



3.012 – Product Swaps Policy

Policy Purpose and Scope

This policy will outline the process of swapping products purchased through the PhotoBiz billing and ticket system.

Roles and Responsibilities

The CFO is responsible for maintaining and updating this policy to ensure all information and procedures are accurate and up-to-date. Strict adherence to this policy is required so that the service provided to our customers is accurate and consistent.

Operational Procedures

Within the 14 day MBG period, customers may swap products if the new product is more or less than the original product. A credit or charge will be processed accordingly. - After the 14 day MBG and up to 60 days, customers may swap identically priced products. For example, HTML5 Content can be swapped for HTML5 Portfolio. Team Lead approval is required in a fully documented ticket submitted to the Billing Department. – For sites being swapped that are not live, the process occurs at the same time. When the site being swapped is already set-up and live, if requested by support, billing will give the customer 7 days to complete the move.

- Requests from clients to swap products must be submitted with a Ticket. A Web Consultant will contact the client to review and confirm the request and provide support.
- Once the request has been verified, the Ticket is assigned to a Team Lead for approval.
- With Team Lead approval, the Ticket is sent to the Billing Department with detailed instructions to fulfill the request.
- Virtual credit is added to the account using the Swap category in the amount of the product the client wishes to add to the account. The Ticket number is included in the Swap description
- The product is added to the account.
- A note is added to the account and the Ticket is updated detailing the function.
- An acknowledgement email is sent to the client that the product has been added to the account.
- The Ticket is reassigned to the Billing Manager to remove the replaced product. Upon request, we will allow the customer 7 days to transfer/copy images and content to the new product
- Once the replaced product has been removed, the Ticket is closed.

Exclusions – Services are never swappable. Websites that have had Web Styling or SEO Service are not swappable after service period starts. Brand free is never swappable. Swaps do not apply to membership plans. Products cannot be swapped to separate accounts. Products purchased after 60 days are not eligible for swap.



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Reporting – All products swaps are reviewed and the total monthly swaps are included in the monthly Billing and Member Services Report.

Requests to swap products beyond 60 days or that do not meet swap eligibility, must be submitted to a Team Lead for review and require Executive Staff approval.