-in your main account login username.

2. When you're on the page as below, you're successfully login as a main-account and you're free to bind any shops.

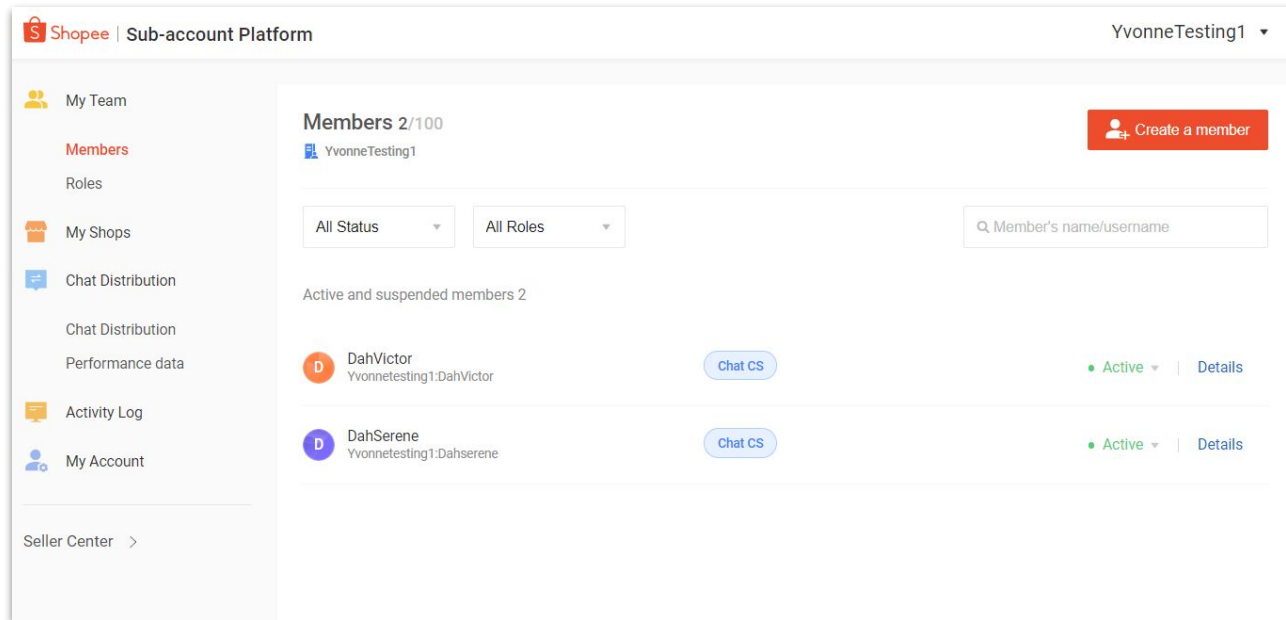




Functions in sub-accounts platform

General functions of each tab at the left sidebars.

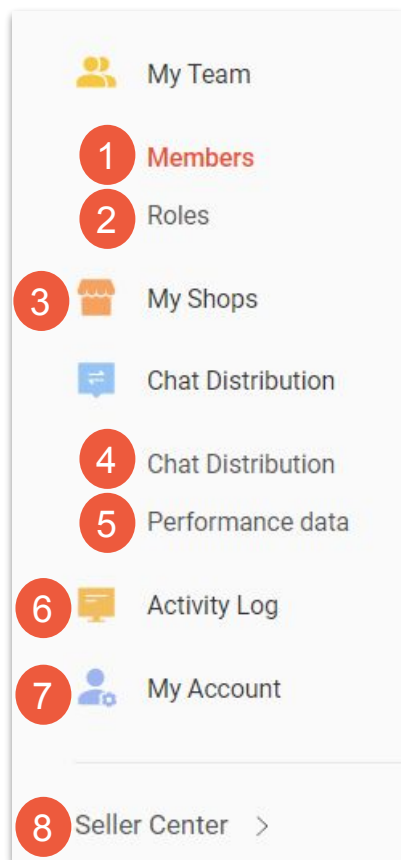
What is sidebar at sub-account platform?




Sidebar is mainly to help user to have an easier navigation on sub-account platform. The sidebar vary for users as:

- Main account remains full access as shown above.
- Member account will be seen only the access assigned by the main account.

Functions of the sidebar



| | |
|----------------------|--|
| 1. Members | Overview of the member accounts that is added by the main account. |
| 2. Roles | Default or new roles created by main account. |
| 3. My Shops | Authorize shops added into sub-account platform by main account. |
| 4. Chat Distribution | Main portal to distribute chats to shops and members. |
| 5. Performance data | Main dashboard for members chat performance. |
| 6. Activity Log | Detailed breakdown of the activity logs of the users. |
| 7. My Account | Main page to view the profile, accounts and security settings. |
| 8. Seller Centre | Opens up Seller Centre |

 My Team

Members

Roles

 **My Shops**

 Chat Distribution

Chat Distribution

Performance data

 Activity Log

 My Account

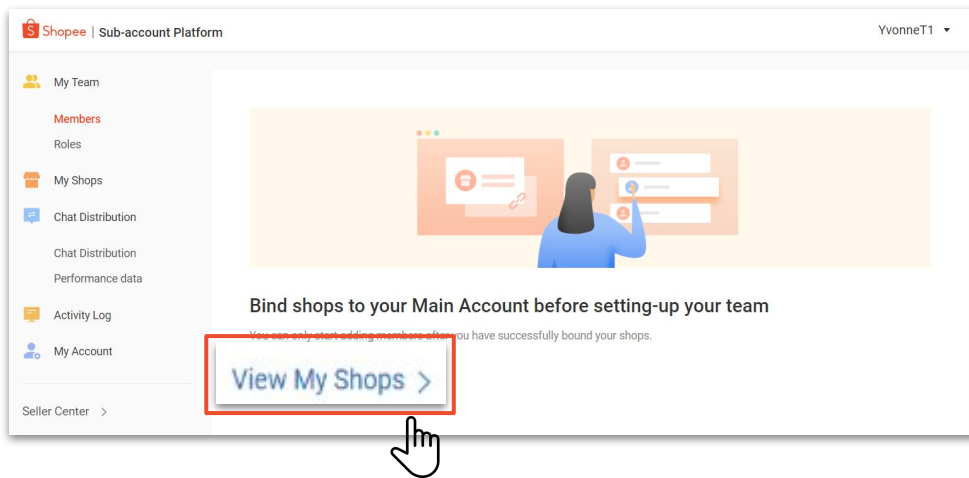
Seller Center >



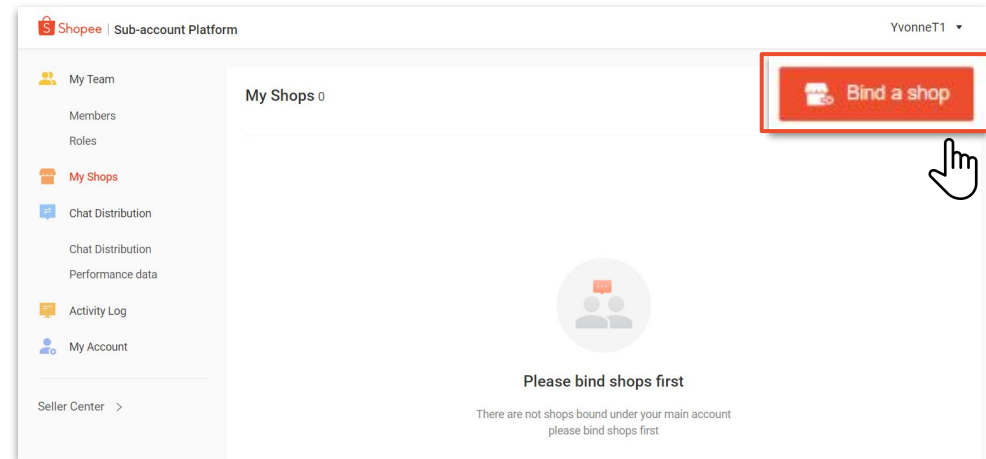
Bind shops to your main account

To bind a shop, you need to..

1. Click into **'View my shop'** (may refer to the image below)

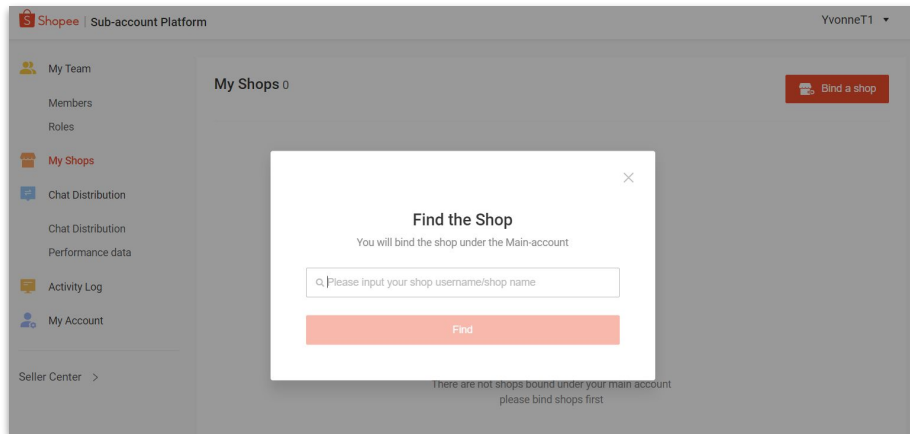


2. Click into **'Bind a shop'** (may refer to the image below)



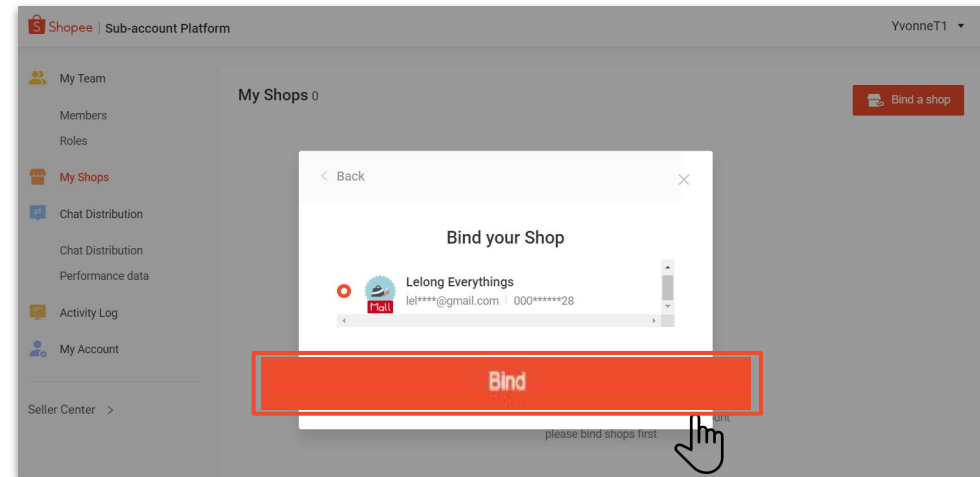
To bind a shop, you need to..

- Key in the **shop username** that you would like to bind the shop under your main-account and click **'Find'** (may refer to the image below)



When keying in your username/ shop name, note that it is case sensitive to include and symbols as well.

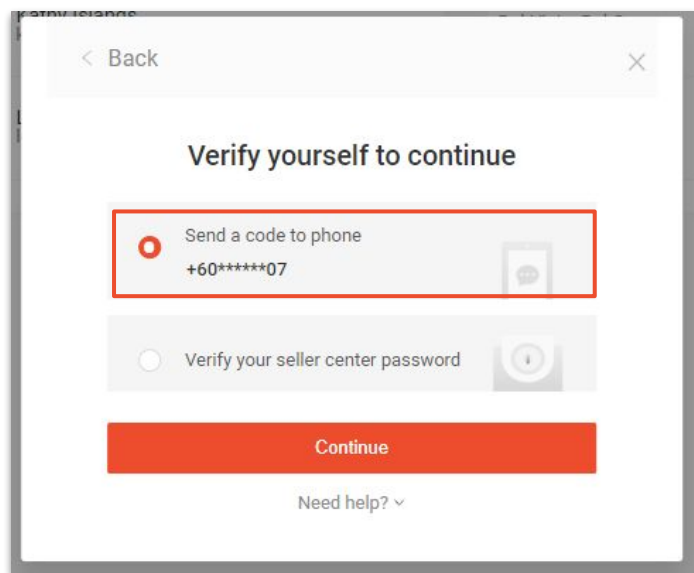
- Select the shop that you would like to bind with and click **'Bind'** (may refer to the image below)



Make sure the correct Shop Name is displayed.

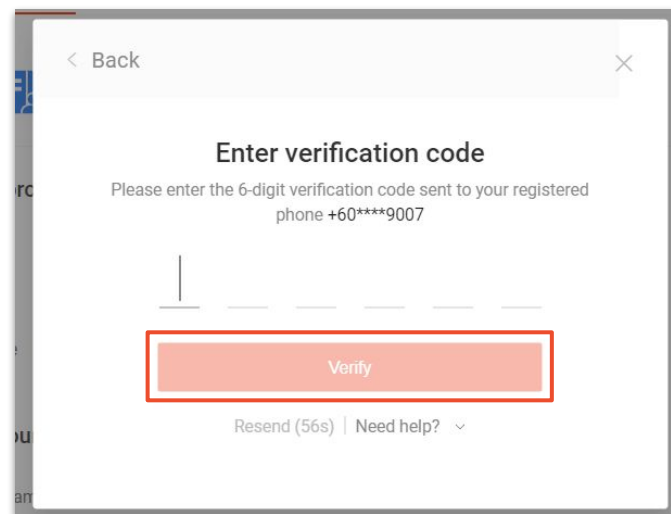
To bind a shop, you need to..

5. **Choose a preferred method** to verify yourself to continue the process.



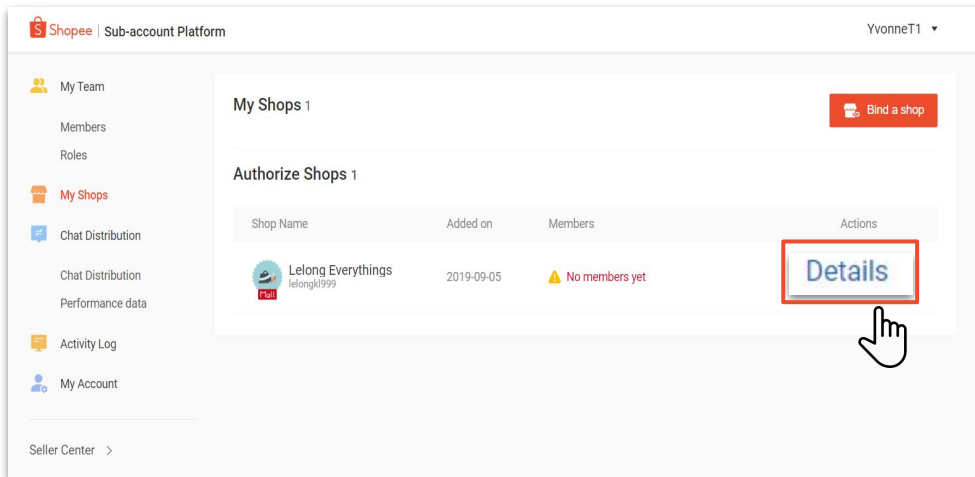
6. **Enter the verification code** sent to the registered method (phone or email).

**Only applicable to the selection of send a code to phone*

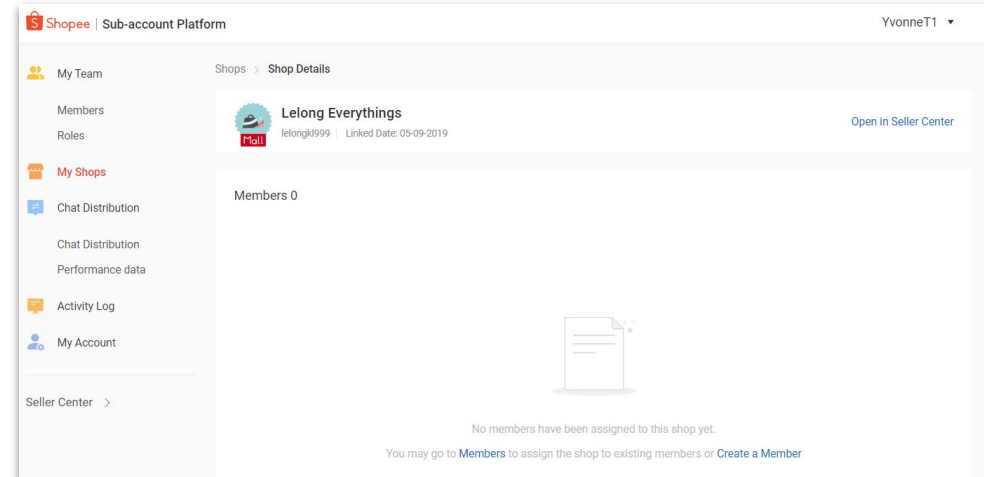


To bind a shop, you need to..

- Once you've successfully bond a shop with your main account, you'll see image as below. (**Click on details** if you want to know more about the shop details.)



- If you click into 'Details', it will shows you all the details about the shop (As per below).



 My Team

Members

Roles

 My Shops

 Chat Distribution

Chat Distribution

Performance data

 Activity Log

 My Account

Seller Center >



Create a member account

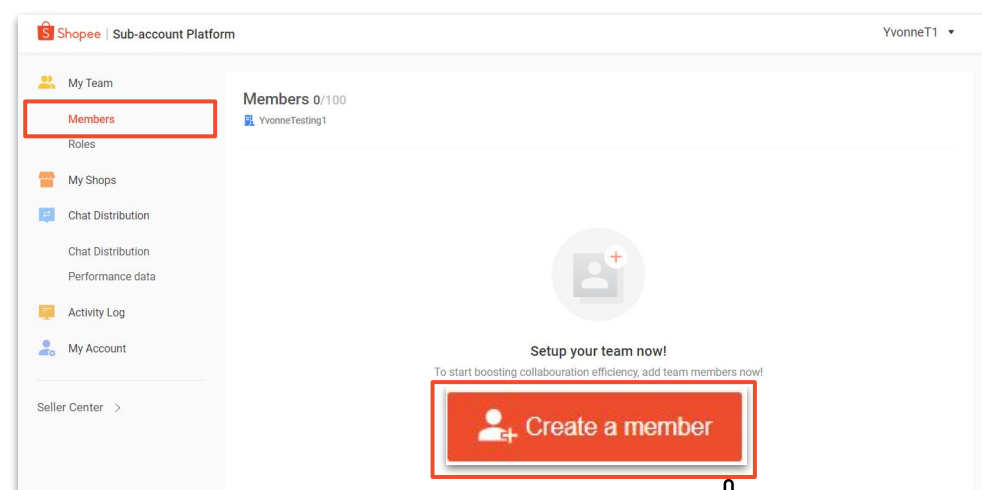
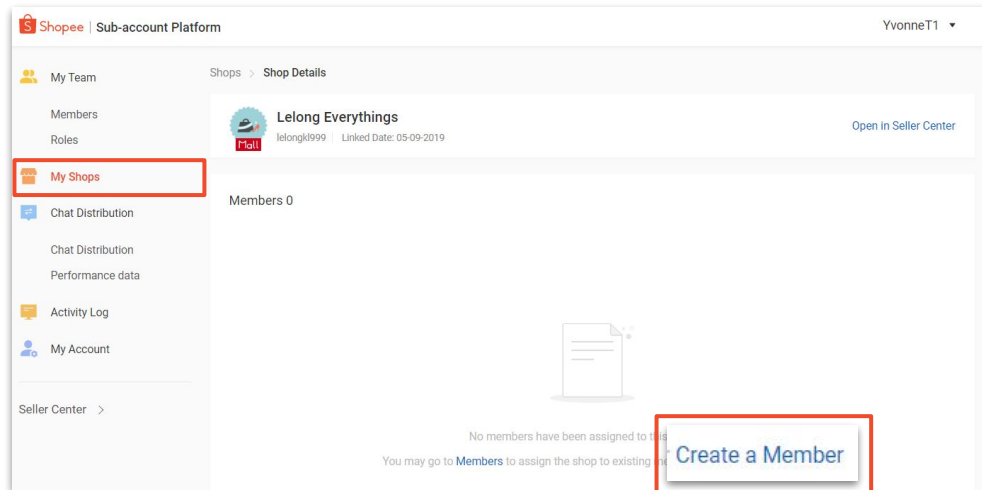
Create a member account

It's important to have members in your main account as they could assist you in multiple roles that you assign for. Hence, steps below will guide you how to create a member if you don't have a member.

1. Click on **'create a member'** at the bottom of the page of **'Shop Details'**.

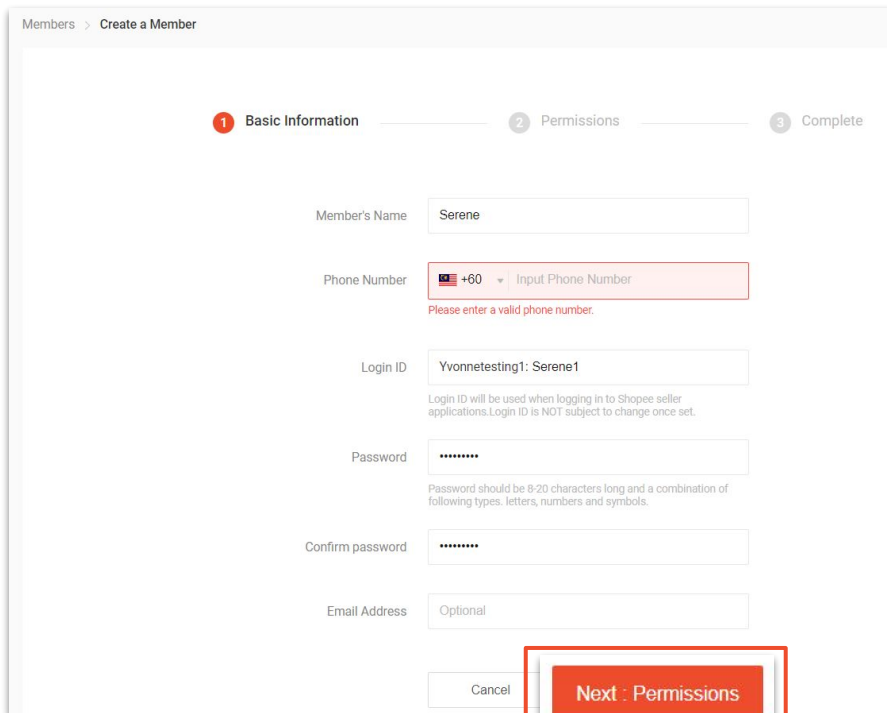
OR

- You may click on **'Members'**, under **'My Team'** then click into **'Create a member'**.



