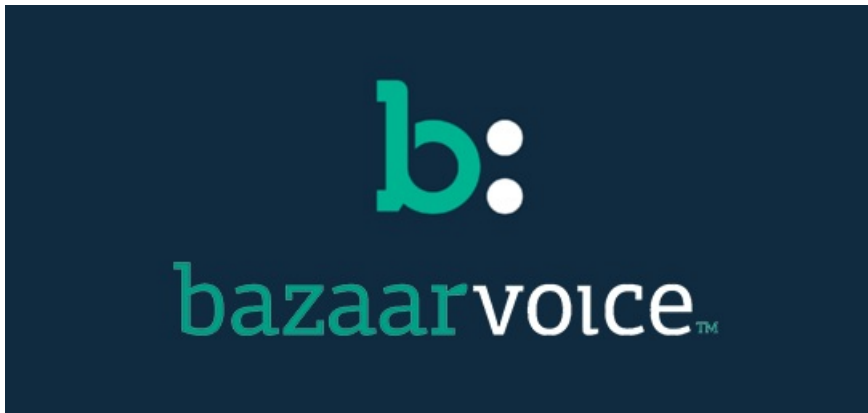


Bazaarvoice Conversations Application



Platforms: Legacy eCommerce, UCP eCommerce and eCommerce+OMS

[Bazaarvoice Conversations](#) provides services to track and display customer interactions with your products. With Bazaarvoice Conversations, you can leverage multiple types of shopper-generated content, including ratings and reviews, questions and answers, and campaigns. By displaying this content on your store site(s), you can increase customer engagement, your SEO rankings, and ultimately your ROI.

The Bazaarvoice Conversations application seamlessly integrates your Bazaarvoice Conversations account with eCommerce so you can display captured content on your storefront.

Application Features

- Exports product and category data from eCommerce to Bazaarvoice to set the available products for tracking in Bazaarvoice.
- Imports and displays the Bazaarvoice Conversations data of your choice on your eCommerce sites. You can display ratings summaries, customer reviews, and Q&A.
- Supports faceting by ratings, so customers can filter displayed products by rating.
- Imports SEO data from Bazaarvoice to eCommerce.
- Provides detailed logs for import/export jobs.



You must add Bazaarvoice widgets to your Kibo theme to display Bazaarvoice Conversations content on your Kibo eCommerce site. Code for these widgets is available on GitHub. Contact with your GitHub username for access to the [Mozu/Integration-BVWidgets](#) repository.

When a shopper enters a review or rating, the following occurs between eCommerce and Bazaarvoice:

- Customer enters a review, selects a rating, asks a question, or posts an answer on your site.
- eCommerce exports new customer content to the Bazaarvoice FTP server daily, or according to the schedule you specify in Bazaarvoice.

- Bazaarvoice Conversations saves the captured data with the associated product and category.
- eCommerce imports new data from Bazaarvoice daily, or according to the schedule you specify in Bazaarvoice.

Install the App

Contact to install the Bazaarvoice application on your tenant.

Configuration Requirements

- You must have the Bazaarvoice Conversations Application installed on your tenant.
- You must have an active Bazaarvoice Conversations account.
- You must have access to modify and update your storefront theme.

Configure the App

1. In Admin, go to **System > Customization > Applications**.
2. Click **Mozu Bazaarvoice Conversations Application**.
3. Click the **Configuration** link to open the configuration dialog.
4. Enter your Bazaarvoice credentials on the **Configuration** tab. For more information on the options available in the Configuration tab, refer to the following sections:
 - a. [Edit Clients](#)
 - b. [Edit Client Settings](#)
 - c. [Edit Groups](#)
 - d. [Edit Group Sites](#)

Edit Clients

On the Clients page, you can edit credentials and configurations for your Bazaarvoice clients. The following table describes the options on the options available on the Clients page:

Field	Description
New Client	Select to add a new Bazaarvoice client to the list of clients available in the Clients table.
Name	Bazaarvoice client name.
Master Catalog	The number of the master catalog linked to this Bazaarvoice client.
Edit	Select to edit a client. When you select this option, eCommerce displays the Client Settings configuration page. For more information, refer to the Edit Client Settings section below.

