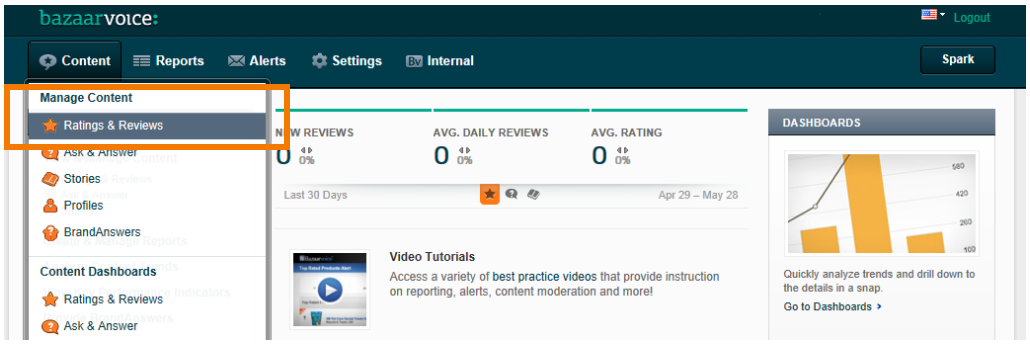
Top tools and use cases

Highlighted in this document are the top five things you should know how to do using Bazaarvoice tools, covering the high-level why's and how's for each. For many of these tools and actions, we have more in-depth, step-by-step training documents & videos available. If you want or need more resources, be sure to look for those materials in Spark.

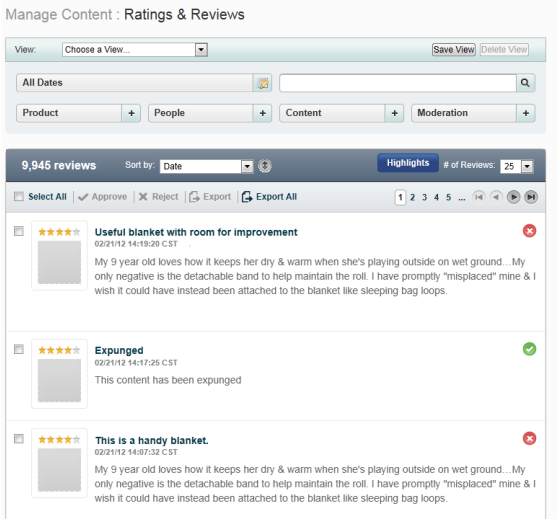
Browsing through and managing content

In all likelihood, you'll spend a sizeable portion of your time logged in to Bazaarvoice browsing through and managing the content your customers submit. We've created some tools specifically for this purpose, and knowing how to use them is foundational for success.

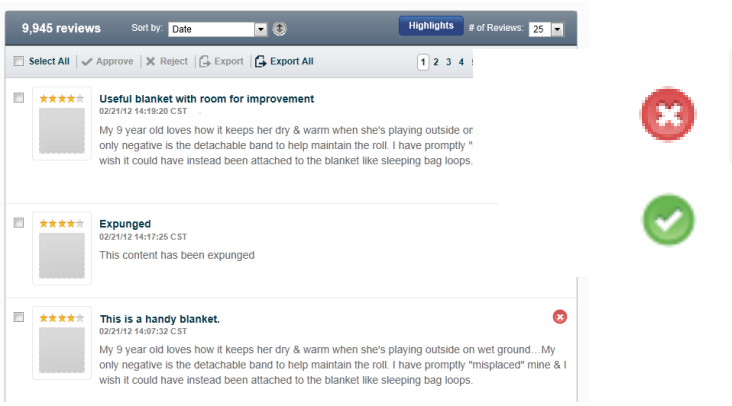
1. To access these tools, hover over the **Content** menu in the upper left-hand corner. If you have more than one Bazaarvoice product, click on the one most relevant to your current purposes under the **Manage Content** section. (We will walk through the **Ratings & Reviews** use case.)