Create a member account

2. Fill up all the details accordingly and click **“Next: Permission”** .



Members > Create a Member

1 Basic Information 2 Permissions 3 Complete

Member's Name: Serene

Phone Number: +60 Input Phone Number
Please enter a valid phone number.

Login ID: Yvonnetesting1: Serene1
Login ID will be used when logging in to Shopee seller applications. Login ID is NOT subject to change once set.

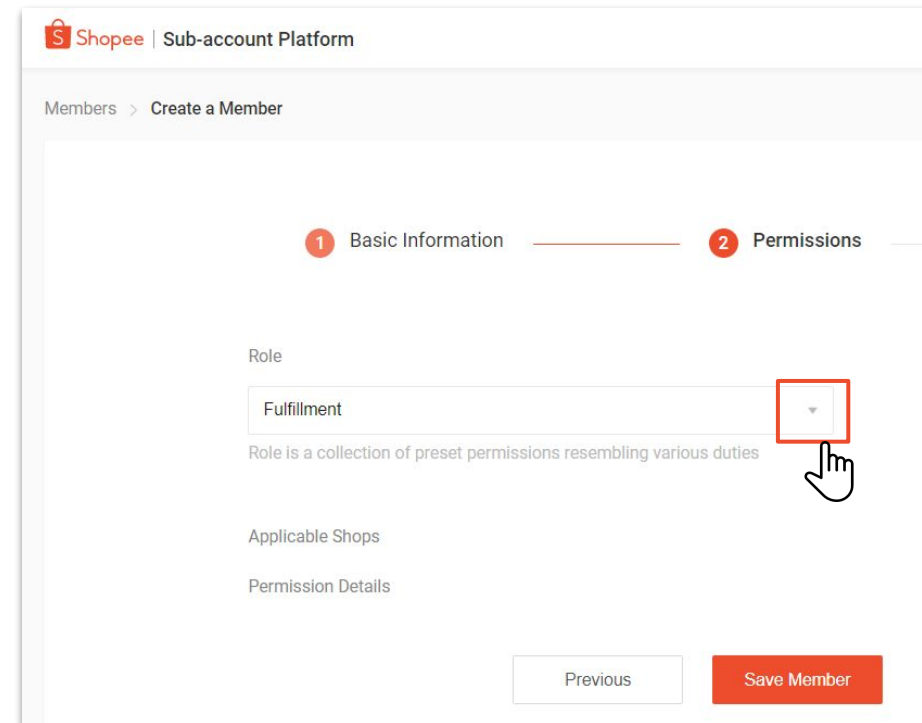
Password:
Password should be 8-20 characters long and a combination of following types: letters, numbers and symbols.

Confirm password:

Email Address: Optional

Cancel **Next : Permissions**

3. **Select the role** for your member by clicking the dropdown at the right.



Shopee | Sub-account Platform

Members > Create a Member

1 Basic Information 2 Permissions

Role: Fulfillment
Role is a collection of preset permissions resembling various duties

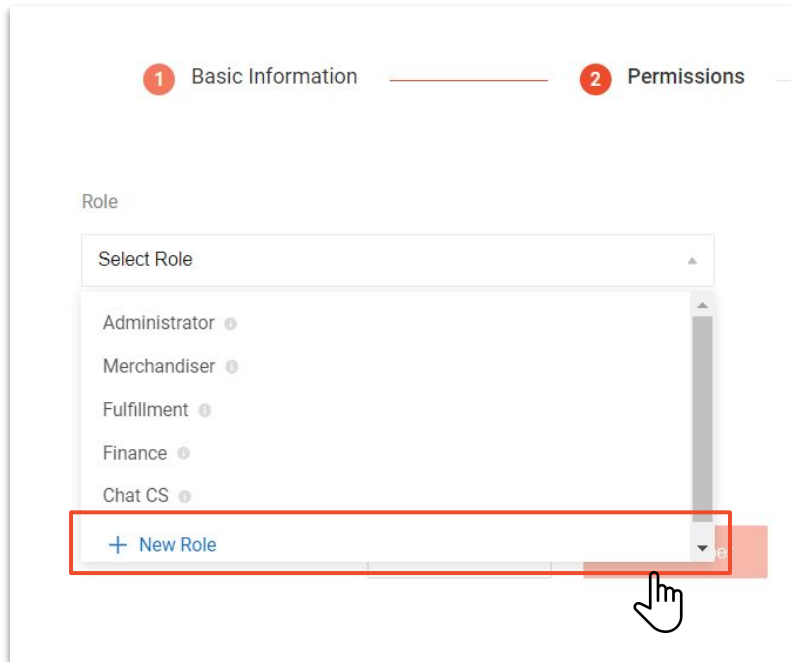
Applicable Shops

Permission Details

Previous **Save Member**

Create a member account

4. If the default roles aren't suitable, you may **create your own roles**. (By clicking the option of '+ New Role')



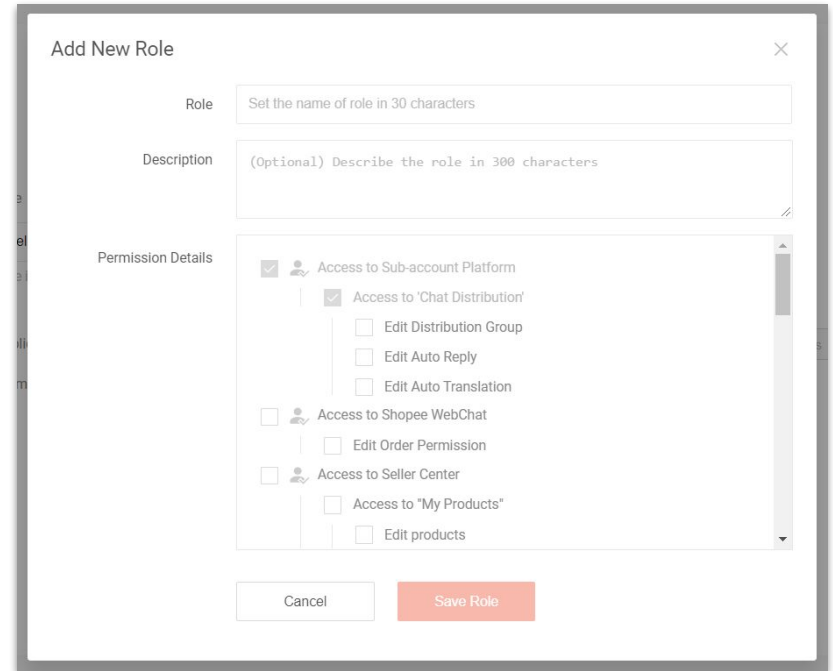
1 Basic Information — 2 Permissions

Role

Select Role

- Administrator
- Merchandiser
- Fulfillment
- Finance
- Chat CS
- + New Role

5. Fill up all the details accordingly.



Add New Role

Role: Set the name of role in 30 characters

Description: (Optional) Describe the role in 300 characters

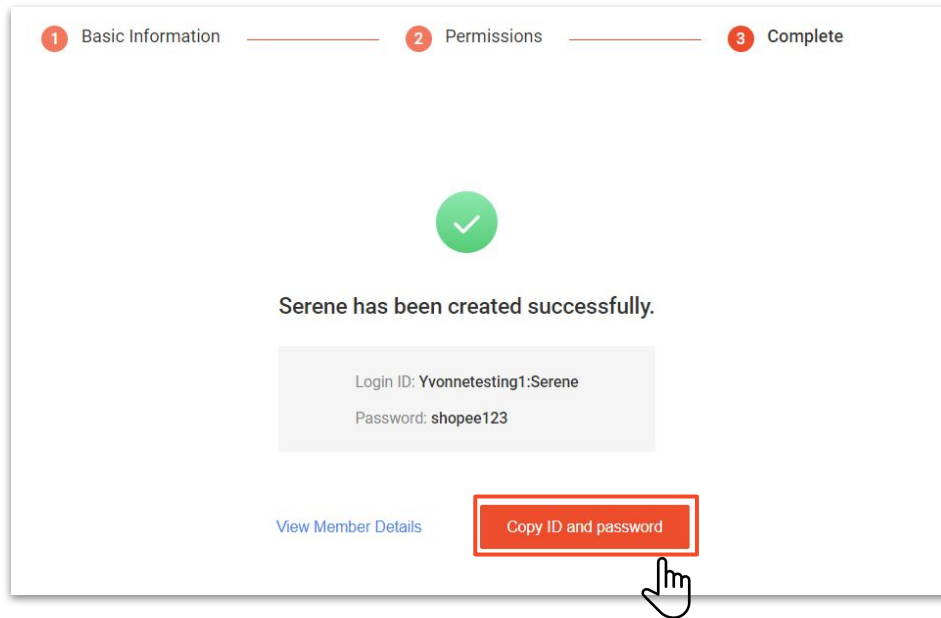
Permission Details

- Access to Sub-account Platform
 - Access to 'Chat Distribution'
 - Edit Distribution Group
 - Edit Auto Reply
 - Edit Auto Translation
- Access to Shopee WebChat
 - Edit Order Permission
- Access to Seller Center
 - Access to "My Products"
 - Edit products

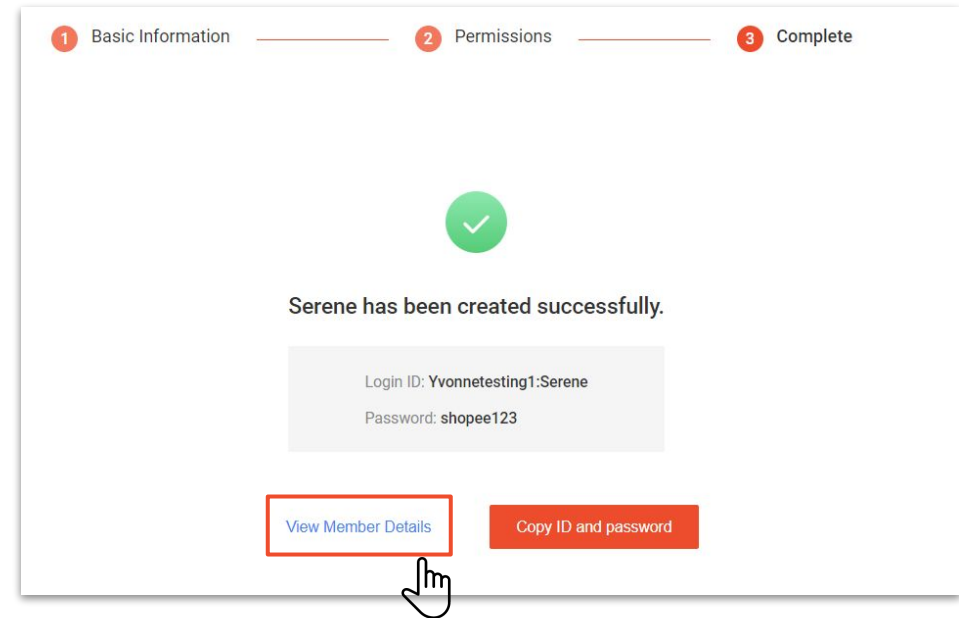
Cancel Save Role

Create a member account

6. Account is successfully created once you are in this page. You may **copy the ID and password** and send to your team member by clicking the button below.



7. If you would like to check on the details for the member itself, you may click on '**View Member Details**'.



 My Team

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Roles

 My Shops

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Chat Distribution

Performance data

 Activity Log

 My Account

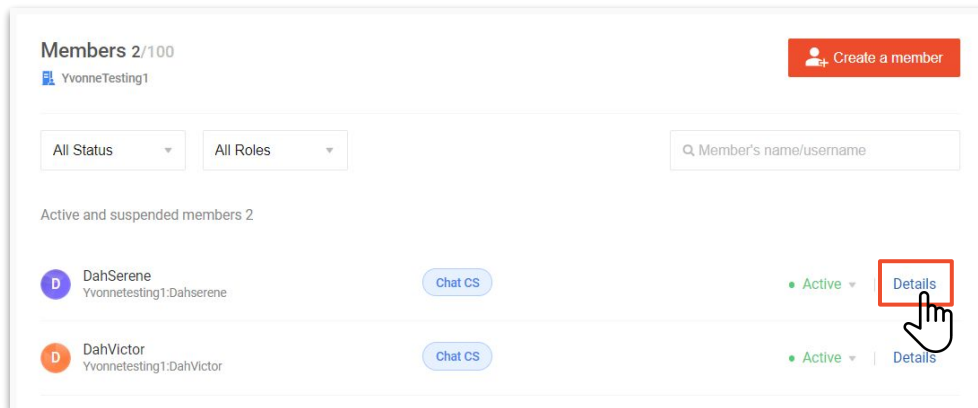
Seller Center >



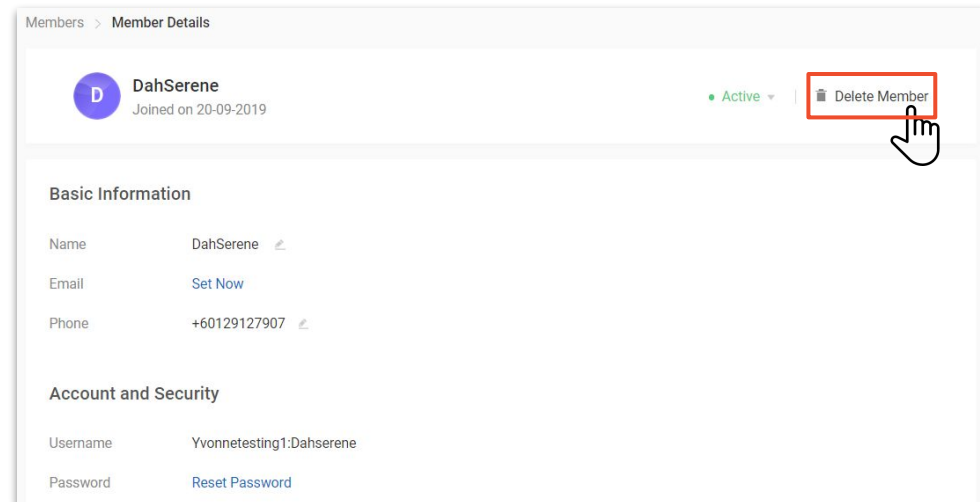
Delete a member account

Delete a member account

1. Click into **'Details'** for the members that you would like to delete.

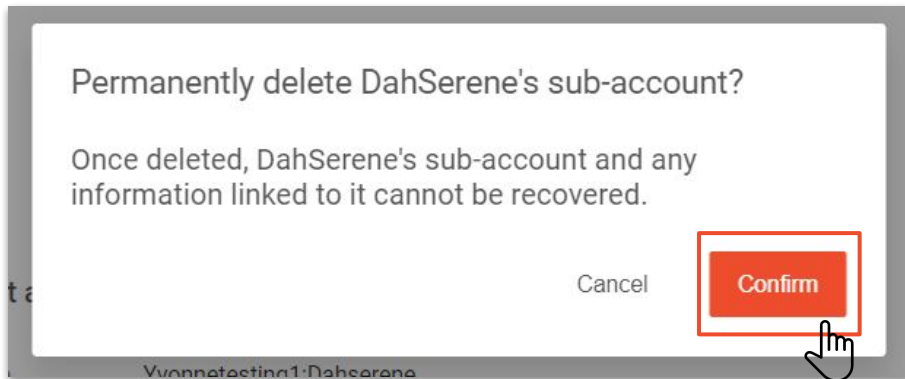


2. Click into **'Delete member'** at the top right.

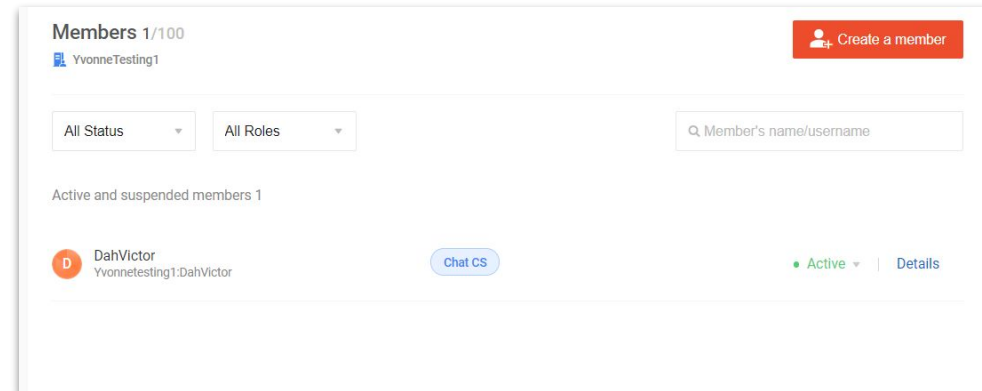


Delete a member account

3. Click confirmed.



4. You'll no longer see the member account that you've deleted. It means the member account is successfully deleted.



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Seller Center >

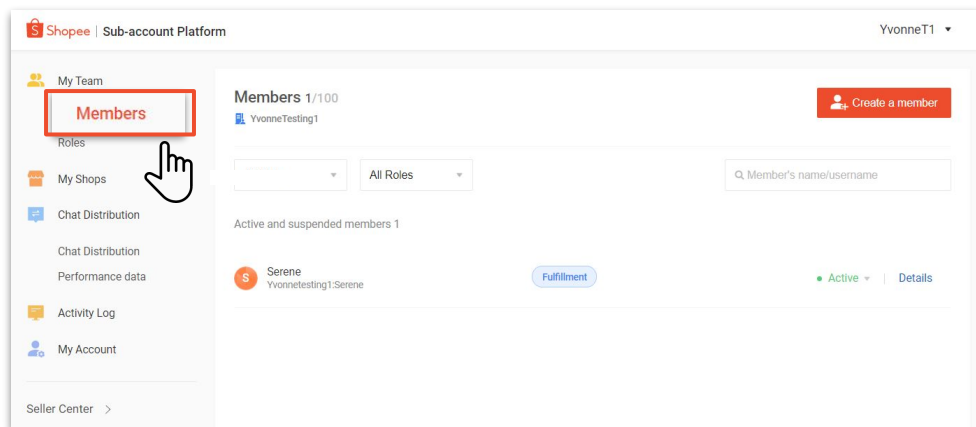


Adding members to shops

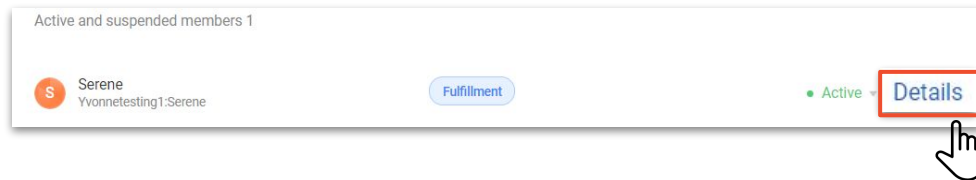
Add member into your shop

Add members into shop allows member accounts to manage different shops as assigned by the main account.