Field	Description
Delete	Select to delete this client from the Clients table.

- Information
- Configuration
- Product Export
- Ratings Import
- SEO Import

Clients

New Client

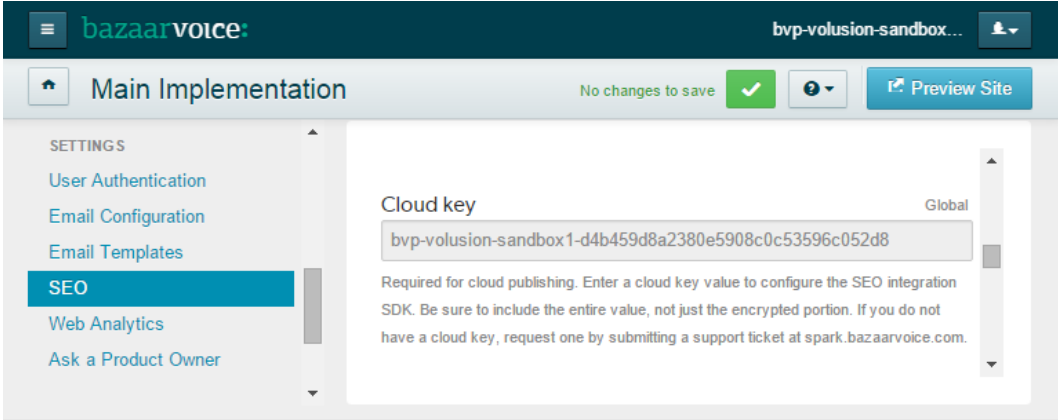
Name	Master Catalog		
kibo_demo	2	Edit	Delete
kibo_production	1	Edit	Delete
kibo_qa	1	Edit	Delete

Edit Client Settings

When you select Edit on the Clients page, eCommerce displays the Client Settings configuration page. Here you can edit credentials associated with your selected Bazaarvoice client.

The following table describes the options on the Client Settings configuration page:

Field	Description
Environment	Specifies the site you are configuring for Bazaarvoice content. If you have multiple sites, you can enter different settings for each site.
Master Catalog	Specifies whether the site can exchange data with Bazaarvoice Conversations. You must enable this option for your Bazaarvoice content to remain up-to-date.
Client Name	Name used to identify a Bazaarvoice client. Usually the same as your FTP Username.
FTP Username	Your username for the Bazaarvoice FTP server. The FTP server is used for imports and exports of data. This name is provided to you by Bazaarvoice and is typically the same as your Client Name.

Field	Description
Use Client Name	Select to use the current client name as your FTP username.
FTP Password	Your password for the Bazaarvoice FTP server.
Deployment Zone	(Optional) The Bazaarvoice deployment zone you want to use. Most configurations have one zone, Main Site. However, you can configure multiple deployment zones in Bazaarvoice if you have multiple product detail page types.
SEO Cloud Key	<p>(Optional) This key allows eCommerce to access your SEO data in Bazaarvoice SEO. Bazaarvoice SEO features can include user-generated content in addition to your own site content for purposes of SEO. You can find this key on the Settings > SEO page of the Bazaarvoice Configuration Hub:</p>  <p>The screenshot shows the Bazaarvoice Configuration Hub interface. At the top, there is a dark blue header with the 'bazaarvoice' logo on the left and the text 'bvp-volusion-sandbox...' on the right. Below the header is a light blue navigation bar with a home icon, the text 'Main Implementation', and a status indicator 'No changes to save' with a green checkmark. To the right of the status indicator are two buttons: a help icon and a 'Preview Site' button. On the left side, there is a vertical menu under the heading 'SETTINGS' with options: 'User Authentication', 'Email Configuration', 'Email Templates', 'SEO' (which is highlighted in blue), 'Web Analytics', and 'Ask a Product Owner'. The main content area shows the 'Cloud key' field with a text input containing the value 'bvp-volusion-sandbox1-d4b459d8a2380e5908c0c53596c052d8'. To the right of the input field is a 'Global' label. Below the input field is a paragraph of text: 'Required for cloud publishing. Enter a cloud key value to configure the SEO integration SDK. Be sure to include the entire value, not just the encrypted portion. If you do not have a cloud key, request one by submitting a support ticket at spark.bazaarvoice.com.'</p>