2. Once you click the desired product, you will land on the **Manage Content** page for that product.

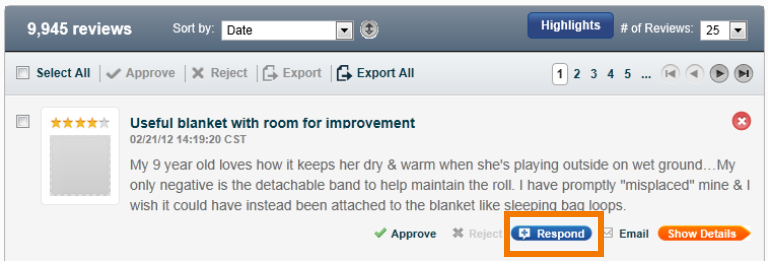


Looking at the content, green check marks indicate a review has been approved, with red X's indicating the opposite. Yellow icons, on the other hand, indicate a review has yet to be moderated. You can use the search bar, too, to look for specific keywords in content.



Clicking "Approve" or "Reject" in this tool will override any moderation decision made by Bazaarvoice moderators.

3. Hover over a piece of content. Clicking "Respond" and adding a response to a review, for example, will result in the text displaying on the website publically to customers along with an approved review.

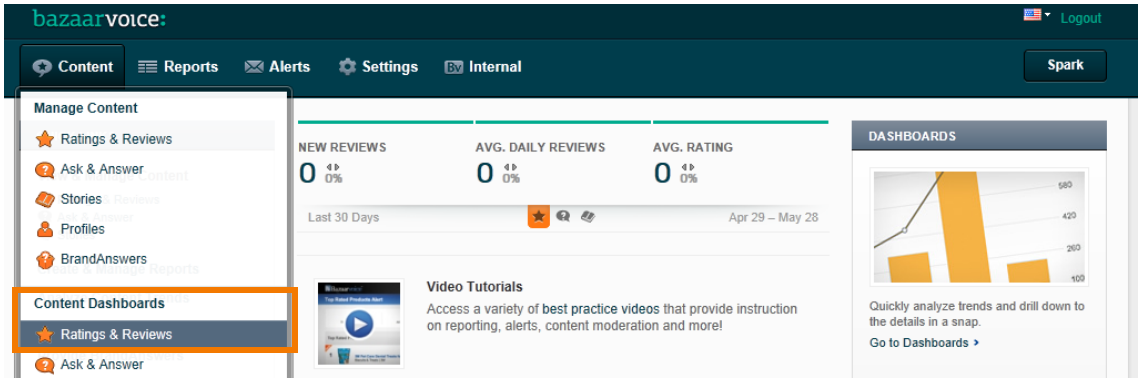


This is a great way to respond to negative content and show visitors you care about their opinion. Look for more on that in our **Responding to Reviews** training materials.

Seeing trends and graphs for the volume and rating of content

When you want a quick—but insightful—bird's-eye view of your customer content metrics, the Dashboards section is an ideal first stop.

1. Hover over the **Content** menu and look to the **Content Dashboards** section. You can click on the **Content Dashboards** heading or on the specific content type like to see a dashboard for. (We will walk through the **Ratings & Reviews** use case.)



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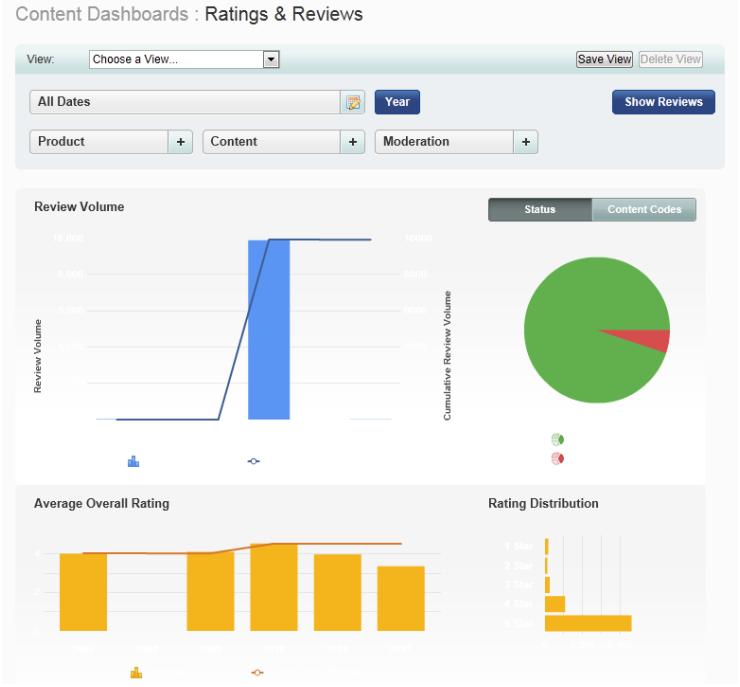