1. Click into **'Members'** at the left sidebar of **'My Team'**.

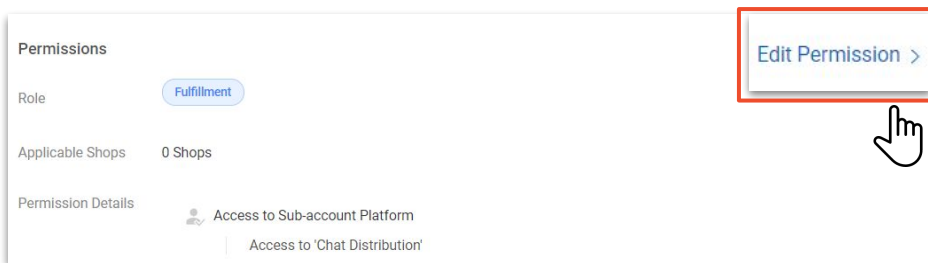


2. Select the member that you would like to add into your sub- account and click **'details'**.

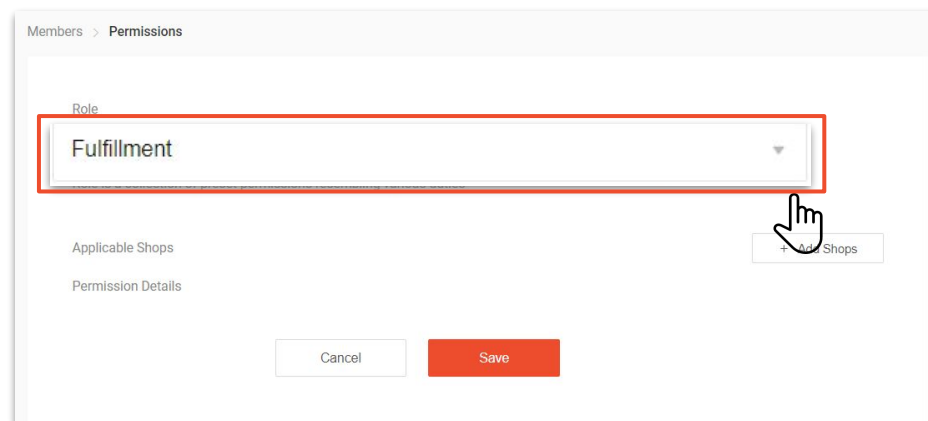


Add member into your shop

3. On 'Member Details' page, **scroll down** to '**Permissions**', and click on 'Edit Permission' at the top right.

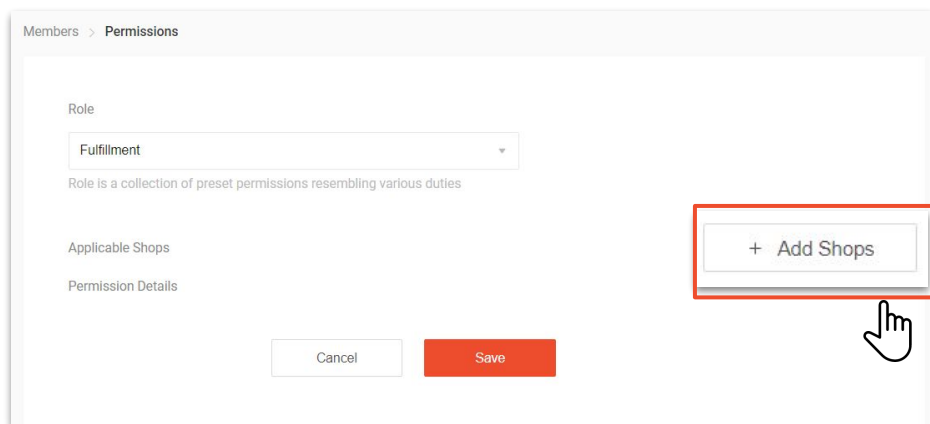


4. Select the role that you would like to assign to your dedicated member by **clicking at the dropdown icon**.



Add member into your shop

5. Select the shop that you would like to assign for the member by clicking ' **+ Add Shops** '



Members > Permissions

Role

Fulfillment

Role is a collection of preset permissions resembling various duties

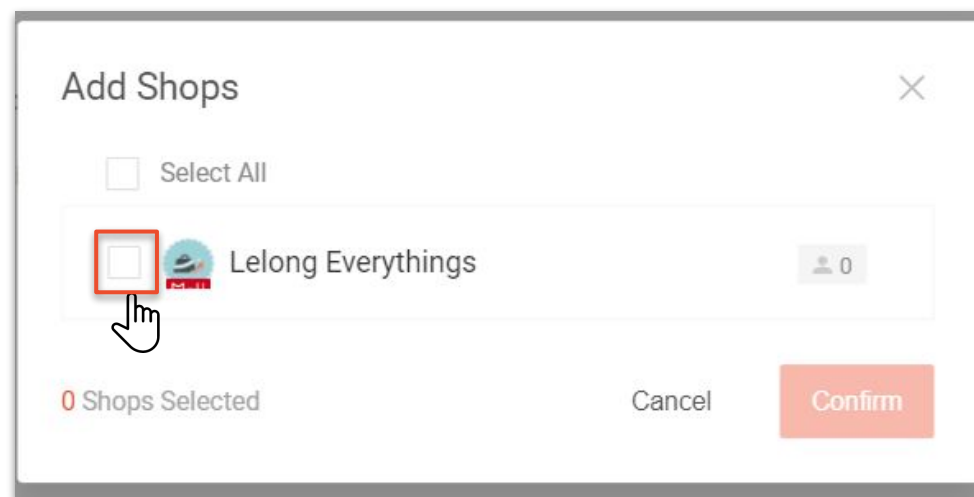
Applicable Shops

Permission Details

+ Add Shops

Cancel Save

6. Look for the shop that you would like to add, select by **click into the empty box at the left.**



Add Shops

Select All

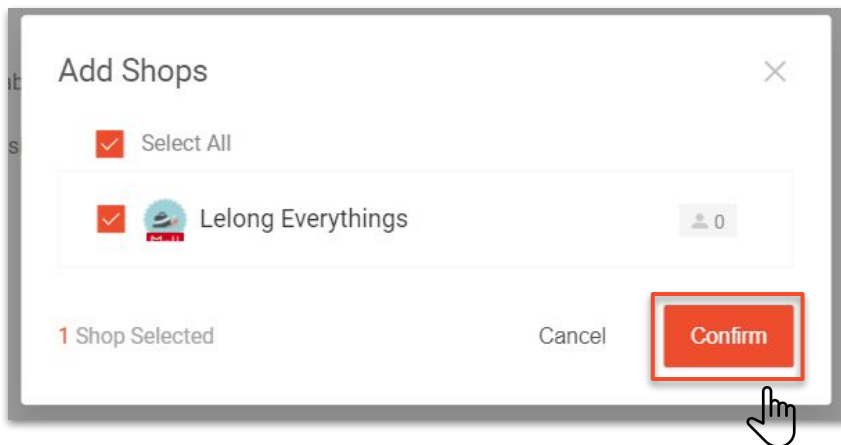
Lelong Everything's 0

0 Shops Selected

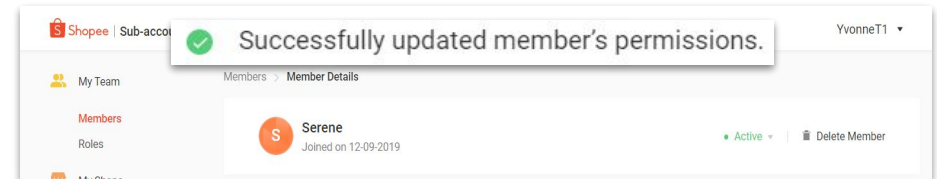
Cancel Confirm

Add member into your shop

7. Click **'Confirm'**.



8. The pop-out message will appear at the top of the page once you've successfully updated member's permissions.



My Team

Members

Roles

My Shops

Chat Distribution

Chat Distribution

Performance data

Activity Log

My Account

Seller Center >

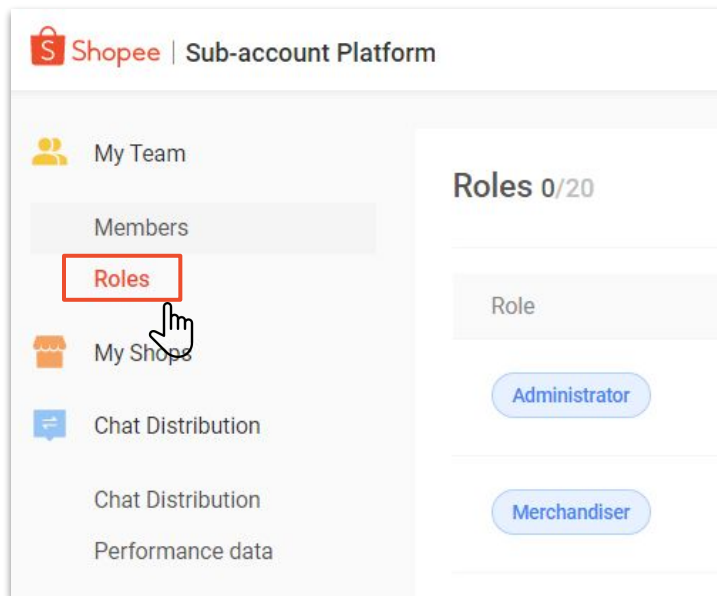


Adding roles for members

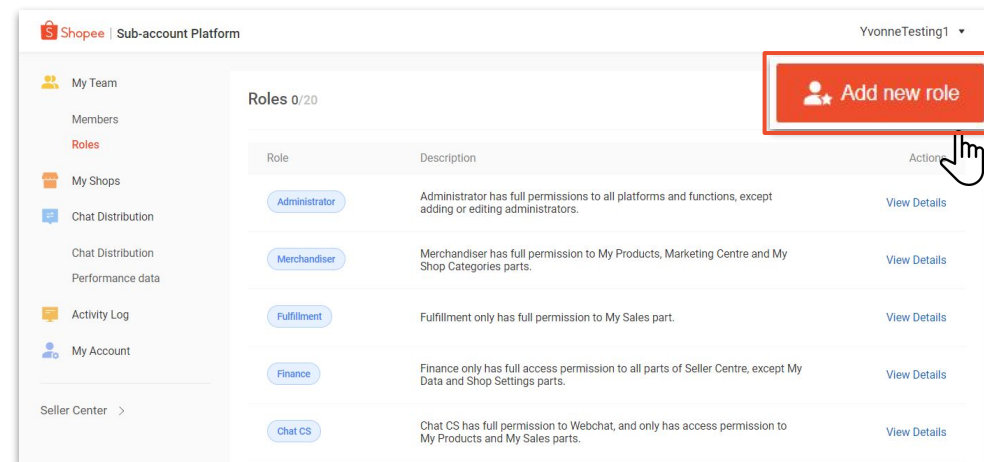
Add a role in the main account

Roles are created for the main account to have the full control on assigning different type access for the members.

1. Click **'Roles'** at the left side bar.

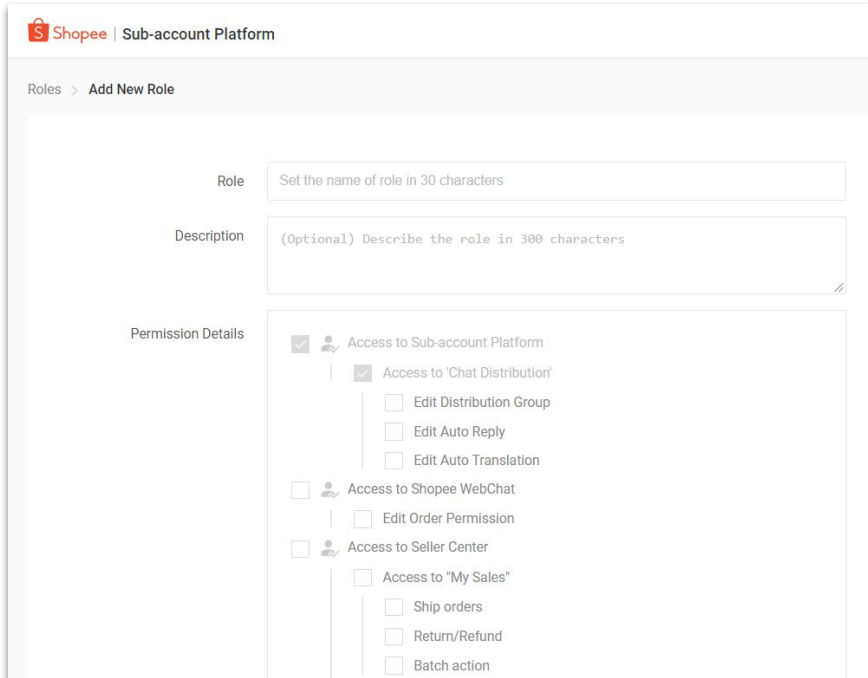


2. Click **'Add new role'** when you see this page.



Add a role in the main account

3. Fill up the columns accordingly.



Shopee | Sub-account Platform

Roles > Add New Role

Role:

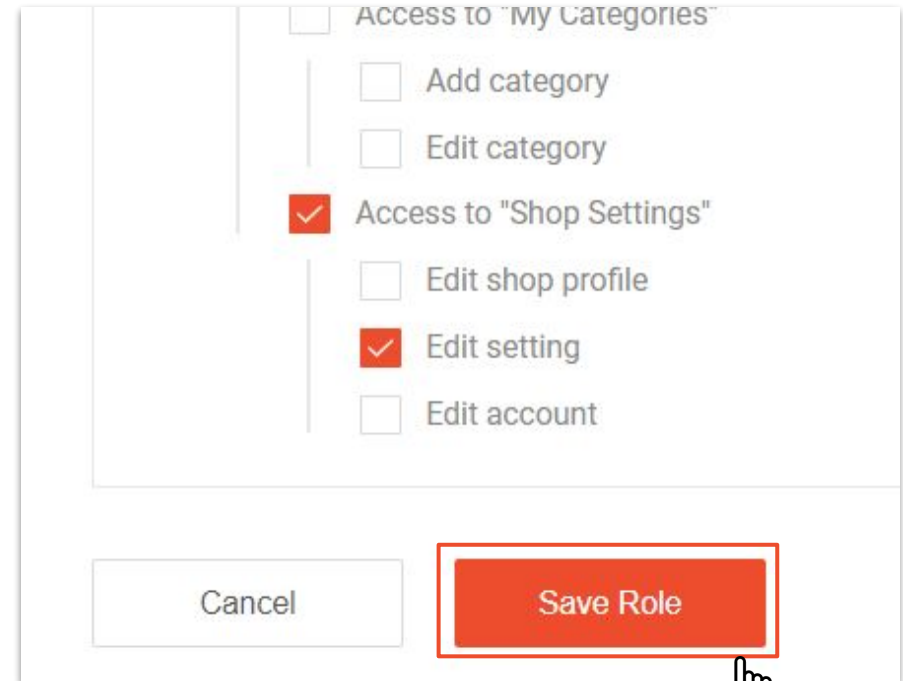
Description:

Permission Details

- Access to Sub-account Platform
 - Access to 'Chat Distribution'
 - Edit Distribution Group
 - Edit Auto Reply
 - Edit Auto Translation
- Access to Shopee WebChat
 - Edit Order Permission
- Access to Seller Center
 - Access to "My Sales"
 - Ship orders
 - Return/Refund
 - Batch action

**May refer to the next sub-topic for the glossary of the details for role permission.*

4. Click '**Save Role**' once you have selected.



Access to "My Categories"

- Add category
- Edit category

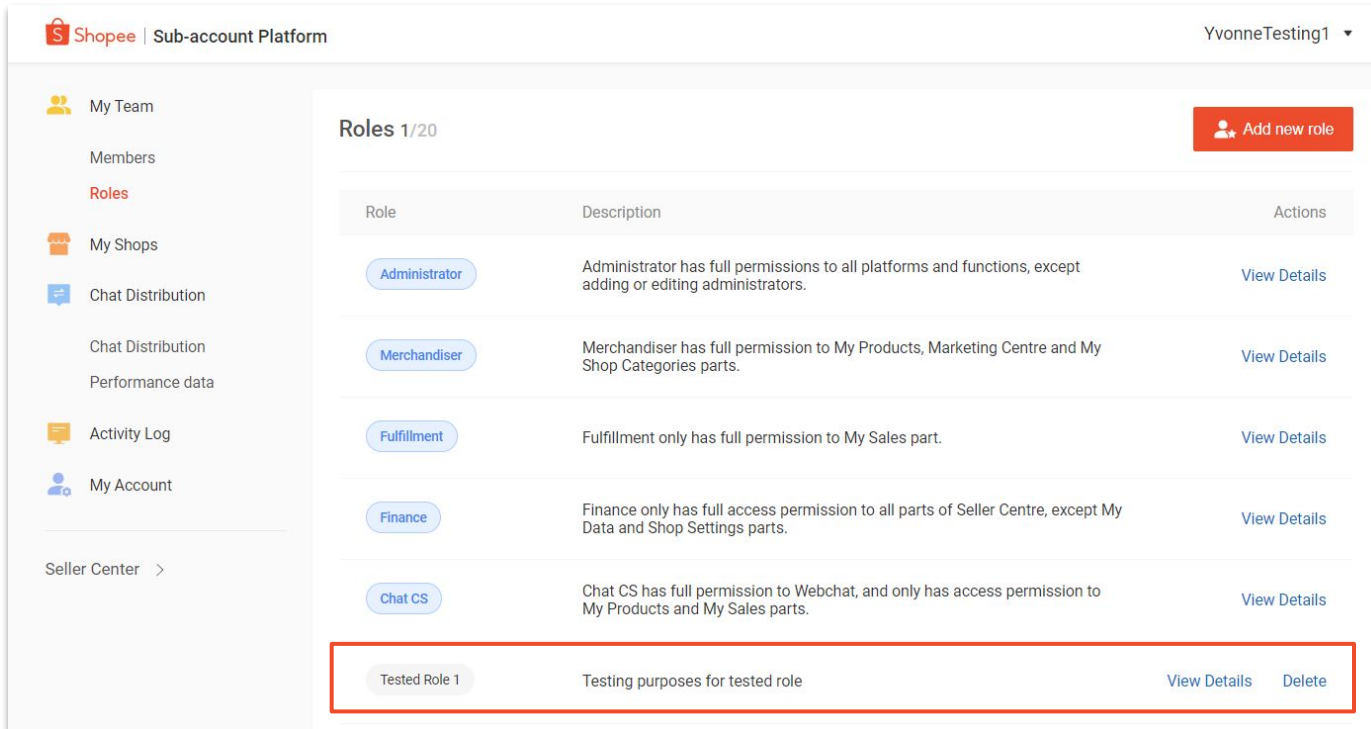
Access to "Shop Settings"

- Edit shop profile
- Edit setting
- Edit account

Cancel **Save Role**

Add a role in the main account

5. You'll see the newly added role displayed at the page of **'Roles'**.



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My Team
Members
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My Shops
Chat Distribution
Chat Distribution
Performance data
Activity Log
My Account
Seller Center >

Roles 1/20 + Add new role

| Role | Description | Actions |
|---------------|--|---|
| Administrator | Administrator has full permissions to all platforms and functions, except adding or editing administrators. | View Details |
| Merchandiser | Merchandiser has full permission to My Products, Marketing Centre and My Shop Categories parts. | View Details |
| Fulfillment | Fulfillment only has full permission to My Sales part. | View Details |
| Finance | Finance only has full access permission to all parts of Seller Centre, except My Data and Shop Settings parts. | View Details |
| Chat CS | Chat CS has full permission to Webchat, and only has access permission to My Products and My Sales parts. | View Details |
| Tested Role 1 | Testing purposes for tested role | View Details Delete |

My Team

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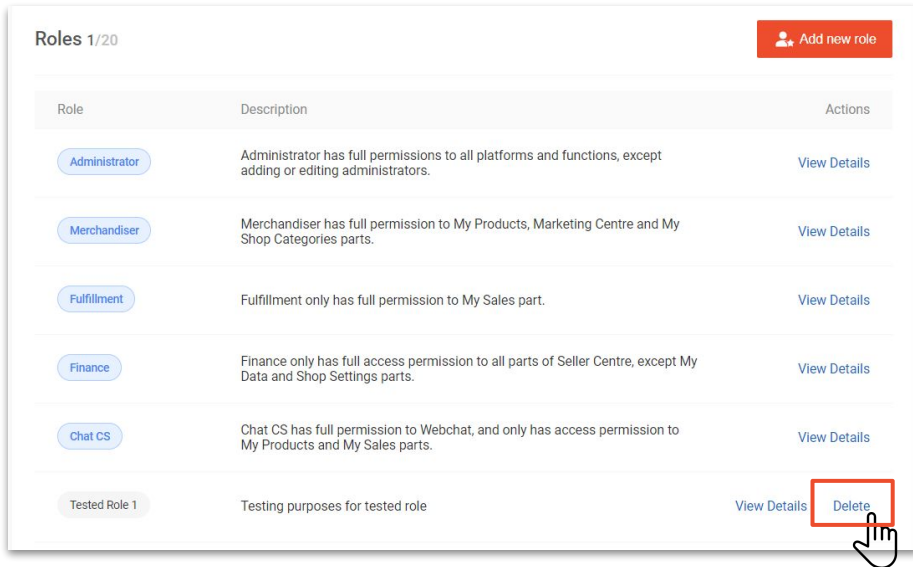


Deleting roles

Seller Center >

Delete role *(*applicable to the roles that's added by main account only)*

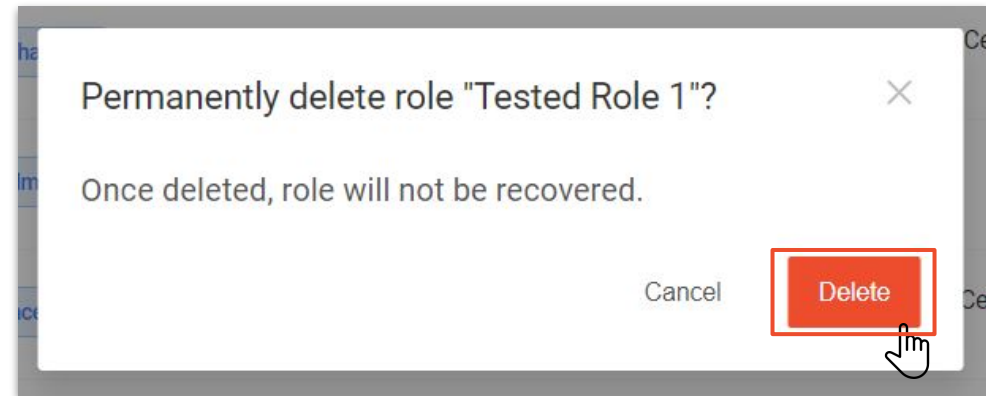
1. Select the roles that you would like to delete, and **click into 'Delete'**.



Roles 1/20 + Add new role

| Role | Description | Actions |
|---------------|--|---|
| Administrator | Administrator has full permissions to all platforms and functions, except adding or editing administrators. | View Details |
| Merchandiser | Merchandiser has full permission to My Products, Marketing Centre and My Shop Categories parts. | View Details |
| Fulfillment | Fulfillment only has full permission to My Sales part. | View Details |
| Finance | Finance only has full access permission to all parts of Seller Centre, except My Data and Shop Settings parts. | View Details |
| Chat CS | Chat CS has full permission to Webchat, and only has access permission to My Products and My Sales parts. | View Details |
| Tested Role 1 | Testing purposes for tested role | View Details Delete |

2. Click **'Delete'** and you're successfully deleted the role that's created by the main account.



Permanently delete role "Tested Role 1"?

