

Live Support: Do Not Out Source. Crowd Source!

San Francisco, CA - Sep 8<sup>th</sup>, 2008.

Pepmall LLC, a Green Bay, Wisconsin based startup is introducing crowd sourcing in the Customer Support segment. It previewed its product **XpertLane** ([www.xpertlane.com](http://www.xpertlane.com)) at the TechCrunch50 Demo Pit event today and is expected to launch in early 2009. It will introduce a new disruptive sales channel on the web to create a "full service" shopping experience for online shoppers.

XpertLane is an alternative to the often out sourced 'Live Customer Support'. The service introduces crowd sourcing in the customer support segment and uses rating for product experts providing live support. The service promises to improve the shopping experience by giving shoppers, option to choose from a list of independent product experts to connect with instantly via chat and receive product related information. The service introduces revenue opportunities for product experts. Anybody with product knowledge can register as a product expert, but has to go through the process of graduation by answering certain number of user posted shopping questions before being able to chat with online shoppers. Product experts are then rated by shoppers which allow other shoppers to gauge their knowledge before connecting with them.

XpertLane introduces a new concept 'Buy Chain Management' and addresses shopping cart abandonment – the major source of revenue loss for online stores today. With this service – online stores now have one more option to save and at the same time improve their customer support.

For further inquiries contact

Pandyan Ramar  
Pepmall LLC,  
2701 Larsen Rd,  
Green Bay, WI 54303  
Ph: (920) 284 1502  
Fax: (920) 499 6009  
Email: [info@pepmall.com](mailto:info@pepmall.com)  
Web: [www.xpertlane.com](http://www.xpertlane.com)