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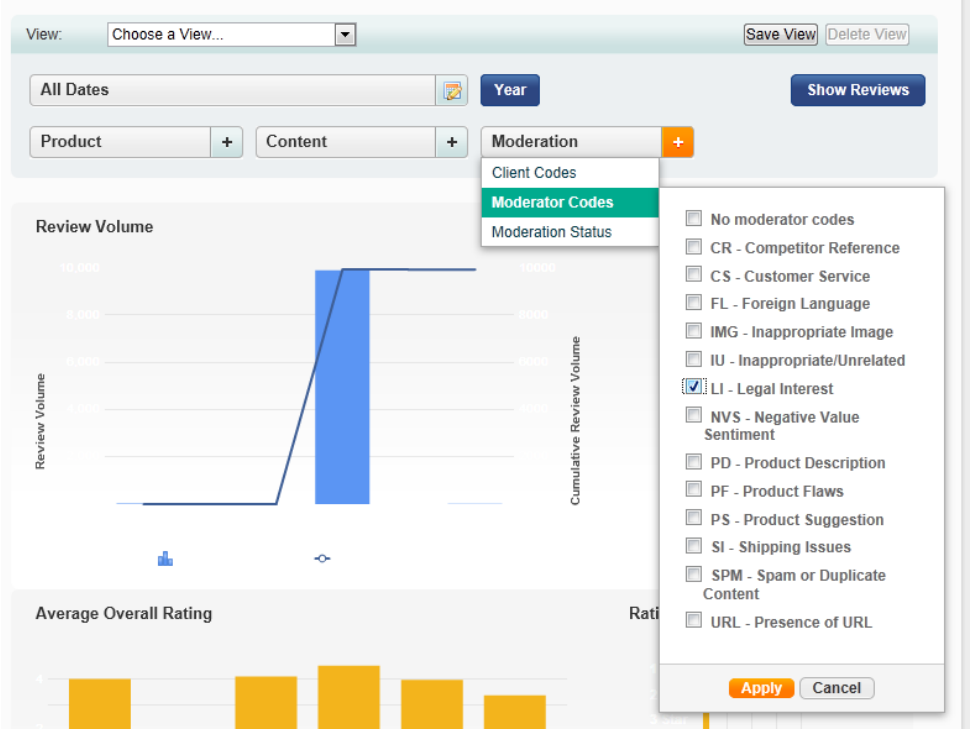
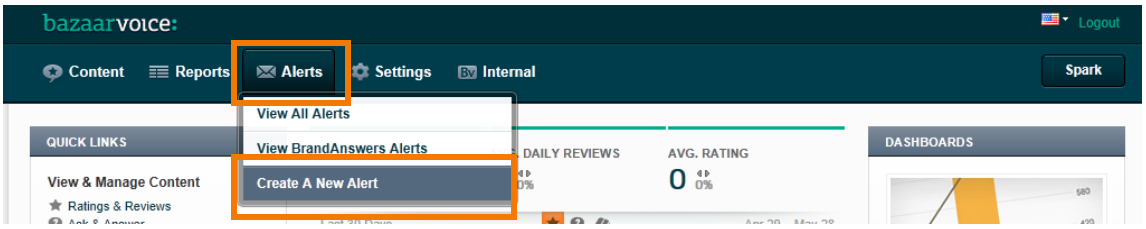
3. You can refine the display results based on submission date, product type, content metadata, or moderation codes or status. Once you apply a new filter, the display should dynamically adjust to reflect the new dataset.