Once deleted, role will not be recovered.

[Cancel](#) [Delete](#)

Default roles are not able to be deleted.

My Team

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Seller Center >




Glossary for roles permission

Glossary of the permission details

 Access to Sub-account Platform


- Access to 'Chat Distribution'
 - 1 Edit Distribution Group
 - 2 Edit Auto Reply
 - 3 Edit Auto Translation

 Access to Shopee WebChat

- 4 Edit Order Permission

| | |
|----------------------------|---|
| 1. Edit Distribution Group | Allow members access to add or remove chat distribution group. |
| 2. Edit Auto Reply | Permission for members to edit the content of the auto reply for shops. |
| 3. *Edit Auto Translation | It's an auto translator for Indonesian to English language. <i>*(Not available in Malaysia at this moment)</i> |
| 4. Edit Order Permission | Member has the permission to edit and respond to offers raised by buyers. |

Glossary of the permission details

 Access to Seller Center

Access to "My Sales"

- 1 Ship orders
- 2 Return/Refund
- 3 Batch action

Access to "My Products"

- 4 Edit products
- 5 Batch action
- 6 Add a product

| | |
|------------------|---|
| 1. Ship orders | Permission for members to ship orders on behalf of the shop. |
| 2. Return/Refund | Permission for members to accept or reject the return refund requests raised by buyers. |
| 3. Batch Action | Member able to process the orders in batch action mode in 'My Sales'. |
| 4. Edit products | Member has the permission to edit all product details for the dedicated shop. |
| 5. Batch action | Member can access all features for 'My Products' in batch action mode. |
| 6. Add a product | Member has the access to add a product in 'My Products'. |

Glossary of the permission details

Access to Marketing

- 1 Access to My Ads
- 2 Edit My Ads
- 3 Access to My Discount Promotions
- 4 Edit My Discount Promotions
- 5 Access to My Campaigns
- 6 Edit My Campaigns
- 7 Access to My Vouchers
- 8 Edit My Vouchers
- 9 Access to Top Picks From Shop
- 10 Edit Top Picks From Shop
- 11 Access to Shipping Fee Promotion
- 12 Edit Shipping Fee Promotion
- 13 Access to Flash Sale
- 14 Edit Flash Sale

| | |
|--------------------------------------|--|
| 1. Access to My Ads | Access to browse through the general Ads feature |
| 2. Edit My Ads | Member has the access to edit the features in 'My Ads'. |
| 3. Access to My Discount Promotion | Access to browse and view the general 'My Discount Promotion' feature. |
| 4. Edit My Discount Promotions | Member has the delete and edit access for all the discount promotion in 'My Discount Promotions'. |
| 5. Access to My Campaigns | Access to browse through the general 'My Campaigns' feature |
| 6. Edit My Campaigns | Member has the edit access to drop off or submit for campaigns under 'My Campaigns'. |
| 7. Access to My Vouchers | Access to the browse through general 'My Vouchers' feature |
| 8. Edit My Vouchers | Member has the edit access in 'My Vouchers' feature |
| 9. Access to Top Picks From Shop | Access to the browse through the general 'Top Picks From Shop' features |
| 10. Edit Top Picks From Shop | Member has full right of edit selection of products in 'Top Picks from Shop' |
| 11. Access to Shipping Fee Promotion | Access to browse through the general 'Shipping Fee Promotion' |
| 12. Edit Shipping Fee Promotion | Full right to edit all shipping fees and other access in 'Shipping Fee Promotion' |
| 13. Access to Flash Sale | Access to browse through the 'Shocking Sale' features (<i>Sellers' shocking sales and Shopee's shocking sales</i>) |
| 14. Edit Flash Sale | Full right to edit and submit campaigns for shocking sales (<i>Sellers' shocking sales and Shopee's shocking sales</i>). |

Glossary of the permission details

- 1 Access to "My Wallet"
- 2 Setting bank account
- 3 Withdraw
- 4 Create wallet pin
- 5 Access to "My Income"
- 6 Download data
- 7 Transaction detail
- 8 Access to "My Data"
- 9 Export data

| | |
|--------------------------|--|
| 1. Access to "My Wallet" | Member has full access in 'My Wallet'. |
| 2. Setting bank account | Member can setup bank account for shop. |
| 3. Withdraw | Member can withdraw fund from My Wallet into dedicated bank account. |
| 4. Create wallet PIN | Member has the right to create or edit wallet PIN. |
| 5. Access to "My Income" | Member has full access to the general "My Income" feature. |
| 6. Download data | Member can download and export all the invoices, or income data in 'My Data'. |
| 7. Transaction detail | Member has right to view through all the transaction breakdown and details for shop. |
| 8. Access to "My Data" | Member has access to view the dashboard for 'My Data'. |
| 9. Export data | Member has the right to export data from "My Data" |

Glossary of the permission details

- 1 Access to "My Categories"
- 2 Add category
- 3 Edit category
- 4 Access to "Shop Settings"
- 5 Edit shop profile
- 6 Edit setting
- 7 Edit account

| | |
|------------------------------|--|
| 1. Access to "My Categories" | General access to view 'My Categories'. |
| 2. Add category | Member has the right to add category in 'My Categories' for the shop. |
| 3. Edit category | Member has the right to edit category in 'My Categories' for the shop. |
| 4. Access to "Shop Settings" | General access key to view the shop's settings. |
| 5. Edit shop profile | Member has the right to edit the info in 'Shop Profile'. |
| 6. Edit setting | Member has the right to edit all setting in 'Shop Setting'. |
| 7. Edit account | Member has the right to edit the account setting in 'Shop Settings'. |

My Team

Members

Roles

My Shops

Chat Distribution

Chat Distribution

Performance data

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My Account

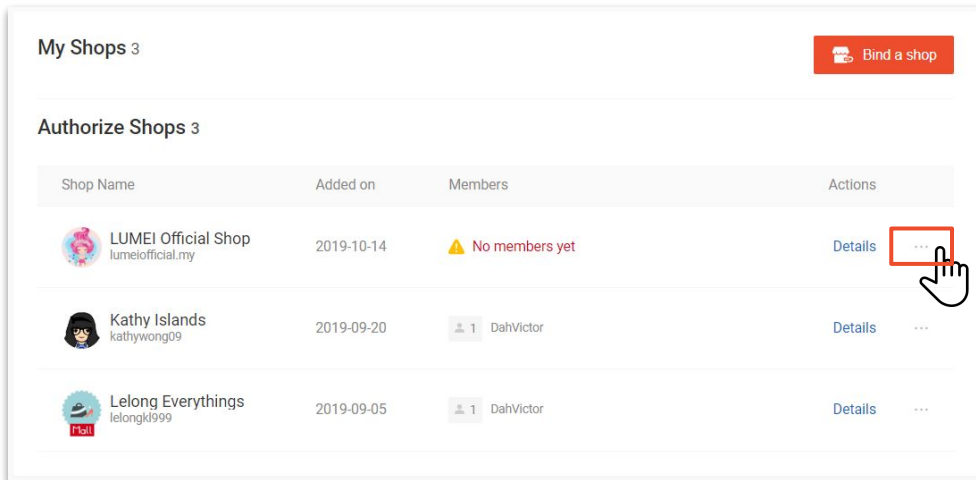
Seller Center >



Unbind shops from your main account







Unbind a shop from your main account..

1. Click at the three dots  located at the right.

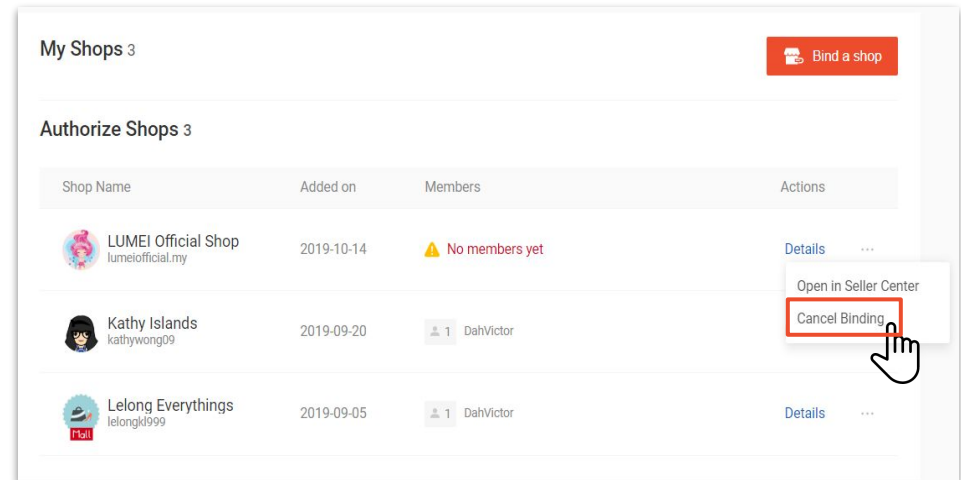


My Shops 3 [Bind a shop](#)

Authorize Shops 3







| Shop Name | Added on | Members | Actions |
|--|------------|--|---|
|  LUMEI Official Shop lumeiofficial.my | 2019-10-14 |  No members yet | Details ... |
|  Kathy Islands kathywong09 | 2019-09-20 |  1 DahVictor | Details ... |
|  Lelong Everything's lelongki999 | 2019-09-05 |  1 DahVictor | Details ... |

2. Select 'Cancel Binding'.



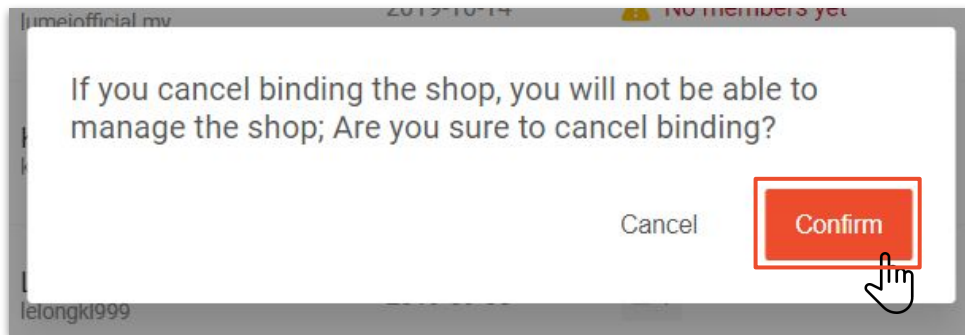
My Shops 3 [Bind a shop](#)

Authorize Shops 3

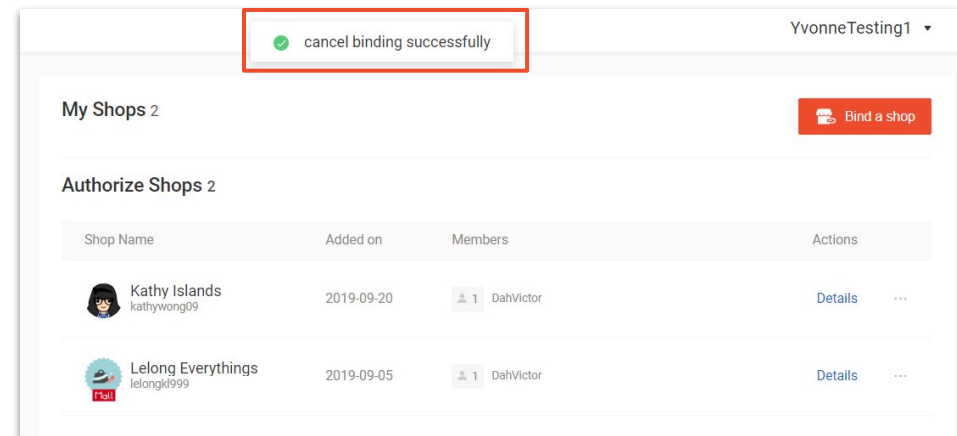
| Shop Name | Added on | Members | Actions |
|---|------------|--|--|
|  LUMEI Official Shop lumeiofficial.my | 2019-10-14 |  No members yet | Details ... Open in Seller Center Cancel Binding |
|  Kathy Islands kathywong09 | 2019-09-20 |  1 DahVictor | Details ... |
|  Lelong Everything's lelongki999 | 2019-09-05 |  1 DahVictor | Details ... |

Unbind a shop from your main account..

3. Click 'Confirm'.



4. You'll see a pop-up message shows that you've successfully cancel the binding of shop.



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Chat Distribution

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Seller Center >



Chat Distribution

What is chat distribution?

Distribute chats respectively



- Distribute the chats to the respective member accounts in group(s).

Distribution Group
Settings

Chat Distribution

All customer messages will be directed to main account only.

Auto-reply setting



- Enable to set auto-reply to buyers.

Distribution Group
Settings

Auto-reply

By enabling auto-reply, you can send self-defined reply message to buyers when they chat with you.

Do Not Send Auto-reply in Chat

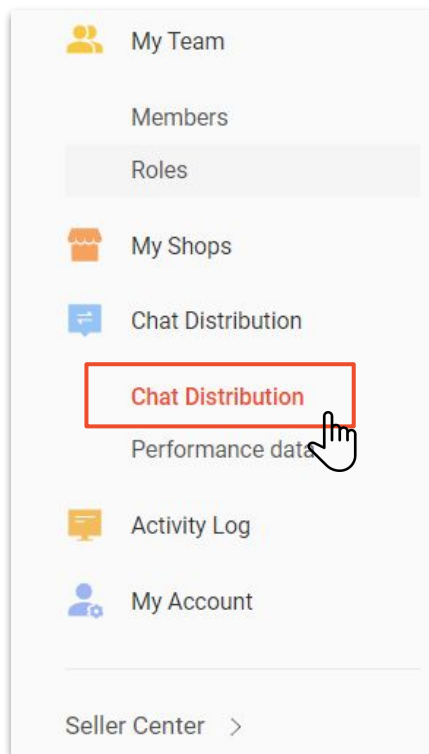
Send Auto-reply in Chat

Reply Message

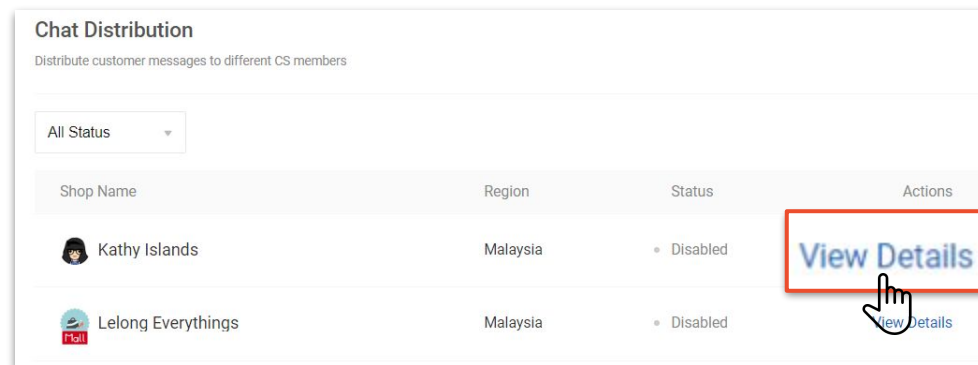
Hi,Welcome. Please chat with me before confirm order. Because all product is pre-order from Korea.Thank you. 🌸 🌸 🌸 [Edit](#)

Distribute chat to members account

1. Click into 'Chat Distribution'.



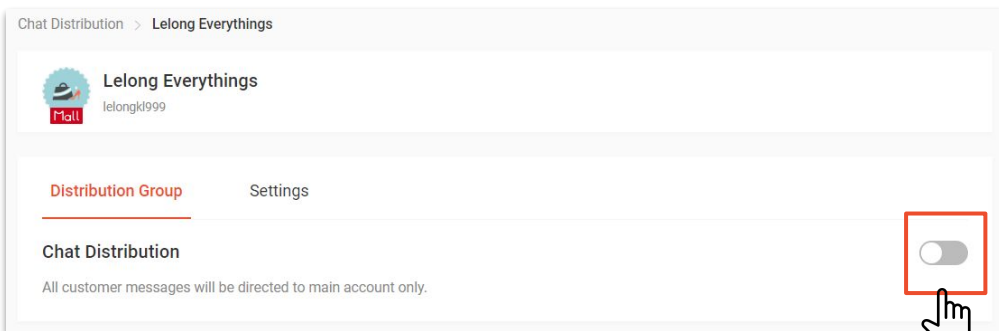
2. Select the shop that you would like to distribute the customer messages to, and click 'View Details'.



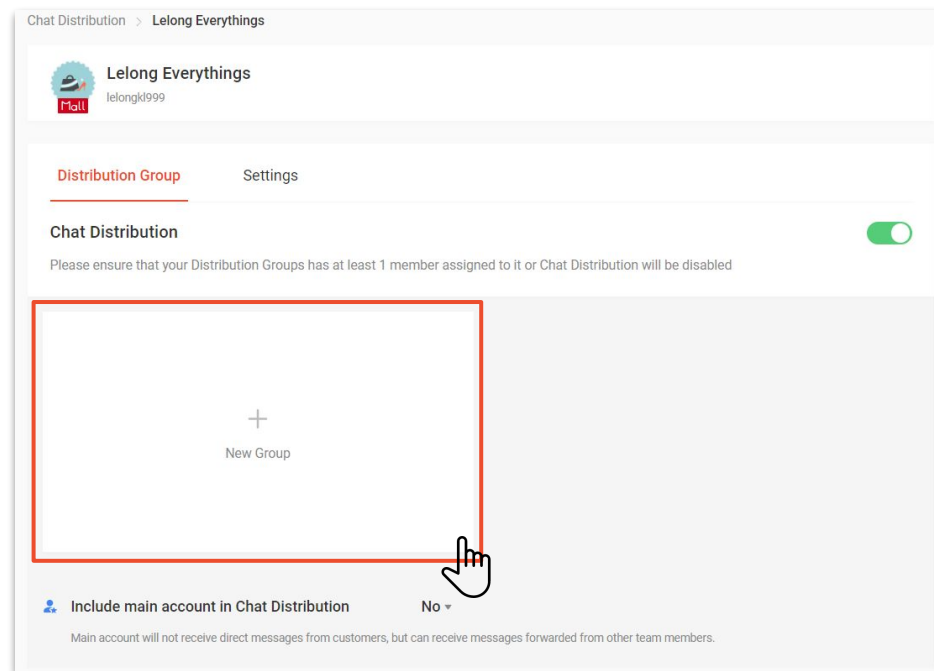
1 member can be assigned up to 1000 shops.

Distribute chat to members account

3. Once you're at this page, toggle on the button for **'Chat Distribution'**.

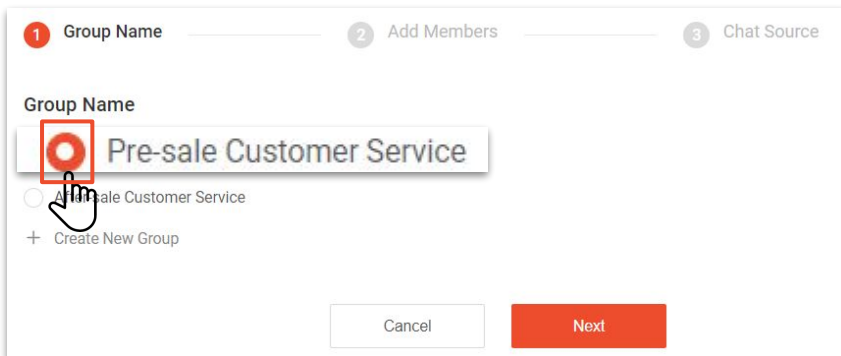


4. Click on **'+ New Group'**.



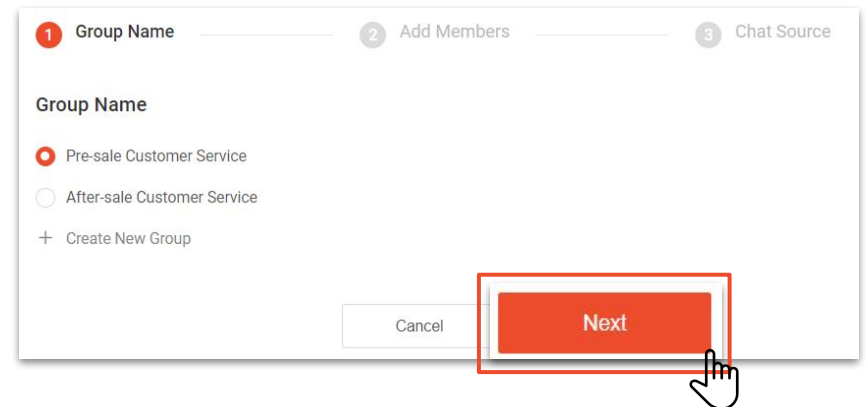
Distribute chat to members account

5. Select the group that you would like to assign your member to, and click on the button icon.



The screenshot shows a dialog box with three steps: 1. Group Name, 2. Add Members, and 3. Chat Source. Under the 'Group Name' section, there is a search bar containing 'Pre-sale Customer Service'. Below the search bar, there are two radio button options: 'Pre-sale Customer Service' (which is selected and highlighted with a red square and a hand cursor) and 'After-sale Customer Service'. At the bottom left, there is a '+ Create New Group' link. At the bottom right, there are two buttons: 'Cancel' and 'Next'.