Mozu Bazaarvoice Conversations Connector

Information	<h2>Client Settings</h2> <p>Environment</p> <input type="text" value="Staging"/>	
Configuration		
Product Export		Master Catalog
Ratings Import		<input type="text" value="2"/>
SEO Import		Client Name *
	<input type="text" value="kibo_demo"/>	
	FTP Username *	
	(<input checked="" type="checkbox"/> Use Client Name)	
	<input type="text" value="kibo_demo"/>	
	FTP Password *	
	<input type="text" value="....."/>	
	Deployment Zone	
	<input type="text" value="Main Site"/>	
	SEO Cloud Key	
	<input type="text"/>	

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Edit Groups

In the Site Groups section of the Client Settings page, you can view groups associated with your Bazaarvoice client and add, edit, or delete an individual group. Group contain sites that Bazaarvoice will import/export data from.

The following table describes the fields for the Site Groups section and table:

Field	Description
Add New Group	Select to add a new group
(unlabeled) Group Name	Name of the group. Group names must be alphanumeric and contain no spaces.

Field	Description
(unlabeled) Group Domain	Indicates the domain associated with this group. If you do not enter a domain for a group, it will default to the domain for your site.
Edit	Select to edit a group. When selected, eCommerce displays the Sites table. For more information, see the Edit Group Sites section below.
Delete	Select to delete a group from the Site Groups table.
Save Client	Select to save client settings.

Mozu Bazaarvoice Conversations Connector

Information

Configuration

Product Export

Ratings Import

SEO Import

SEO Cloud Key

Site Groups

Name	Domain	Edit	Delete	
hotmail	www.hotmail.com	Edit	Delete	

Add new group

Save Client

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Edit Group Sites

When you select Edit in the Site Groups section of the Client Settings page, eCommerce displays the Sites table. Here

you can edit the sites associated with a group.

The following table describes the field in the group sites table:

Field	Description
Add New Site	Select to add a new site to this group.
Site ID	Site ID for the site associated with this group.
Enabled	Indicates whether the site is enabled for Bazaarvoice to pull data from it. Note: A client will export if at least one site is enabled, but the export will only include information from the enabled sites.
Variant	Indicates whether to export data for product variants in addition to base products.
Delete	Select to remove a site from this group.
Save Group	Select to save changes to this group's settings.

Mozu Bazaarvoice Conversations Connector

Information

Configuration

Product Export

Ratings Import

SEO Import

Custom Domain

Sites

Add new site

Site ID	<input type="text" value="22483"/>	<input type="checkbox"/> Enabled	<input type="checkbox"/> Variant	Delete
Site ID	<input type="text" value="22407"/>	<input checked="" type="checkbox"/> Enabled	<input type="checkbox"/> Variant	Delete

Save Group

Enable the App

1. In Admin, go to **System > Customization > Applications**.
2. Click **Mozu Bazaarvoice Conversations Application**.
3. Click **Enable App**.

Edit Your Theme

This feature requires changes to your core theme. Ask your theme developer to make the changes outlined in this [GitHub pull request](#).