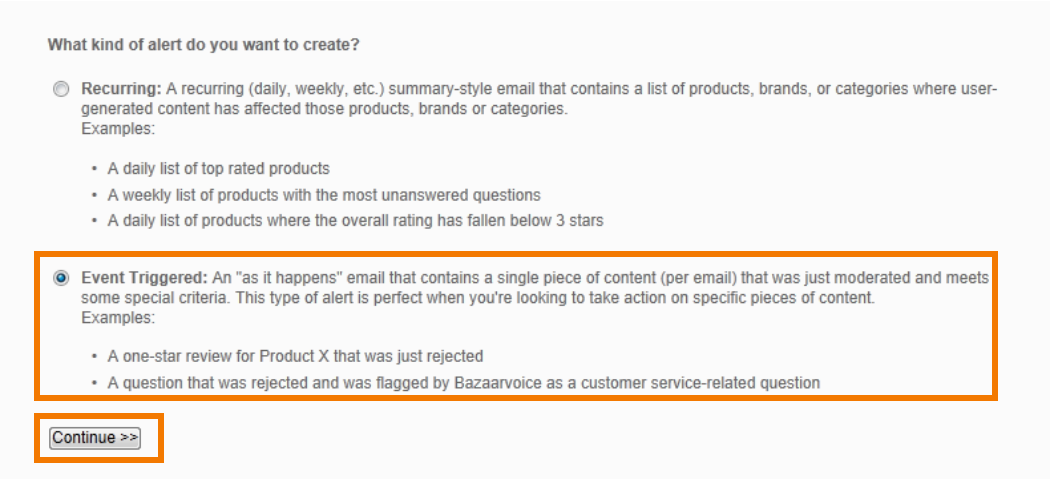
For example, if we wanted to quickly see how many reviews had been rejected in the last 30 days for containing legal threats or potential liability issues, we'd simply select that date range, open up the **Moderation** dropdown, select **Moderator Codes**, and place a checkbox next to **LI** and hit apply.

Configuring real-time alerts for "red-flag" content

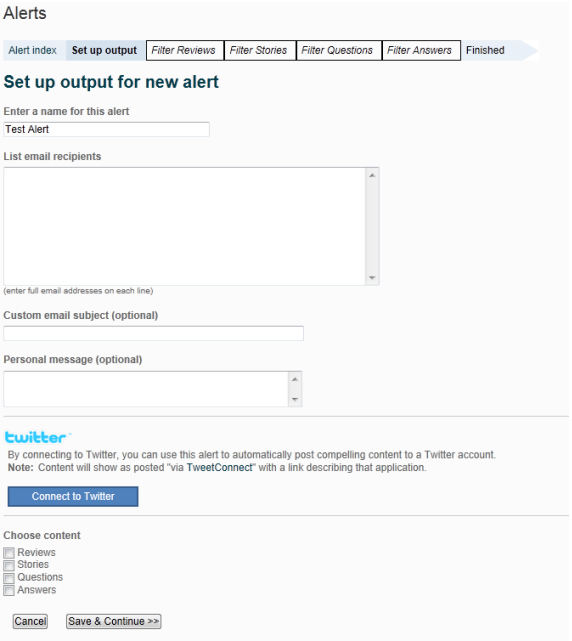
1. To configure an event-triggered alert, hover over the **Alerts** menu at the top of the screen and click "Create a New Alert."



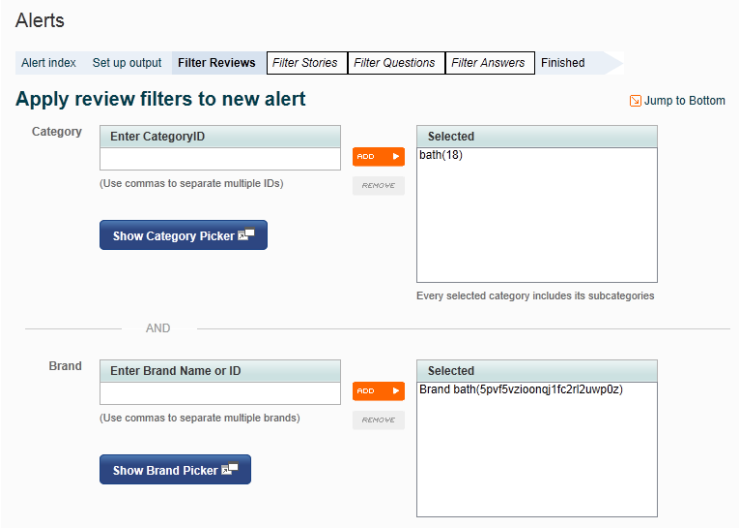
2. Select the “Event Triggered” radio button and hit **Continue.**



3. On subsequent screens, you’ll be able to give the alert a title—say, “Liability Issue Identified in Review”—as well as define email alert recipients, optional messages, and content type the alert should apply to. Be sure you ignore the Twitter section if you’re setting up an internal alert, though.