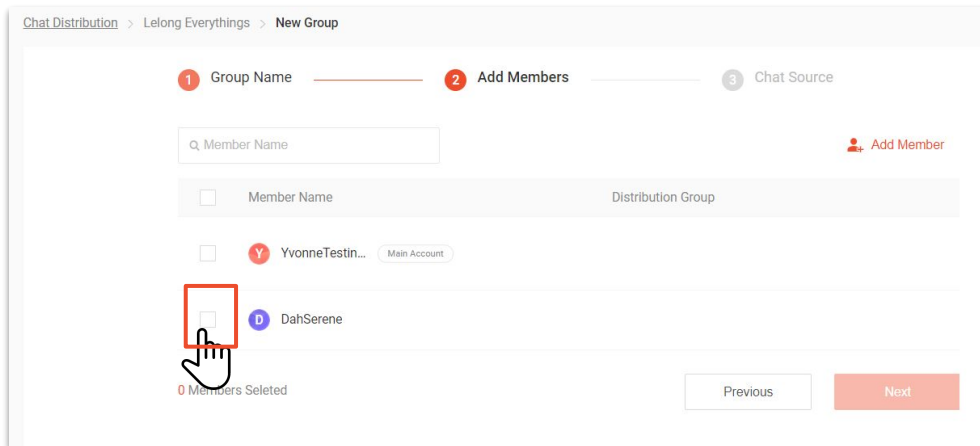
6. Click on 'Next'.



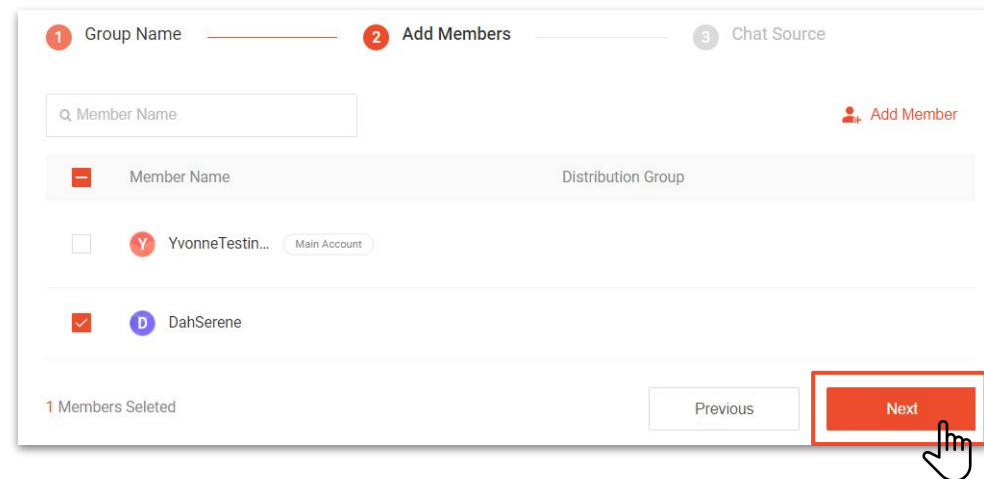
The screenshot shows the same dialog box as in the previous step. In this step, the 'Next' button at the bottom right is highlighted with a red rectangle and a hand cursor, indicating that it should be clicked.

Distribute chat to members account

7. Select the member that you would like to be distributed into the respective group.

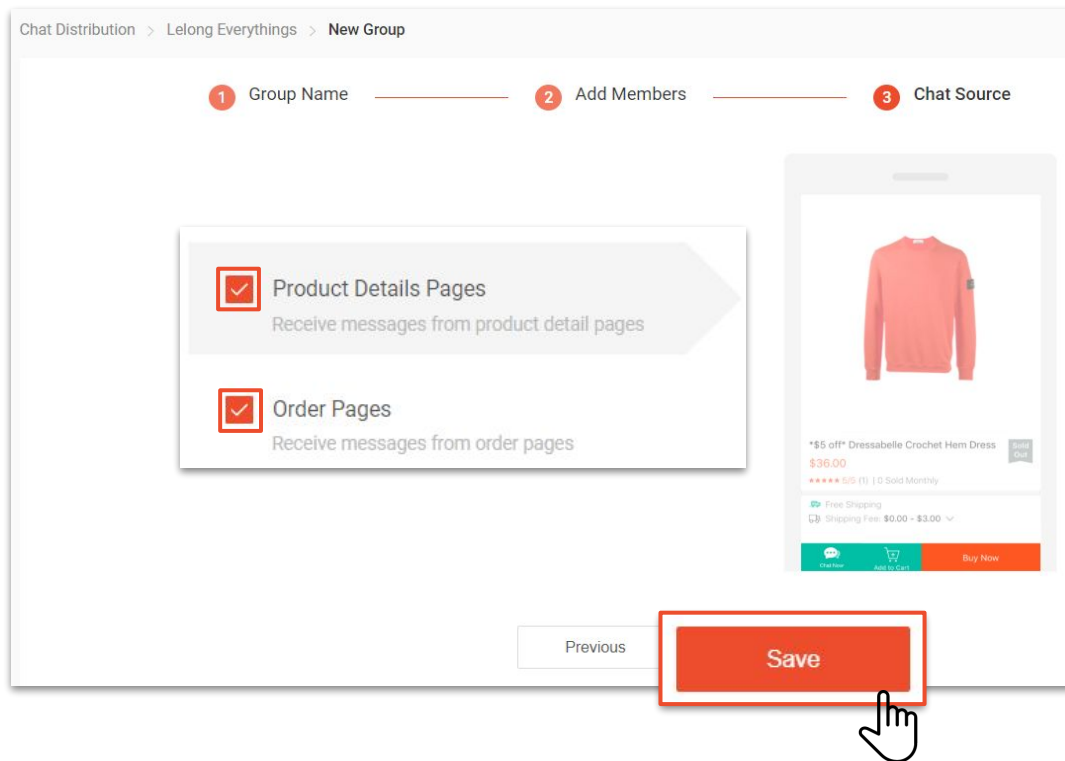


8. Click on 'Next'.



Distribute chat to members account

9. Select the tasks that you would like the group to handle, and click on **'Save'**.



Chat Distribution > Lelong Everythings > New Group

1 Group Name ————— 2 Add Members ————— 3 Chat Source

Product Details Pages
Receive messages from product detail pages

Order Pages
Receive messages from order pages

Previous **Save**

My Team

Members

Roles

My Shops

Chat Distribution

Chat Distribution

Performance data

Activity Log

My Account

Seller Center >

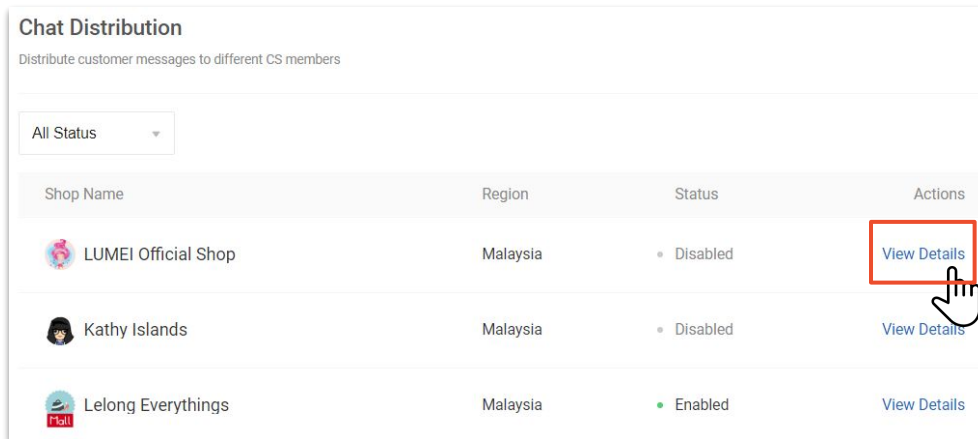





Control member's chat source in chat distribution

Edit chat source in chat distribution group

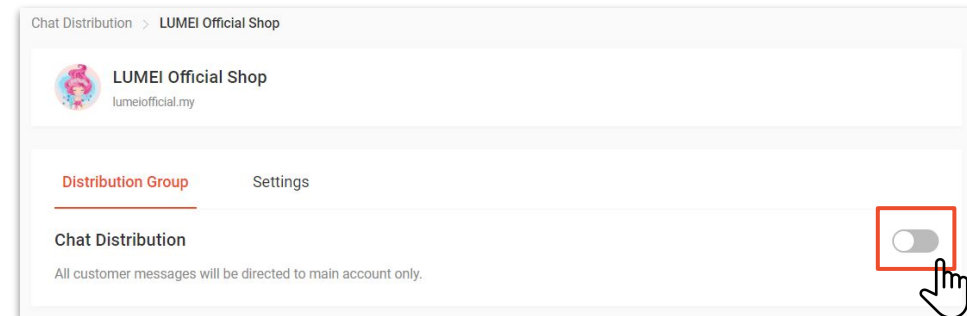
Chat source is referring to the main source for members to receive the incoming chats/ enquire.

1. Once you're in the page of chat distribution, you'll see a list of shops to select from. **Click on 'View Details'** for the preferred shop that you would like to further edit.



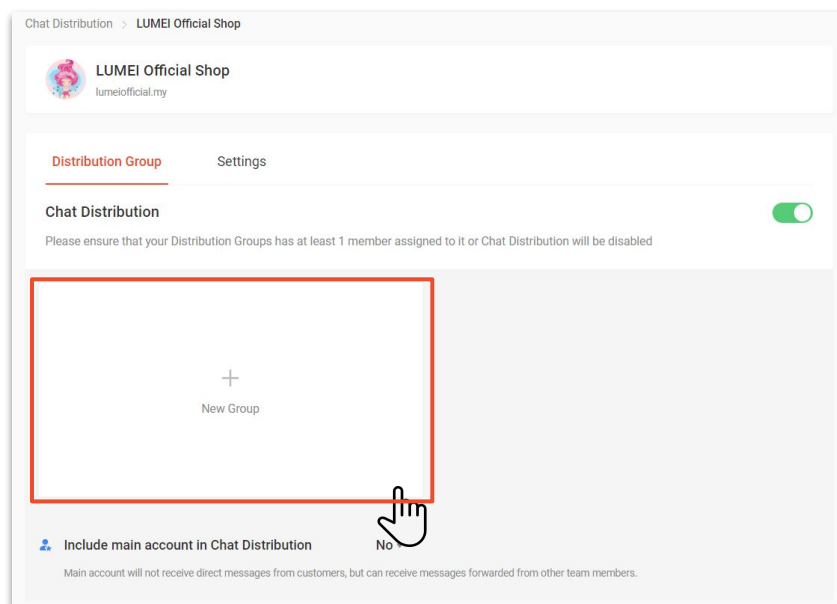
| Shop Name | Region | Status | Actions |
|--|----------|------------|------------------------------|
|  LUMEI Official Shop | Malaysia | • Disabled | View Details |
|  Kathy Islands | Malaysia | • Disabled | View Details |
|  Lelong Everything's | Malaysia | • Enabled | View Details |

2. **Toggle on the button of 'chat distribution'** at the right.

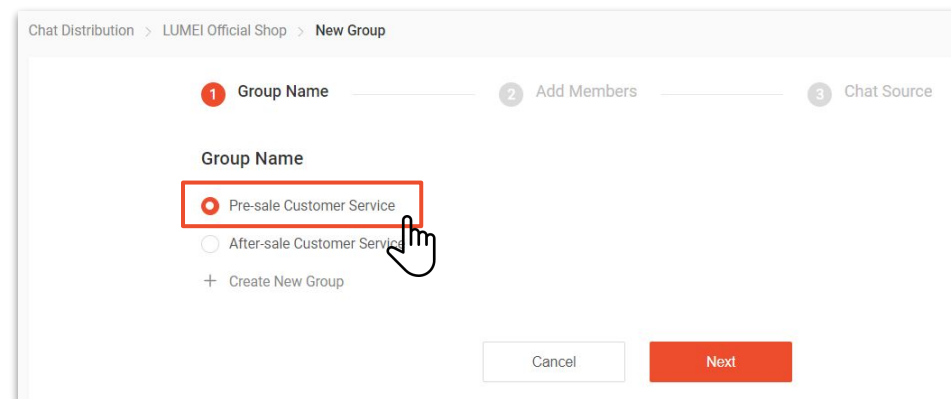


Edit chat source in chat distribution group

3. Click into '+ New Group'.



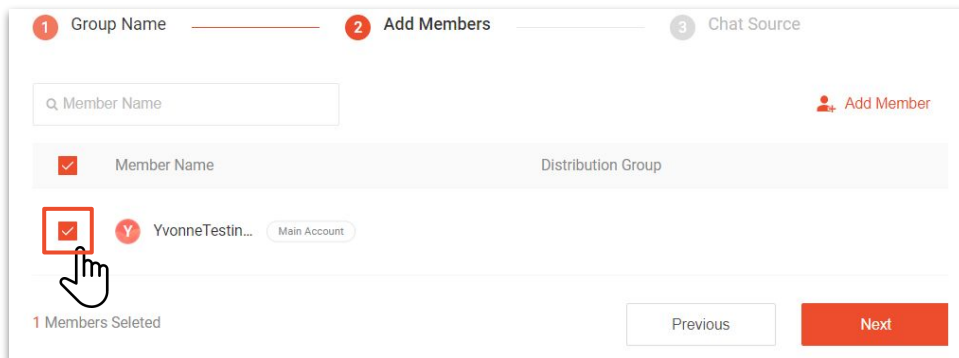
4. Click on the preferred group or you may click on create new group.



1. If you click on 'Create New Group', you're required to input group name.

Edit chat source in chat distribution group

5. **Tick on the members that you would like to add** into the chat distribution group.



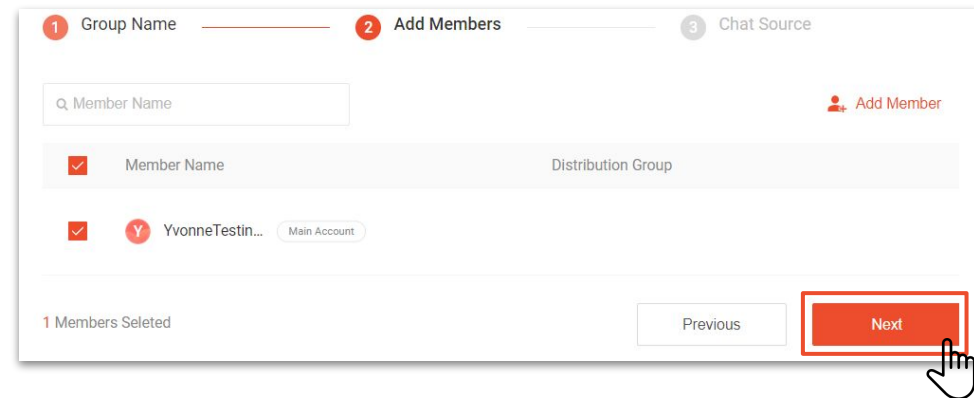
1 Group Name — 2 Add Members — 3 Chat Source

Q Member Name Add Member

| <input checked="" type="checkbox"/> | Member Name | Distribution Group |
|-------------------------------------|---|--------------------|
| <input checked="" type="checkbox"/> | YvonneTestin... Main Account | |

1 Members Selected Previous Next

6. **Click on 'Next'** after the selection of members.



1 Group Name — 2 Add Members — 3 Chat Source

Q Member Name Add Member

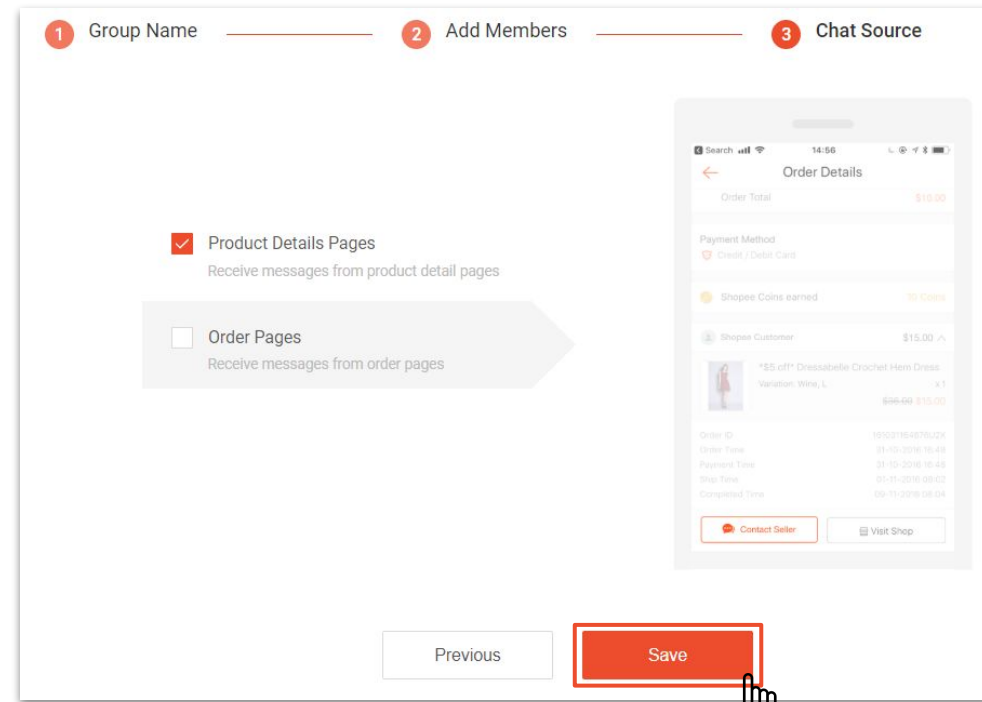
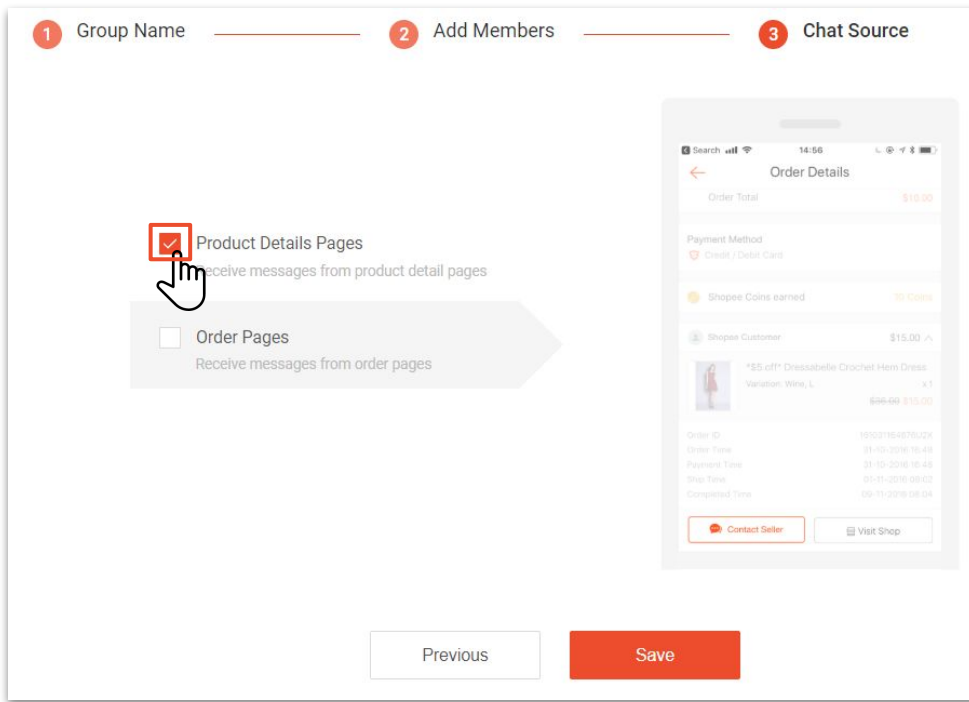
| <input checked="" type="checkbox"/> | Member Name | Distribution Group |
|-------------------------------------|---|--------------------|
| <input checked="" type="checkbox"/> | YvonneTestin... Main Account | |

1 Members Selected Previous Next

Edit chat source in chat distribution group

7. **Tick on the chat source** that you would like to set for your chat distribution group.

8. **Click save** after all the settings are made.