Enable Live Edit

Enabling [Live Edit](#) for products allows you to make immediate edits to products that are live on your storefront even if product publishing is set to staged. The Bazaarvoice Application uses this functionality to ensure your products display the latest ratings and reviews. To enable the live editing feature:

1. In Admin, go to **System > Settings > Publishing**.

2. Ensure your product publishing setting is set to **Staged**.
3. Check **Live Edit**.

Import and Export Data

After you configure the Bazaarvoice Application for the first time, you must manually import and export data between the systems. After this initial sync, imports and exports occur automatically. Data transfers go through the Bazaarvoice FTP server, using the credentials and **Environment** you specified on the **Configuration** tab. Remember to switch the **Environment** to **Production** when you are ready to display live data on your site.



The default times for imports and exports of each type of data are indicated in the following sections. You can change import/export timing and frequency from within Bazaarvoice.

Product Exports

Exporting products updates all products in Bazaarvoice to capture with ratings, reviews, questions and answers, and so on that have come in through your site.

Assign Products to Bazaarvoice Categories

You must assign a Bazaarvoice category to each product in your catalog before you can complete a successful export:

1. In Admin, go to **System > Schema > Product Attributes**.
2. Create a new property and name it **Bazaarvoice Category**.
3. For each product you want to export, go the product page in Admin and enter a value for the **Bazaarvoice Category**.



Each product can only belong to one **Bazaarvoice Category**.

Export Product Data

1. In the app configuration dialog, go to the **Product Export** tab.
2. If this is your first export, or if you want to manually force an export, click **Export Now**. Future exports will occur automatically. By default, Kibo exports product data to the Bazaarvoice FTP server daily, at 2:00 AM CST. Bazaarvoice accesses the files at 3:00 AM CST.
3. (Optional) If an error occurs, click the link in the **Errors** column to view the error log.



Mozu Bazaarvoice Conversations Connector



Information

Configuration

Product Export

Ratings Import

SEO Import

Product Export

Export product and category information to Bazaarvoice

[Export Now](#) [Refresh](#) Next Scheduled Export: 2015-01-10 02:00 am

Site ID	Status	Start	Duration	# Products	Errors
5078	COMPLETED	2015-01-09 02:00:04	00:00:05	38	29
5078	COMPLETED	2015-01-08 02:00:01	00:00:04	38	29
5078	COMPLETED	2015-01-06 02:00:04	00:00:06	38	29
5078	COMPLETED	2015-01-05 02:00:00	00:00:12	38	29
5078	COMPLETED	2015-01-04 02:00:02	00:00:13	38	29
5078	COMPLETED	2015-01-03 02:00:00	00:00:11	38	29
5078	COMPLETED	2015-01-01 02:00:00	00:00:23	38	29
5079	FAILED	2014-09-11 21:00:00	00:00:02	16	6
5080	FAILED	2014-09-10 21:00:00	00:00:02	14	15
5080	FAILED	2014-09-08 21:00:02	00:00:01	14	15

Page: [1](#) [2](#)

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Ratings Import

Importing ratings gets the latest customer rating info for all configured products:

1. In the app configuration dialog, go to the **Ratings Import** tab.
2. If this is your first import, or if you want to manually force an import, click **Get Ratings**. Future imports will occur automatically. By default, Kibo imports ratings data daily, at 1:00 PM CST.
3. (Optional) If an error occurs, click the link in the **Errors** column to view the error log.



Mozu Bazaarvoice Conversations Connector



Information

Configuration

Product Export

Ratings Import

SEO Import

Ratings Import

Retrieve the Bazaarvoice Ratings data and import it into Mozu.