4. Apply the appropriate Category/Brand filters.



5. Scroll down and select the "Either Approved or Rejected" radio button, select individual star ratings if you'd like to see only those reviews, and the moderation code affiliated with the issue.

To start with, we recommend creating event-triggered alerts for things like Liability or Customer Service issues. For an alert of this type, select either the LI or CS code.

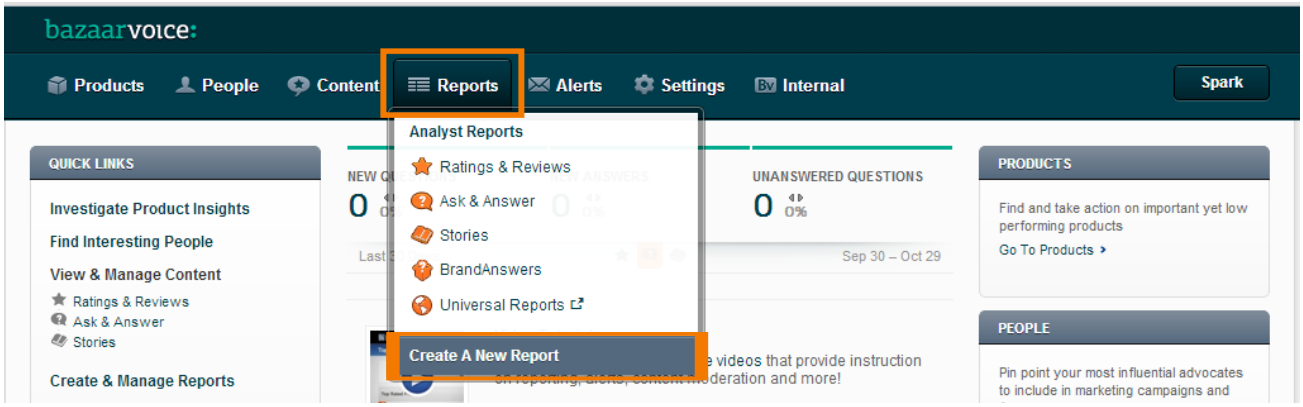
6. Click "Save & Continue."

For more detail on Alert creation, the kinds of alerts you can create, and tactical information about how best to use them, be sure to check out our in-depth training materials on the subject in Spark.

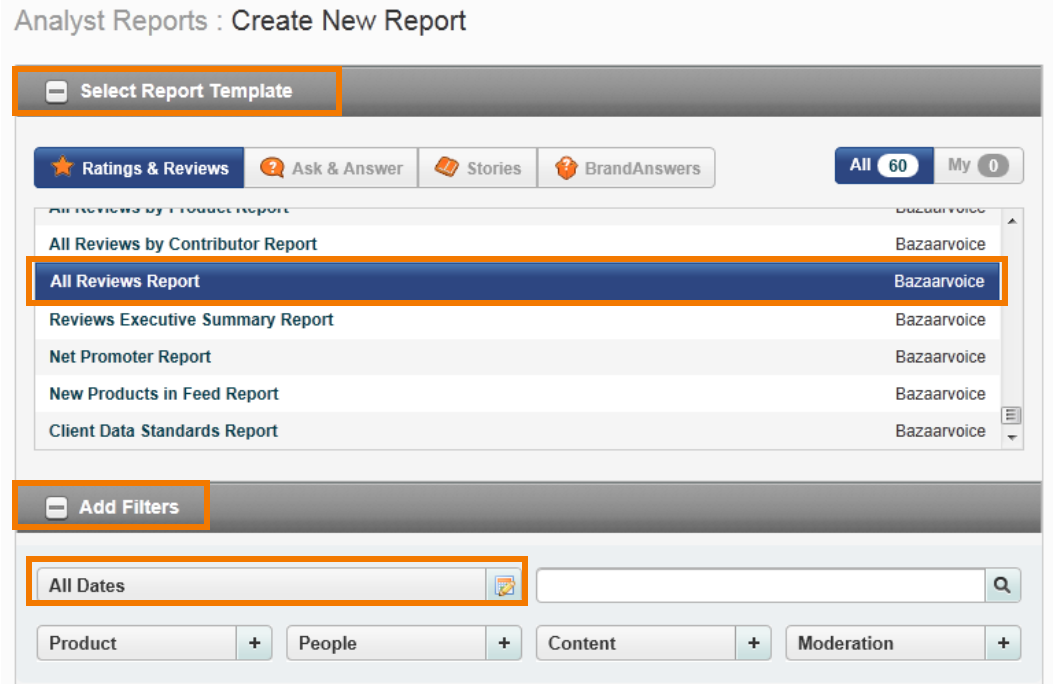
Creating customizable reports

Fully customizable and exportable as an individual Excel file, Reports can help you surface customer insights and find causes lingering behind their more obvious effects.