My Team

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Chat Distribution

Chat Distribution

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My Account

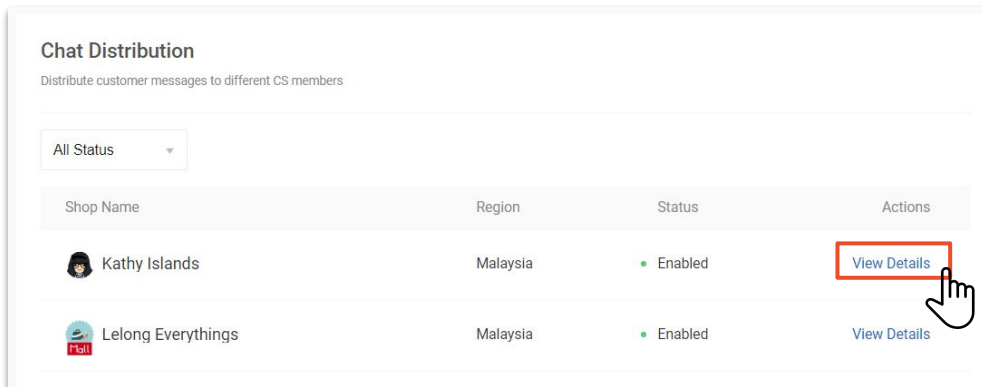
Seller Center >



Delete chat distribution group



Delete the chat distribution group

1. Click on 'View Details' of the shop that you would like to edit.

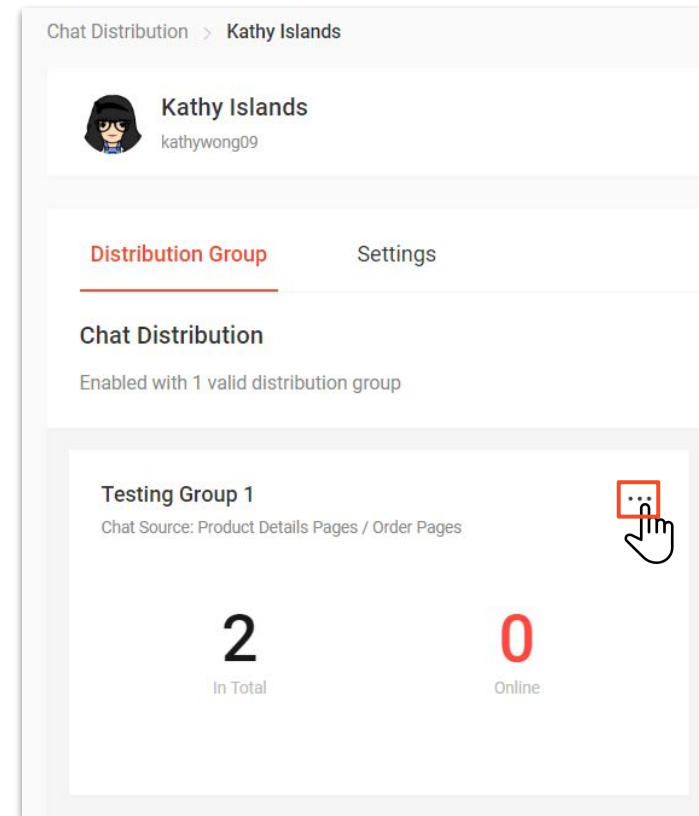


Chat Distribution
Distribute customer messages to different CS members


All Status ▾

| Shop Name | Region | Status | Actions |
|--|----------|-----------|------------------------------|
|  Kathy Islands | Malaysia | • Enabled | View Details |
|  Lelong Everything's | Malaysia | • Enabled | View Details |

2. Click into the three dots at the chat distribution group.



Chat Distribution > Kathy Islands

 **Kathy Islands**
kathywong09

Distribution Group Settings

Chat Distribution
Enabled with 1 valid distribution group

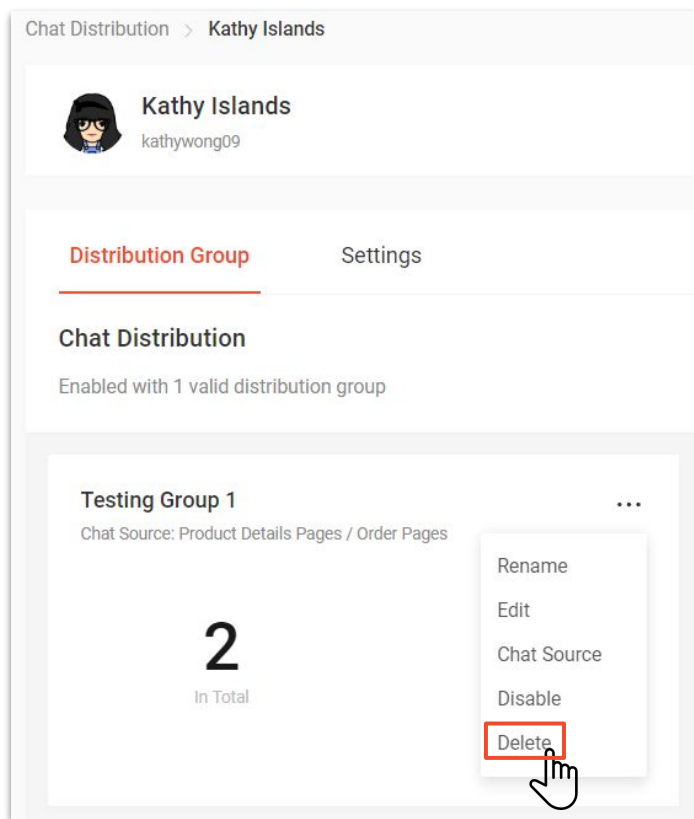
Testing Group 1
Chat Source: Product Details Pages / Order Pages

2
In Total

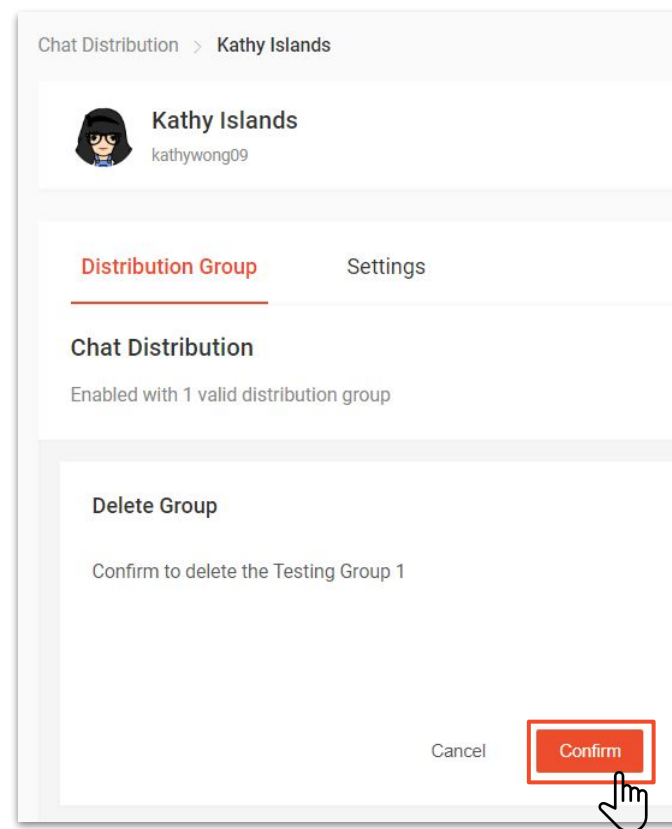
0
Online

Delete the chat distribution group

3. Select 'Delete'.



4. Click 'Confirm' and you're successfully deleted.



My Team

Members

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My Shops

Chat Distribution

Chat Distribution

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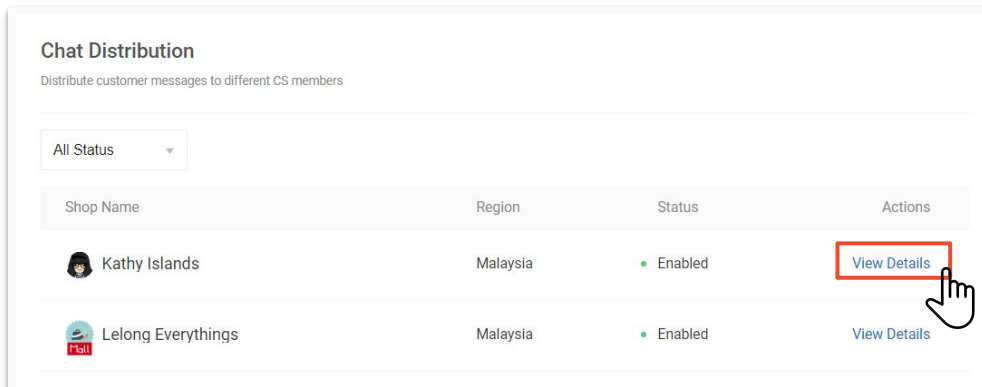
Seller Center >



Rename chat distribution group



Rename the chat distribution group

1. Click on 'View Details' of the shop that you would like to edit.

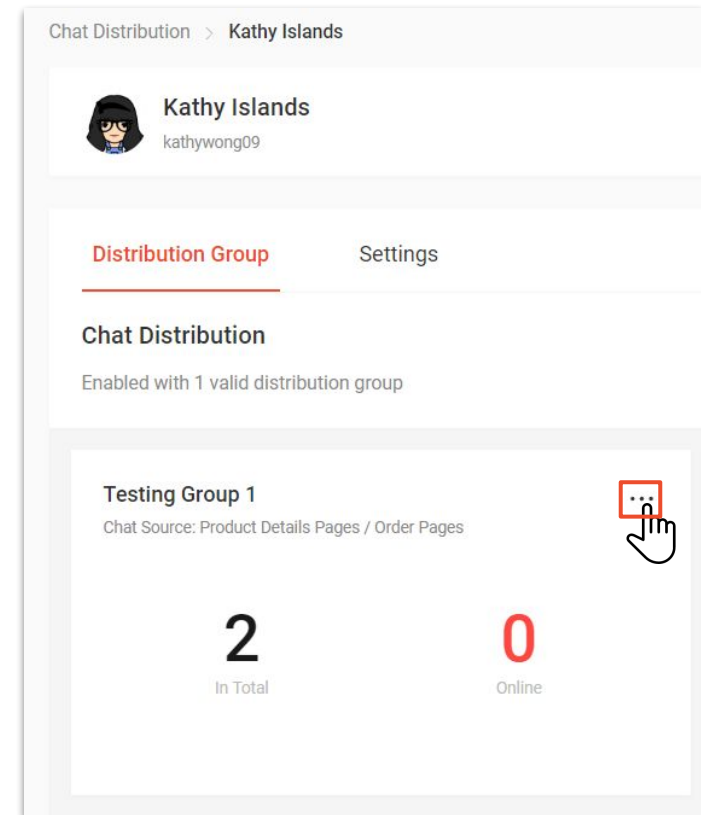


Chat Distribution
Distribute customer messages to different CS members


All Status ▾

| Shop Name | Region | Status | Actions |
|--|----------|-----------|------------------------------|
|  Kathy Islands | Malaysia | • Enabled | View Details |
|  Lelong Everything's | Malaysia | • Enabled | View Details |

2. Click into the three dots at the chat distribution group.



Chat Distribution > Kathy Islands

 **Kathy Islands**
kathywong09

Distribution Group Settings

Chat Distribution
Enabled with 1 valid distribution group

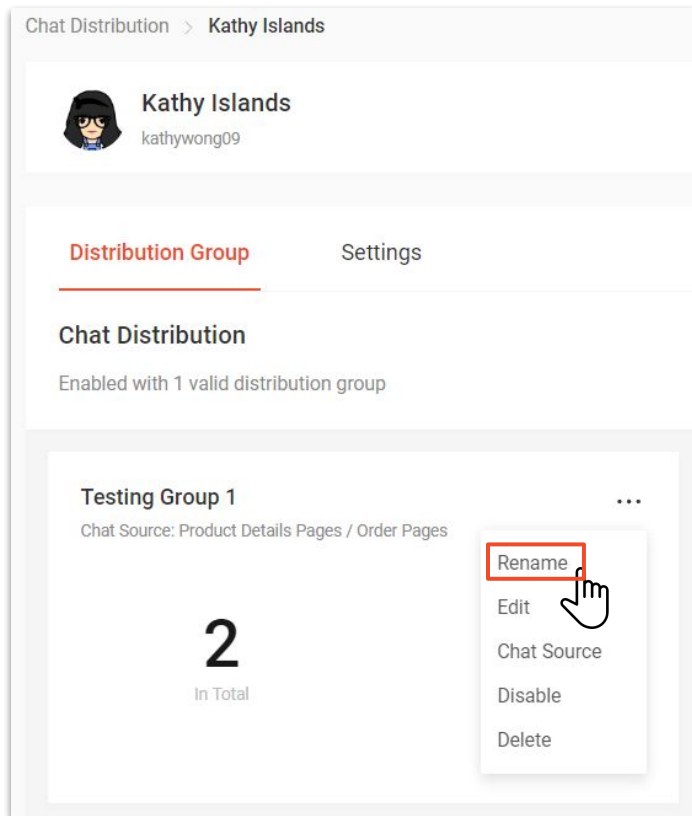
Testing Group 1
Chat Source: Product Details Pages / Order Pages

2
In Total

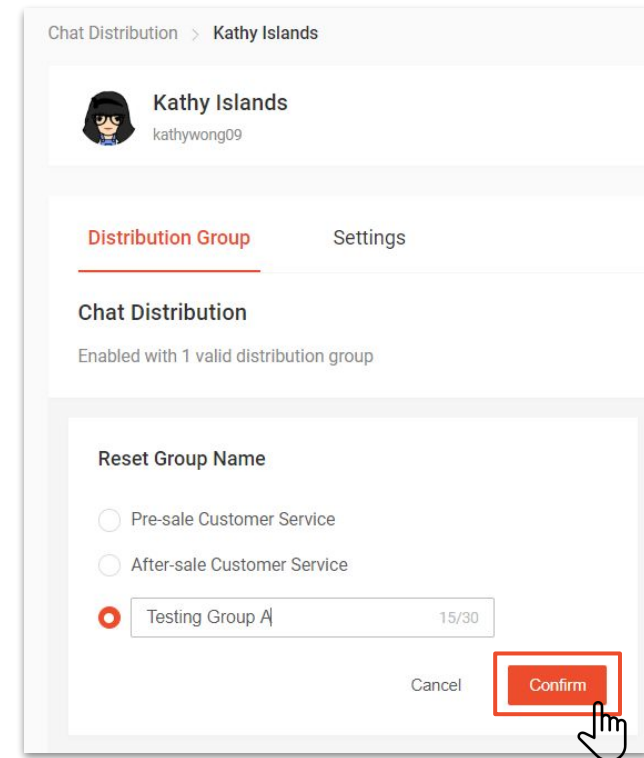
0
Online

Rename the chat distribution group

3. Select 'Rename'.



4. Input the new group name. By clicking confirm, the group will be renamed in accordance.



My Team

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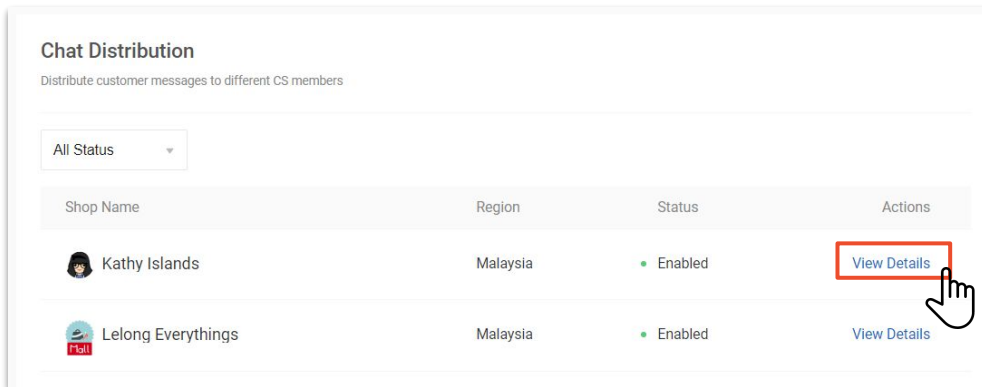
Seller Center >



Edit members in distribution group



Edit the members in the chat distribution group

1. Click on 'View Details' of the shop that you would like to edit.

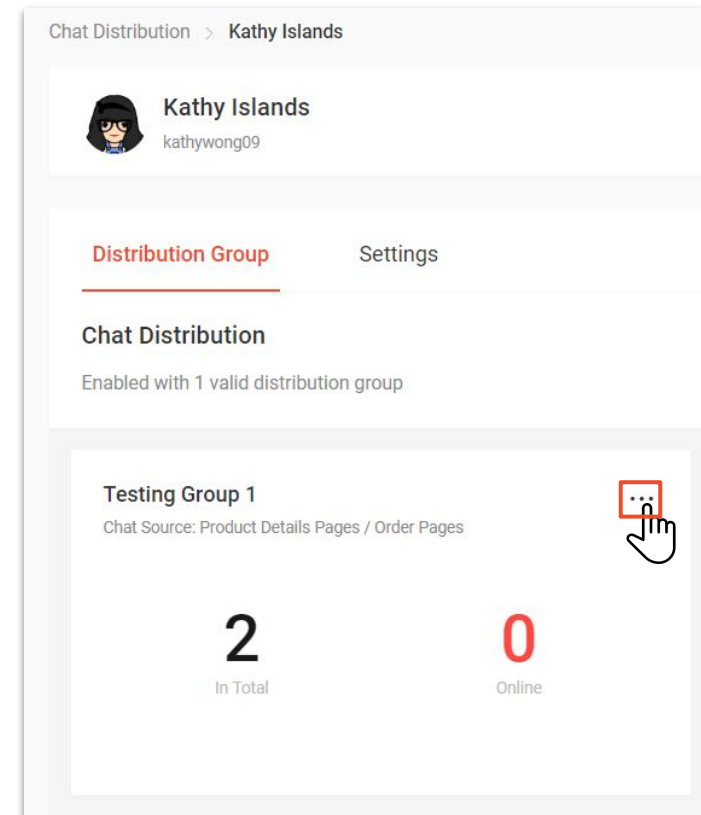


Chat Distribution
Distribute customer messages to different CS members


All Status ▾

| Shop Name | Region | Status | Actions |
|--|----------|-----------|------------------------------|
|  Kathy Islands | Malaysia | • Enabled | View Details |
|  Lelong Everything's | Malaysia | • Enabled | View Details |

2. Click into the three dots at the chat distribution group.



Chat Distribution > Kathy Islands

 **Kathy Islands**
kathywong09

Distribution Group Settings

Chat Distribution
Enabled with 1 valid distribution group

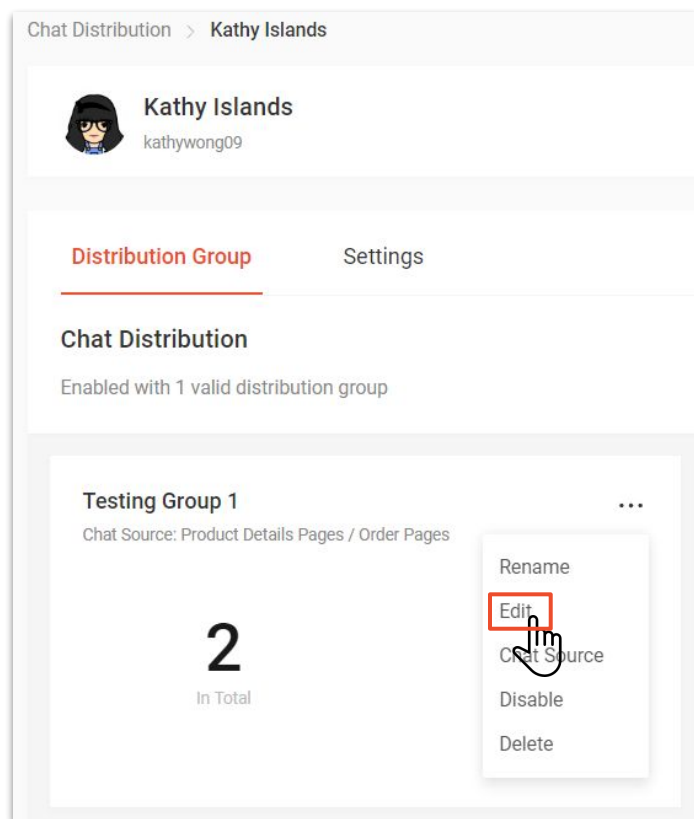
Testing Group 1
Chat Source: Product Details Pages / Order Pages

2
In Total

0
Online

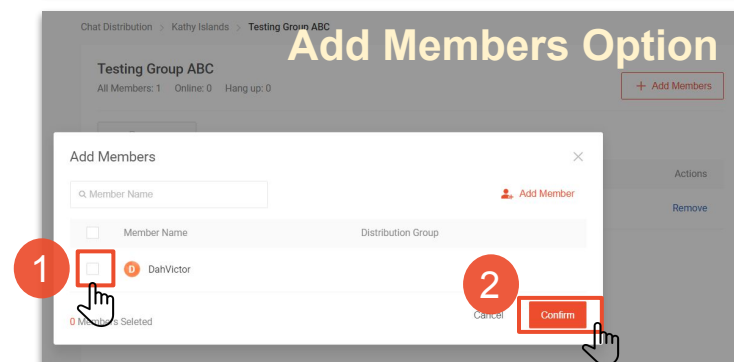
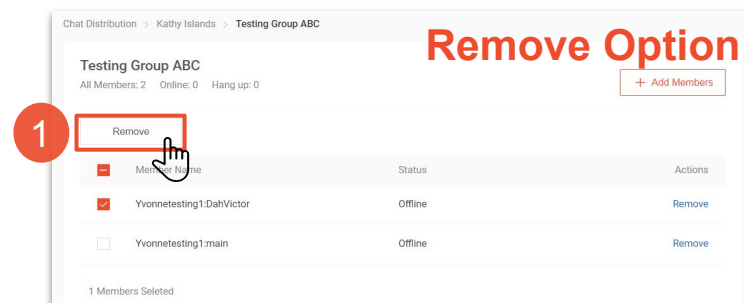
Edit the members in the chat distribution group

3. Select 'Edit'.



4. Remove option Select the member(s) that you would like to remove at the left. Once 'remove' button is clicked, the member is removed from the shop.

Add members option by clicking ' + Add members' at the right. Select the preferred members, and click 'Confirm' in order to complete the add members process.