Next Scheduled Import: 2015-01-10 08:00 am

Site ID	Status	Start	Duration	# Products	Errors
5078	COMPLETED	2015-01-07 08:00:02	00:00:02	10	0
5078	COMPLETED	2015-01-06 08:00:00	00:00:02	0	0
5078	COMPLETED	2015-01-04 08:00:01	00:00:04	0	0
5078	COMPLETED	2015-01-03 08:00:03	00:00:06	10	0
5078	COMPLETED	2015-01-02 08:00:01	00:00:05	10	0
5078	COMPLETED	2015-01-01 08:00:04	00:00:05	10	0
5080	COMPLETED	2014-09-11 22:00:00	00:00:04	4	4
5079	FAILED	2014-09-11 22:00:00	00:00:00	0	1
5080	FAILED	2014-09-10 22:00:00	00:00:00	0	1
5080	FAILED	2014-09-08 22:00:01	00:00:00	0	1

Page: **1** 2

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You can view the imported ratings for a product in Admin. Go to **Main > Catalog > Products** and select a product. In the **Properties** section, a **Rating** field appears. The populated rating data is synced from Bazaarvoice using a calculated average rating from all calculated shopper ratings entered through the storefront. The [theme widgets](#) use the **Rating** property as an option for faceting and filtering products on your storefront. For example, a shopper can choose to only view products with a certain rating.

SEO Import

The SEO Import tab displays a log of imports of SEO tracked data. You must enter your **SEO Cloud Key** on the **Configuration** tab to import this data. By default, Kibo imports data files from the FTP at 3:00 AM CST daily from Bazaarvoice.

To manually start a job, select the tab and click **Import SEO Ratings**.



Mozu Bazaarvoice Conversations Connector



Information

Configuration

Product Export

Ratings Import

SEO Import

SEO Import

Retrieve the Bazaarvoice SEO Ratings data and import it into Mozu. This data will be displayed when google bots are crawling the site

Next Scheduled Import: 2015-01-10 03:00 am

Site ID	Status	Start	Duration	# Products	Errors
5078	COMPLETED	2015-01-09 03:00:00	00:00:00	0	0
5078	COMPLETED	2015-01-08 03:00:00	00:00:00	0	0
5078	COMPLETED	2015-01-07 03:00:07	00:00:00	0	0

Page: **1**

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Add the Theme Widgets

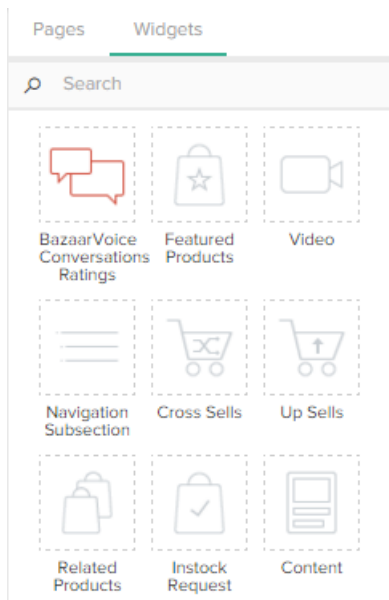
Shoppers interact with Bazaarvoice in your storefront through widgets you add to your product pages in Site Builder. For the widgets to appear, you must [add them to your Kibo theme](#). Code for the widgets is available on [GitHub](#).



