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**New Web Application Helps Non-Techies Build Picture-FAQs to Enrich Customer Support**

*Introduction of easy to use web application for help authoring saves companies money by getting customers off the phone and onto the Web for self service customer support.*

[/24-7PressRelease.com/](http://24-7PressRelease.com/) -- SEATTLE, WA-- PictureSez, Inc., announced today a new authoring tool as part of its hosted content management system for online customer support. Targeted at businesses that spend too much time answering customer questions by phone, the PictureSez web application gives businesses with little technical expertise an innovative way to create and maintain picture-based, online instructions to enrich customer support at their websites. Better than typical text-only FAQ™s or look-up databases, PictureSez instructions are interactive and easy to follow, making it more likely that visitors will return to a site for help, rather than the phone.

As part of the PictureSez Content Manager, the authoring tool™s wizard-like interface takes users through four steps to build an instruction page. To customize their content, users simply upload pictures and place text into optional fields. Pages can be reviewed or edited at any time from any browser, making it easy for the user to update their own information without the help of a web developer or agency.

From installing car seats to programming VCRs, PictureSez makes complex how-to™s easy to understand. The application is ideal for almost any consumer product that would benefit from showing customers what to do, rather than just telling them.

PictureSez delivers the content via a hosted web service, so companies bypass the lengthy integration and technical support required of more complicated self-support systems. From their websites, companies simply link to their customized content stored on the PictureSez server. The experience is seamless to the site visitor because the pages can be branded with a company™s own colors and logos.

PictureSez is available for a hosting fee of \$49 per month, plus a per-click fee each time an instruction page is viewed. In this way, companies make a low initial investment and only pay for what gets used after the monthly fee. The service is free for consumers.

For more information or a free 30-day trial, call 877-391-8627 or visit [www.picturesez.com](http://www.picturesez.com).

PictureSez, Inc., Seattle, WA, helps make the Web a better place by creating products that are simple and fun to use. Its core product is a hosted web application that gives non-technical business users the ability to enhance their websites with picture-based, online customer support. [www.picturesez.com](http://www.picturesez.com) or call 877-391-8627