 My Team

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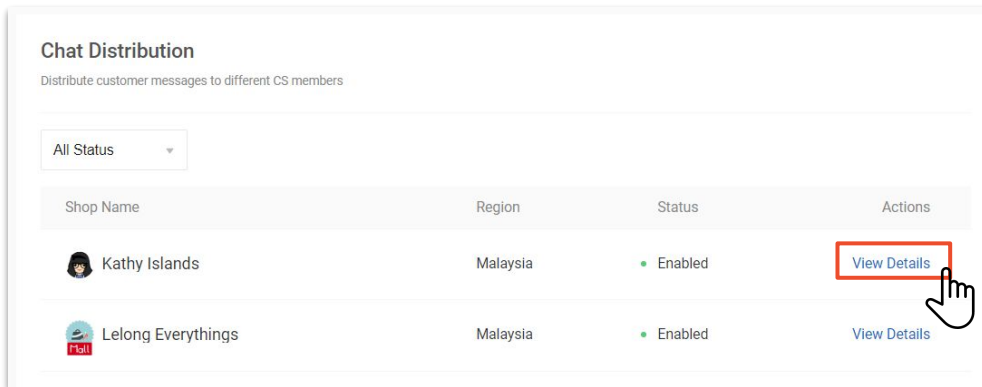
Seller Center >



Disable chat distribution group



Disable the chat distribution group

1. Click on 'View Details' of the shop that you would like to edit.

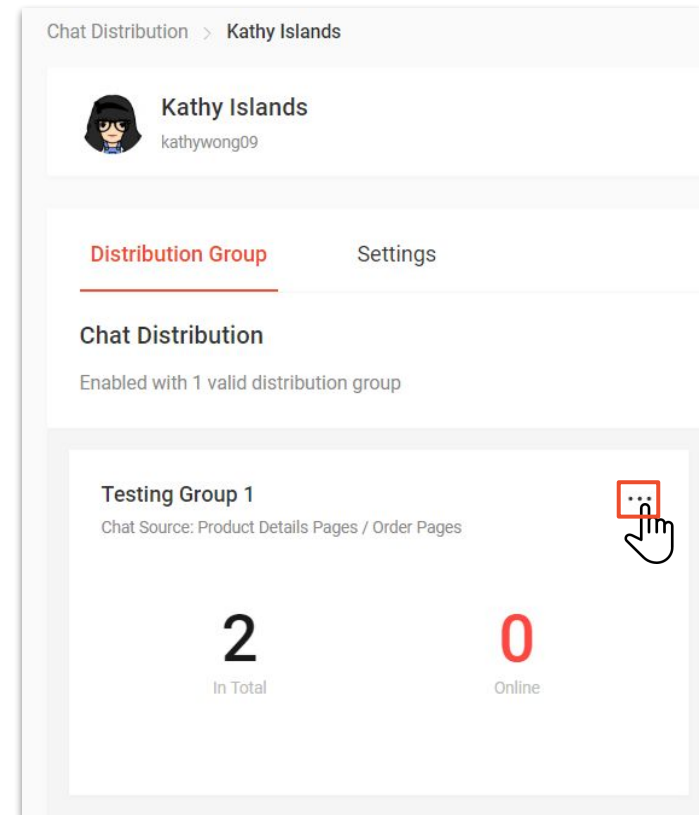


Chat Distribution
Distribute customer messages to different CS members


All Status ▾

| Shop Name | Region | Status | Actions |
|--|----------|-----------|------------------------------|
|  Kathy Islands | Malaysia | • Enabled | View Details |
|  Lelong Everything's | Malaysia | • Enabled | View Details |

2. Click into the three dots at the chat distribution group.



Chat Distribution > Kathy Islands

 **Kathy Islands**
kathywong09

Distribution Group Settings

Chat Distribution
Enabled with 1 valid distribution group

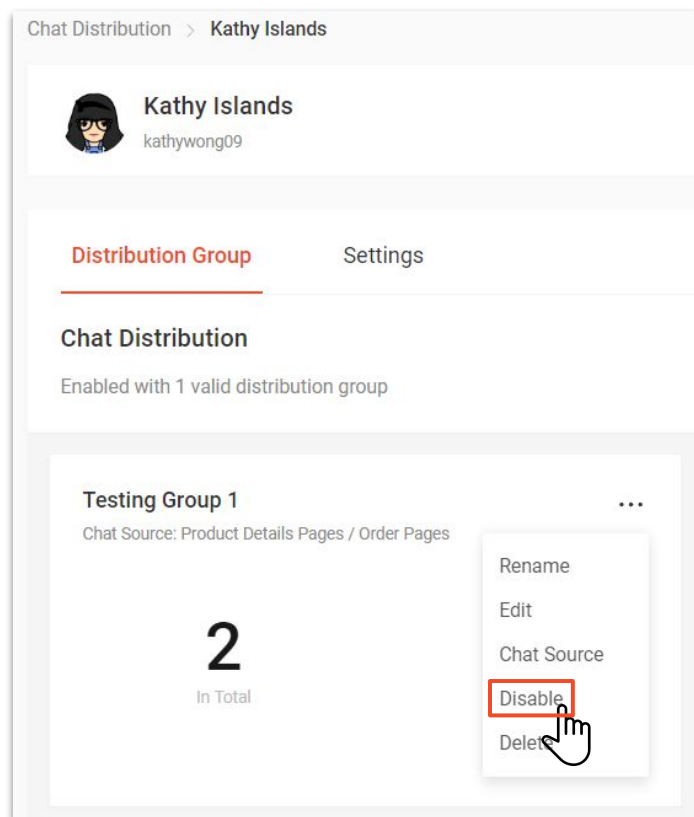
Testing Group 1
Chat Source: Product Details Pages / Order Pages

2
In Total

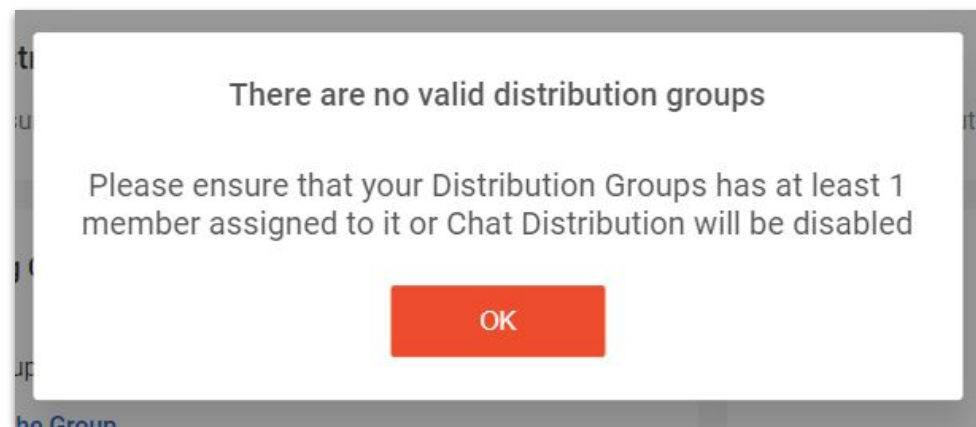
0
Online

Disable the chat distribution group

3. Select 'Disable'.



4. You have successfully disabled the chat distribution group.



My Team

Members

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My Shops

Chat Distribution

Chat Distribution

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My Account

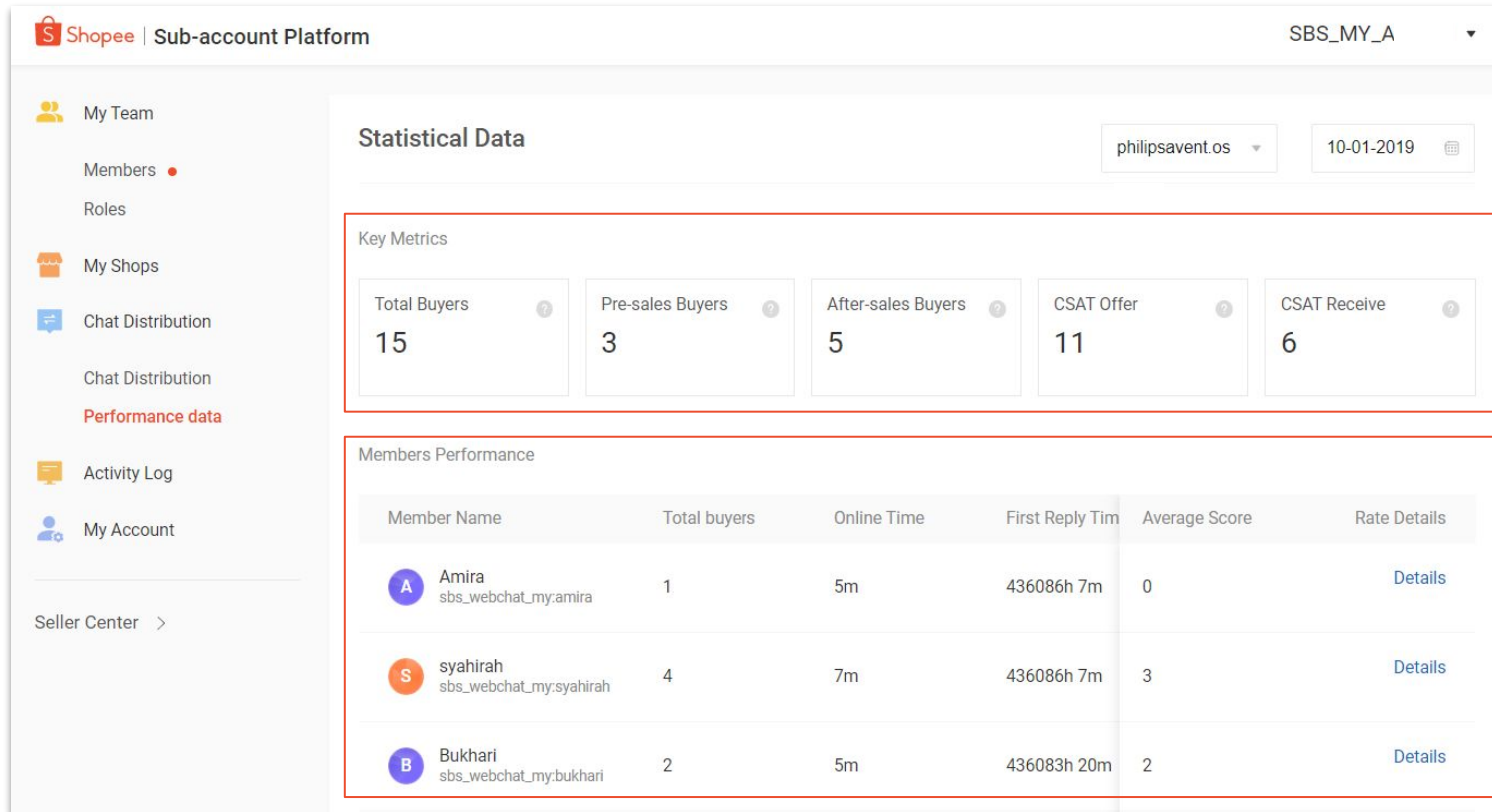
Seller Center >



Functions of Performance Data

Functions of Performance Data

The functions of Performance Data helps main account to understand the satisfaction level of the customers are with your member's customer services (specifically for chat only). There are multiple key metrics for main account to see the number of chats received, nor the members performance, etc.



Statistical Data philipsavent.os 10-01-2019

Key Metrics

| | | | | |
|--------------|------------------|--------------------|------------|--------------|
| Total Buyers | Pre-sales Buyers | After-sales Buyers | CSAT Offer | CSAT Receive |
| 15 | 3 | 5 | 11 | 6 |

Members Performance

| Member Name | Total buyers | Online Time | First Reply Tim | Average Score | Rate Details |
|---------------------------------------|--------------|-------------|-----------------|---------------|-------------------------|
| A Amira sbs_webchat_my:amira | 1 | 5m | 436086h 7m | 0 | Details |
| S syahirah sbs_webchat_my:syahirah | 4 | 7m | 436086h 7m | 3 | Details |
| B Bukhari sbs_webchat_my:bukhari | 2 | 5m | 436083h 20m | 2 | Details |

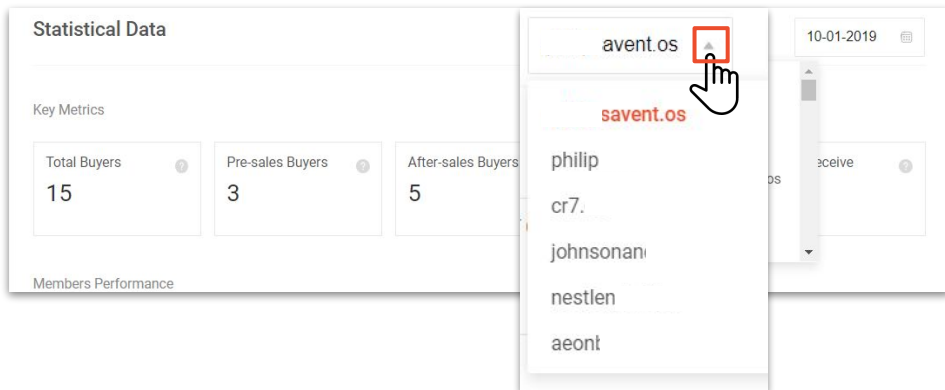
Key Metrics

Members Performance

How to select the preferred account username and/or the date range?

Account username

Click the **drop down of the pin**, and select the account that you would like to view for.



Statistical Data

Key Metrics

| | | |
|--------------|------------------|--------------------|
| Total Buyers | Pre-sales Buyers | After-sales Buyers |
| 15 | 3 | 5 |

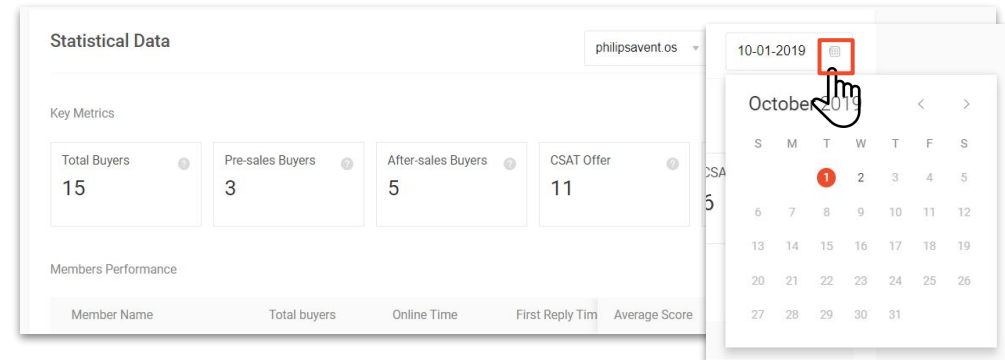
Members Performance

Account Selection Dropdown:

- avent.os
- savent.os
- philip
- cr7.
- johnsonan
- nestlen
- aeont

Date range

Click on the **calendar icon** to select the date that you preferred.



Statistical Data

Key Metrics

| | | | |
|--------------|------------------|--------------------|------------|
| Total Buyers | Pre-sales Buyers | After-sales Buyers | CSAT Offer |
| 15 | 3 | 5 | 11 |

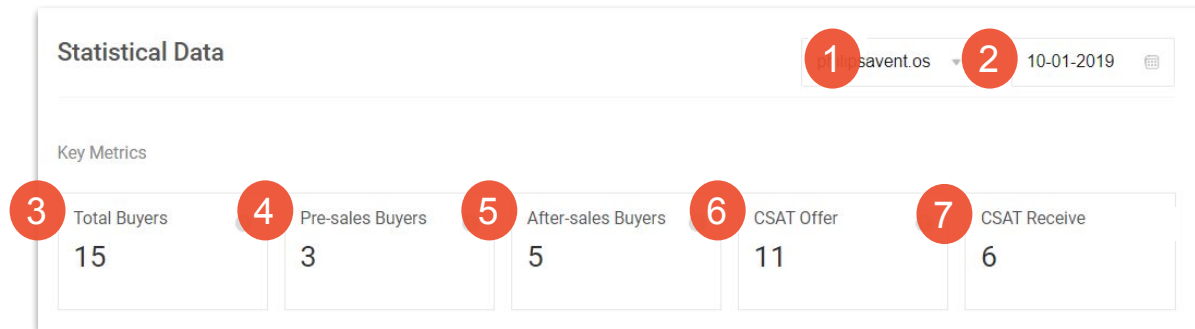
Members Performance

Calendar Selection:

October 2019

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Overview of the key metrics in Performance Data



| | |
|-----------------------|--|
| 1. Account Username | Dropdown selection of the shops that is added by the main account. |
| 2. Selected Date | The chosen date to view the dashboard data. |
| 3. Total Buyers | The number of inquiries received from buyers on the day. |
| 4. Pre sales Buyers | The number of pre-sales buyers inquiries received on the day. |
| 5. After sales Buyers | The number of after-sale buyers inquiries received on the day. |
| 6. CSAT Offer | Number of customer satisfaction surveys sent by all members. |
| 7. CSAT Receive | The number of customer satisfaction surveys responded by buyers. |

How to view members performances on Performance Data?

Main account can easily view the member's performances by scrolling the indicators bar located at the bottom of the dashboard. Below are the info that can be seen in the dashboard.

| Member Name | Buyers | Online Time | First Reply Time | Resolution Time | Average Score | Rate Details |
|------------------------------------|--------|-------------|------------------|-----------------|-------------------------|--------------|
| Amira sbs_webchat_myamira | 5m | 436086h 7m | 1h 6m | 0 | Details | |
| Syahirah sbs_webchat_mySyahirah | 7m | 436086h 7m | 48m | 3 | Details | |
| Bukhari sbs_webchat_mybukhari | 5m | 436083h 20m | 4h 5m | 2 | Details | |
| Sarah sbs_webchat_mysarah | 6m | 436086h 7m | 33m | 0 | Details | |
| Shahida sbs_webchat_myshahida | 6m | 436088h 54m | 6m | 0 | Details | |
| Zainab sbs_webchat_myZainab | 4m | 436083h 20m | 37m | 3 | Details | |







*There are 8 columns that can be scroll freely. The table below are followed according to the column scrolled.

| | |
|--------------------|--|
| Total Buyers | Total buyers attended by the member. |
| Online Time | Total time spent on webchat by the member. |
| First Reply Time | First reply from member to the enquiry raised by buyer. |
| Resolution Time | Total time taken to resolve the case by the member. |
| CSAT Offer | Number of CSAT offered from member to the buyer. |
| CSAT Timeout | Number of CSAT offered to buyer from member that's not responded. |
| CSAT Receive | Number of CSAT received by member from buyers. |
| Distribution Group | Total groups that's distributed from the main account to the member. |

**All records are based on daily basis.*

Other indicators in members performance dashboard

Members Performance

| 1 Member Name | Members | Online Time | First Reply Time | 2 Average Score | 3 Rate Details |
|---|---------|-------------|------------------|-----------------|-------------------------|
|  Amira sbs_webchat_my:amira | | 5m | 436086h 7m | 1h 0 | Details |
|  syahirah sbs_webchat_my:syahirah | | 7m | 436086h 7m | 48m 3 | Details |
|  Bukhari sbs_webchat_my:bukhari | | 5m | 436083h 20m | 4h 2 | Details |
|  sarah sbs_webchat_my:sarah | | 6m | 436086h 7m | 33m 0 | Details |
|  Shahida sbs_webchat_my:shahida | | 6m | 436088h 54m | 6m 0 | Details |
|  zainab sbs_webchat_my:zainab | | 4m | 436083h 20m | 37m 3 | Details |

1. Member Name

Name of the members which is added by main account for chat support.

2. Average Score




Average score receives from buyers for member.

3. Rate Details

Total rate details receive from buyers to the member.

**All records are based on daily basis.*

Amira's CSAT Details

 0
  2
  0

Bad Rating Reason

Seller took too long to respond 0

Seller was rude 0

Seller couldn't solve my problem 0

OK

Sample of the CSAT sent to buyer, which can be view from **Column 3** (Rate Details).

 My Team

Members

Roles

 My Shops

 Chat Distribution

Chat Distribution

Performance data

 **Activity Log**

 My Account

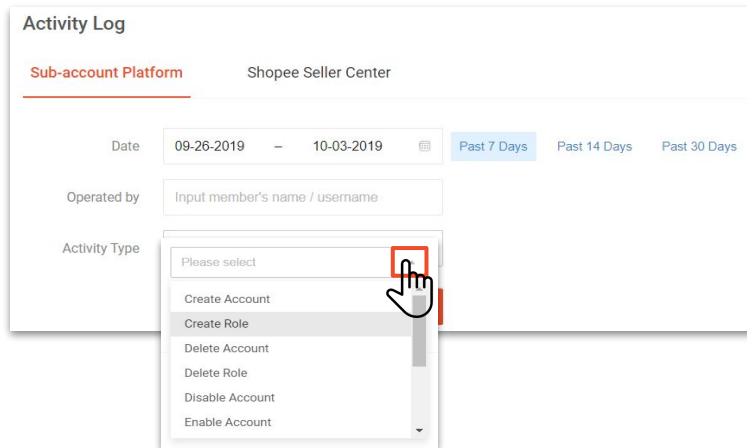
Seller Center >



Functions of Activity Log

Glossary of activity log for Sub-account Platform

Seller can choose the preferred date, and the range of the days (past 7 days, 14 days to 30 days), and key in the member's username that you would like to look for.