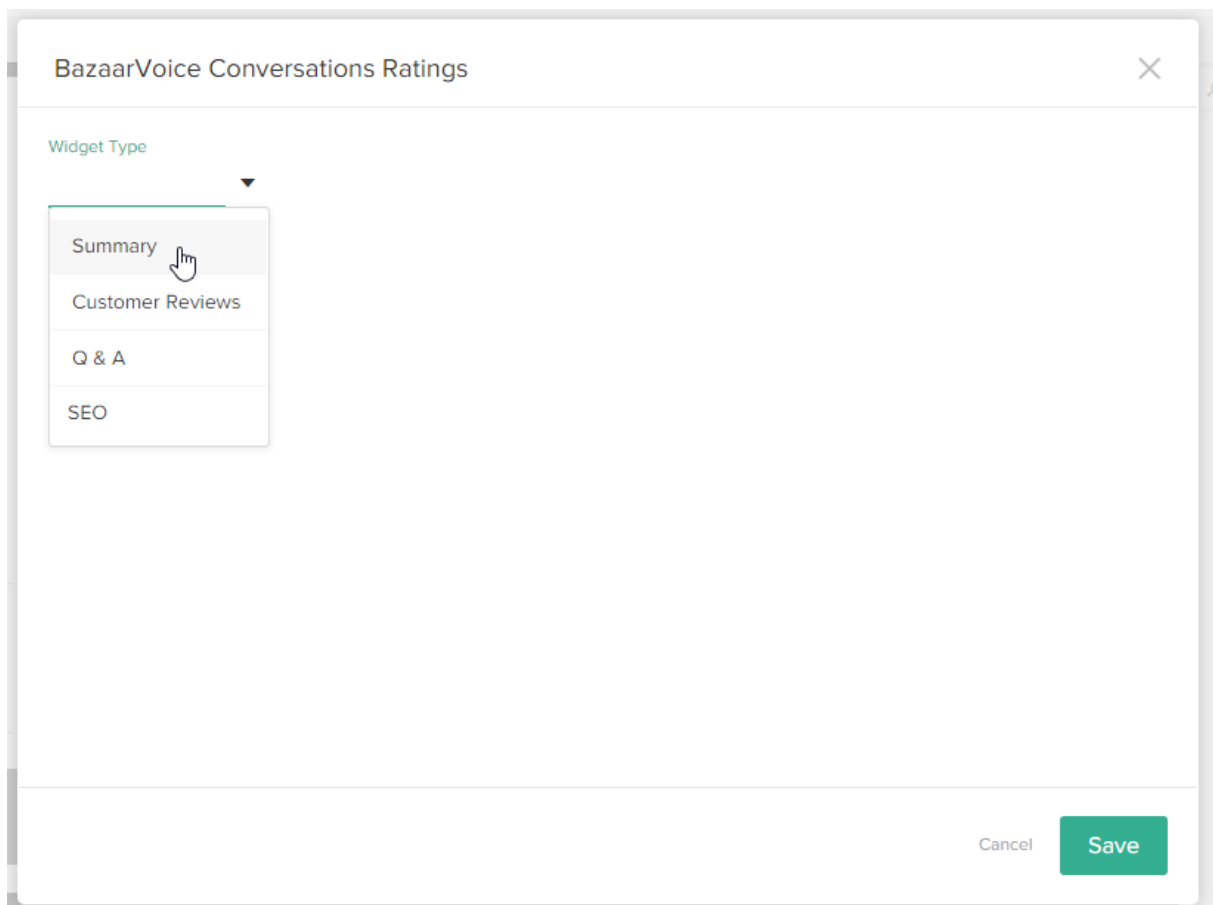
The [Mozu/Integration-BVWidgets](#) repository is private. Contact with your GitHub username to request access to this repo.

Once you have added the Bazaarvoice widgets to your Kibo theme, you can view them in Site Builder:

1. In Admin, go to **Site Builder > Editor**.
2. In the site tree, go to **Pages > Templates > Product**.
3. Switch to the **Widgets** view:



4. Drag the **Bazaarvoice Conversations Ratings** widget to a dropzone on the page. A configuration screen appears:



5. Select the type of widget to add:

- **Summary**—Displays a detailed summary of reviews. You can enter JavaScript in the **Tab Code** to have the summary open the **Reviews** or **Q&A** tabs on-click by shoppers.

- **Customer Reviews**—Displays all customer reviews and ratings entered for the product.
 - **Q&A**—Displays questions and answers about the product.
 - **SEO**—Tracks SEO ratings. This widget does not display content to the page. It simply captures and saves data for SEO.
6. **Note:** You can stack multiple widget types on the page, such as **Summary** followed by **Customer Reviews**.
 7. Click **Save** to save the widget configuration.
 8. Click **Save** in the Editor to save the template changes. You can now preview the changes on your storefront.