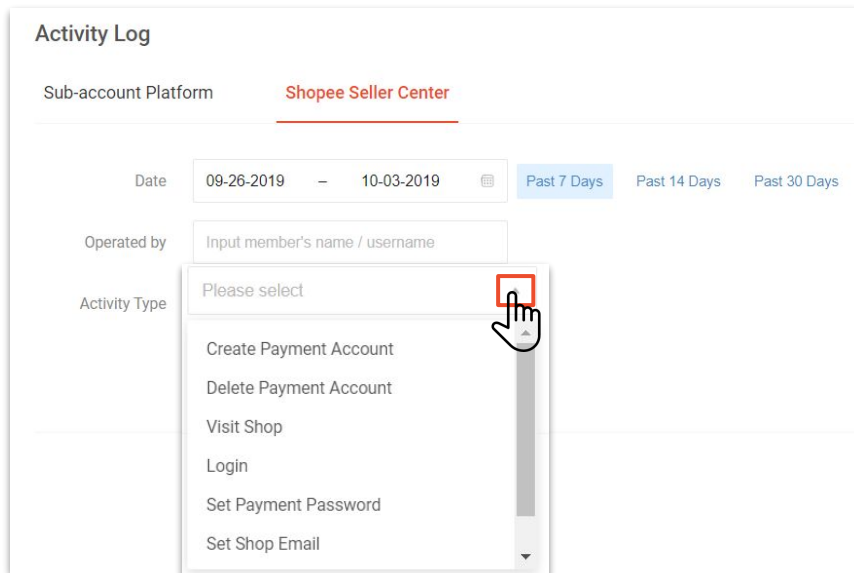


User can select the activity type and leave 'Operated by' column empty to have an overview of the activity log from all members for the chosen activity.

| | |
|-------------------------------|--|
| 1. Create Account | Members who has created account using their member account. |
| 2. Create Role | Members who has created role using their member account. |
| 3. Delete Account | Member who has deleted an account from their member account. |
| 4. Delete Role | Member who uses their account to delete a role. |
| 5. Disable Account | Member who disable an account using their account. |
| 6. Enable Account | Member who enable an account using their account. |
| 7. Login | Overview of the counts of successful login for the user. |
| 8. Update Account Permissions | Member who has updated their account permissions. |
| 9. Update Account Basic Info | Member who has updated the basic information for their account. |
| 10. Update Role Details | Member who has updated a role details. |
| 11. Reset Password | Member who has reset their login password for the chosen platform. |

Glossary of activity log for Shopee Seller Center

Seller can choose the preferred date, and the range of the days (past 7 days, 14 days to 30 days), and key in the member's username that you would like to look for.



| | |
|---------------------------|--|
| 1. Create Payment Account | Member who has created a payment account in Seller Center. |
| 2. Delete Payment Account | Member who has deleted a payment account in Seller Center. |
| 3. Visit Shop | Member who has visited the shop using their member account. |
| 4. Login | Member who has login to Seller Center using their member username. |
| 5. Set Payment Password | Member has set a payment password in Seller Center using their member account. |
| 6. Set Shop Email | Member who has set a shop email using their member account. |
| 7. Set Shop Password | Member who has set a shop password using their member account. |

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 **My Account**

Seller Center >



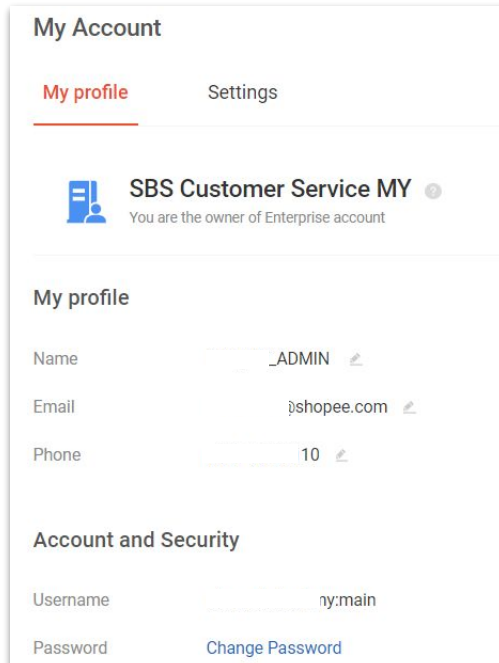
Functions of My Account

Functions of my account

Is a general overview of the account settings.

My profile

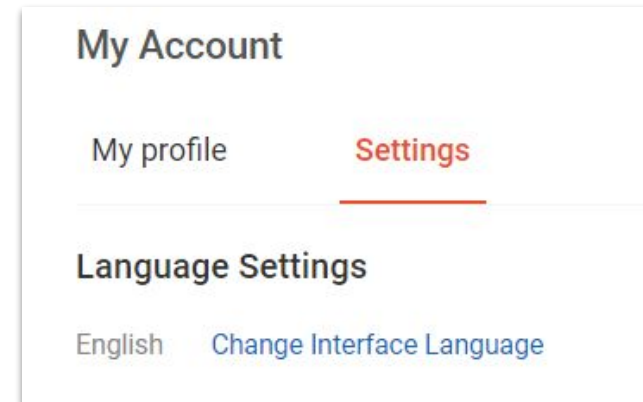
My profile is the overview of the details for the account user. It shows the full details of name, email, phone number and other account security related. User may change their password in this page too.



The screenshot shows the 'My Account' page with the 'My profile' tab selected. The user is identified as 'SBS Customer Service MY' and is the owner of an Enterprise account. The 'My profile' section includes fields for Name (ending in '_ADMIN'), Email (ending in '@shopee.com'), and Phone (ending in '10'). The 'Account and Security' section includes fields for Username (ending in ':main') and a 'Change Password' link.

Setting

Another tab of the my account page is 'Settings'. User can change their language settings for sub-account platform at here.



The screenshot shows the 'My Account' page with the 'Settings' tab selected. The 'Language Settings' section is visible, showing 'English' and a 'Change Interface Language' link.

 My Team

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 **My Account**



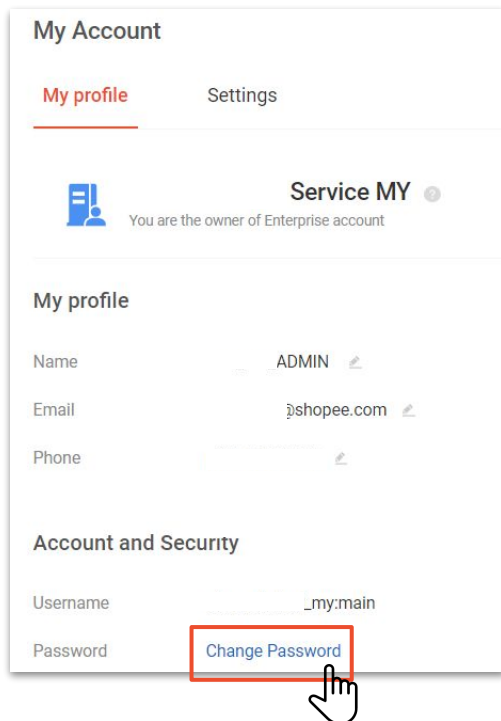
Changing password

Seller Center >

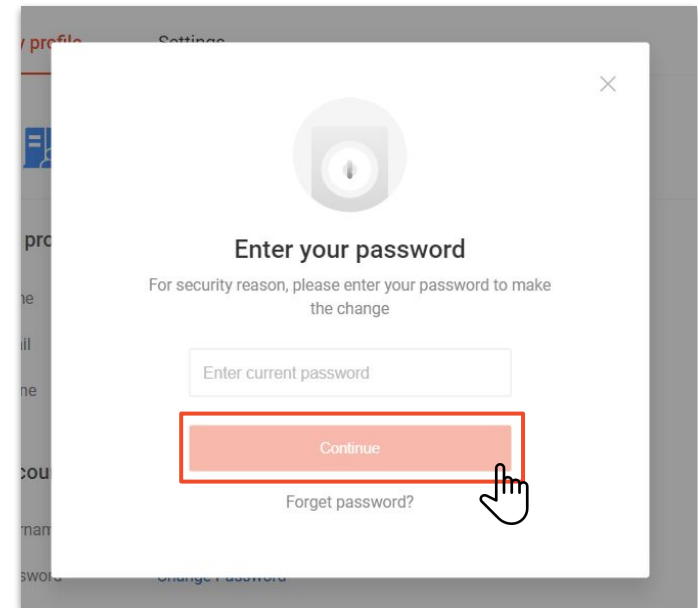
Change password

User (main account or member account) are free to change their password

1. Click into 'Change Password' at 'My Account'.



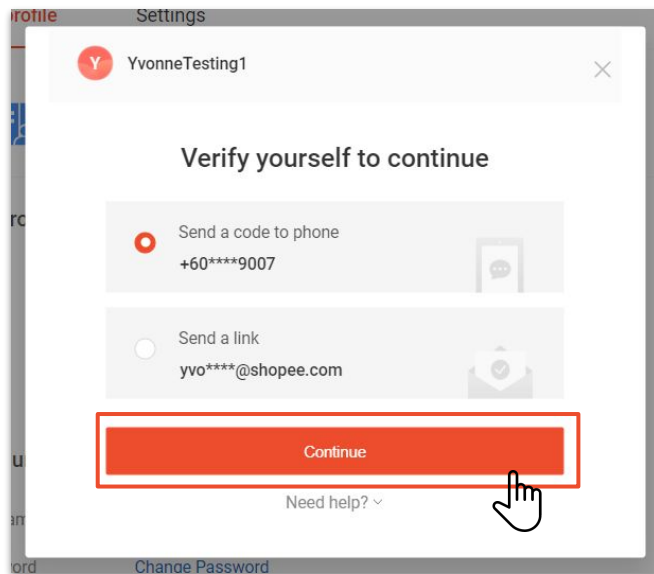
2. Enter your current password for security purposes.



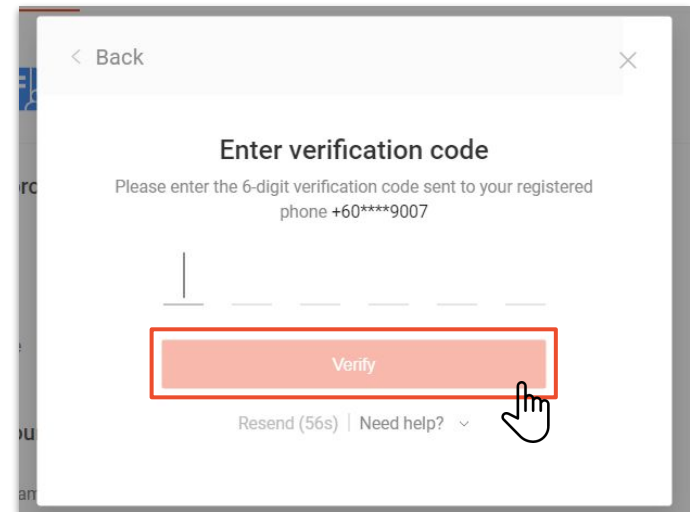
Change password

User (main account or member account) are free to change their password

3. **Choose a preferred method** to verify yourself to continue the process.



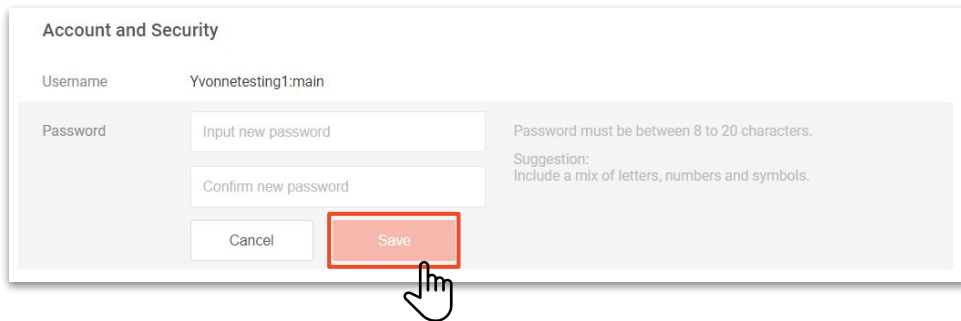
4. **Enter the verification code** sent to the registered method (phone or email).



Change password

User (main account or member account) are free to change their password

5. **Enter your preferred new password and click save.**



Account and Security

Username Yvonnetesting1:main

Password

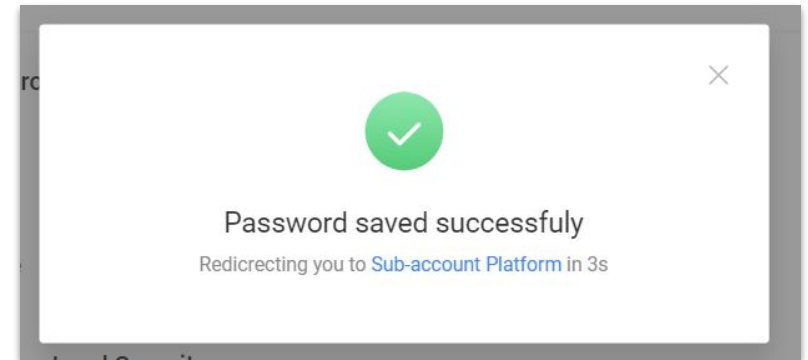
Input new password

Confirm new password

Cancel Save

Password must be between 8 to 20 characters.
Suggestion:
Include a mix of letters, numbers and symbols.

6. Password saved successfully.



 My Team

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 **My Account**

Seller Center >

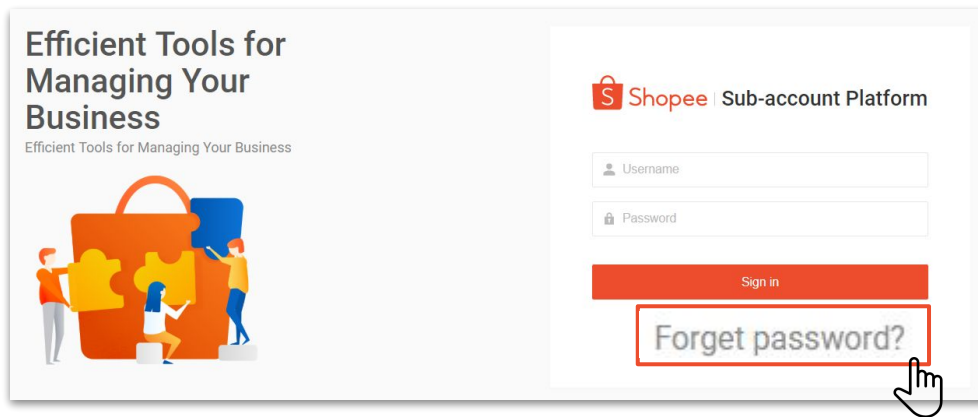


Retrieve your forgotten password

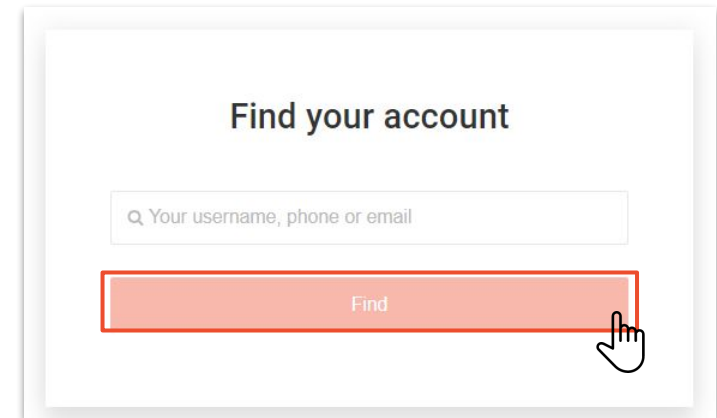
How to retrieve password if I forgot password?

User (main account or member account) are free to change their password

1. Click into 'Forget Password'.

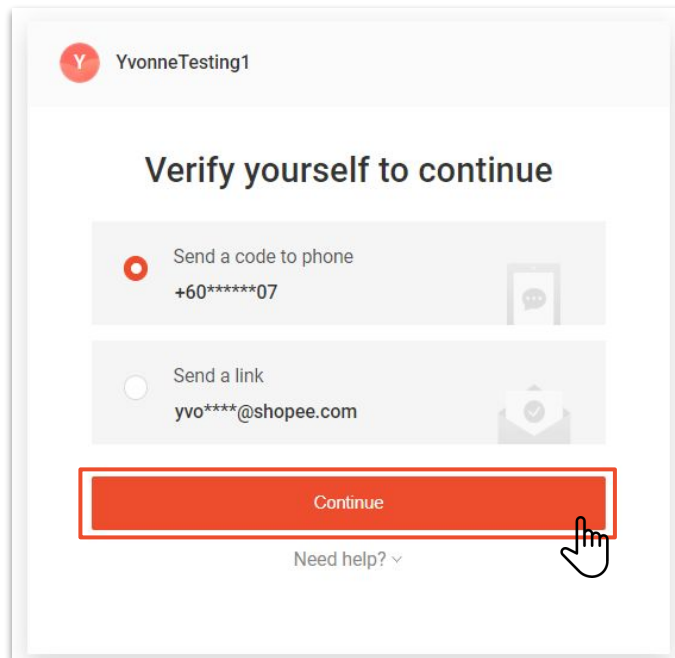


2. Put in your account's username, phone or registered email.

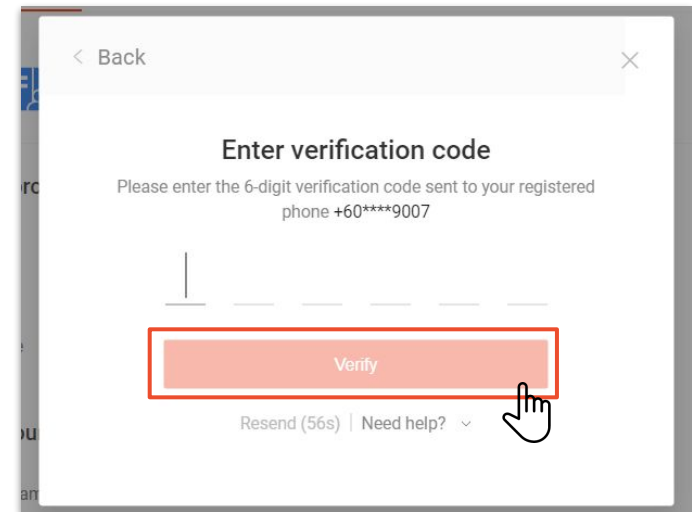


How to retrieve password if I forgot password?

3. **Choose a preferred method** to verify yourself to continue the process.

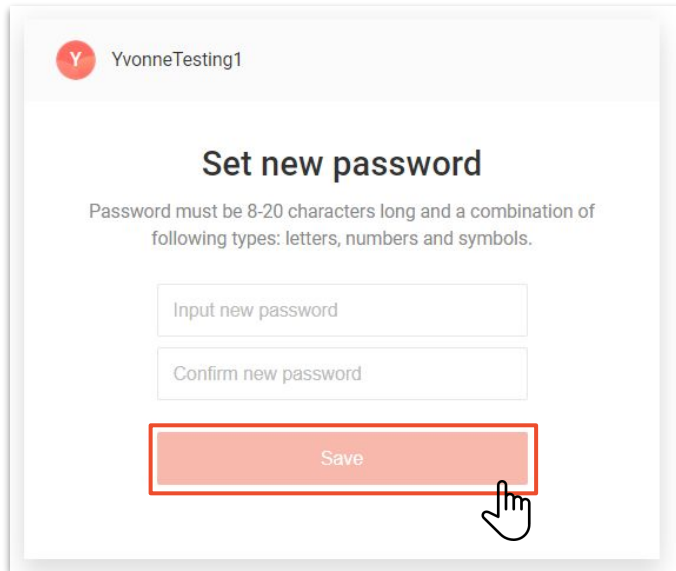


4. **Enter the verification code** sent to the registered method (phone or email).



How to retrieve password if I forgot password?

5. Key in your preferred new password.

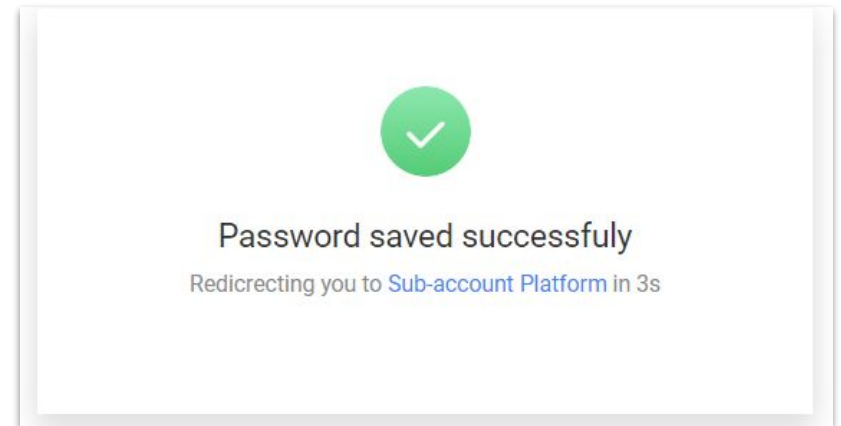


Y YvonneTesting1

Set new password

Password must be 8-20 characters long and a combination of following types: letters, numbers and symbols.

6. Password saved successfully.



 My Team

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Seller Center tab in Sub-account platform

Seller Center >

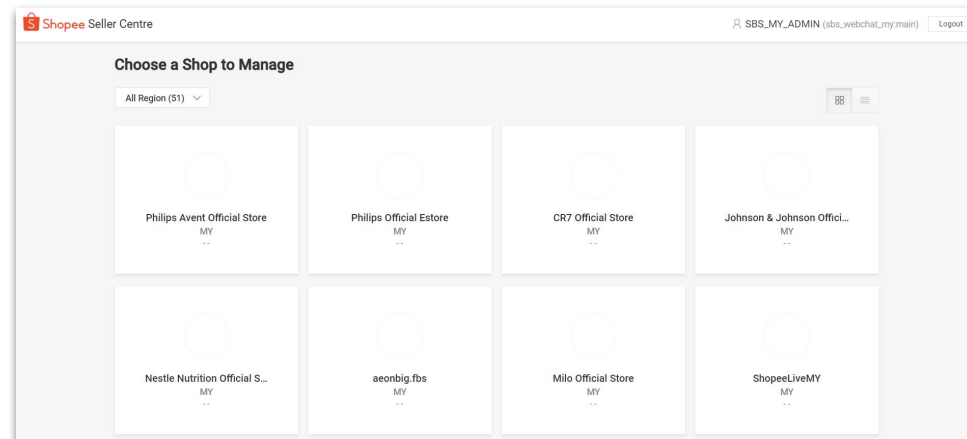
Seller Centre tab in Sub-account platform

WHAT IS IT

- A page that allows user to view the shop managed by them.

WHY IT IS IMPORTANT

- User can select the preferred shop that he or she would like to view, and direct user to it's Seller Centre.





Thank you!

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

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