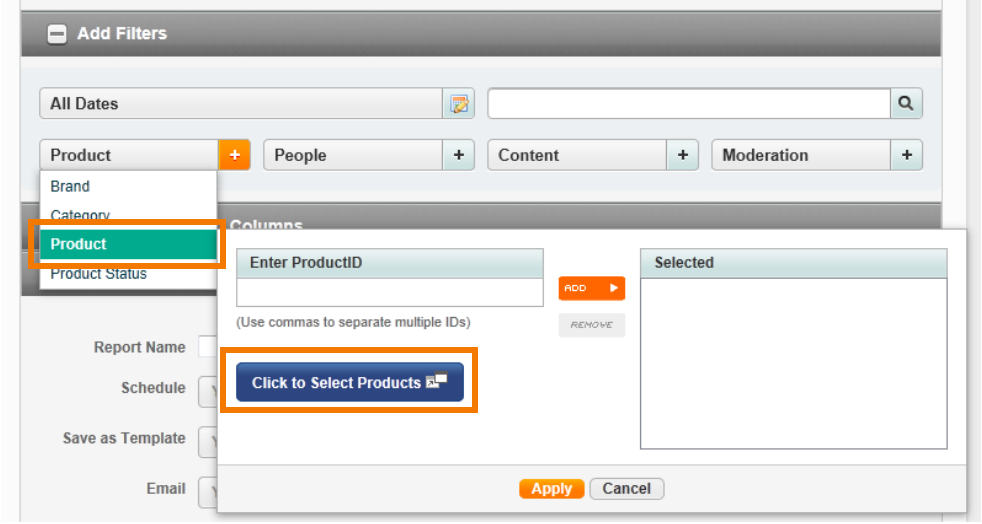
1. If you want to create a completely new report, though, hover over **Reports** and click **Create A New Report**.



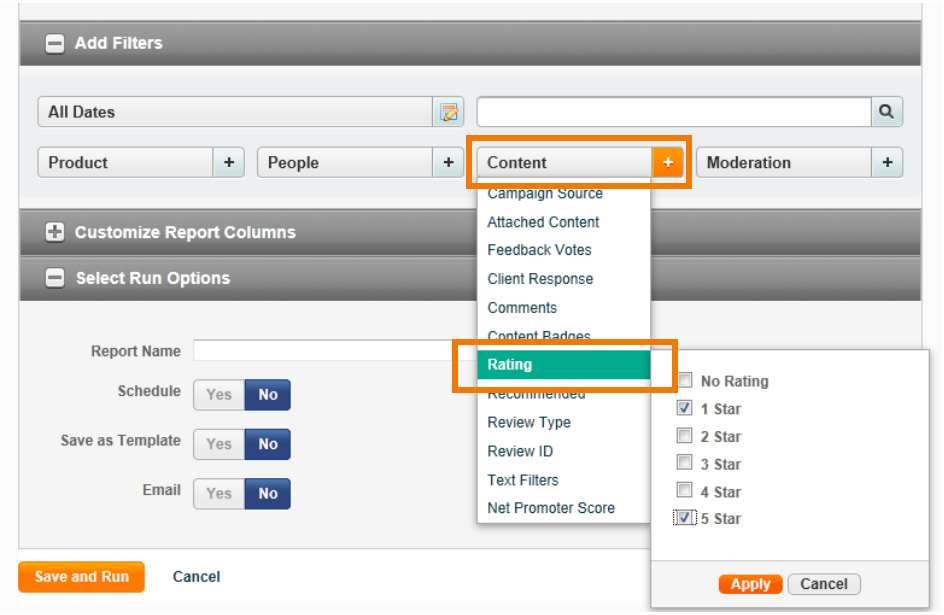
2. For this tutorial, we will create a report for 1- and 5- star reviews to help get to know the tool. First, select "All Reviews Report" under **Select Report Template** and choose the "All Dates" date range within the **Add Filters** menu.



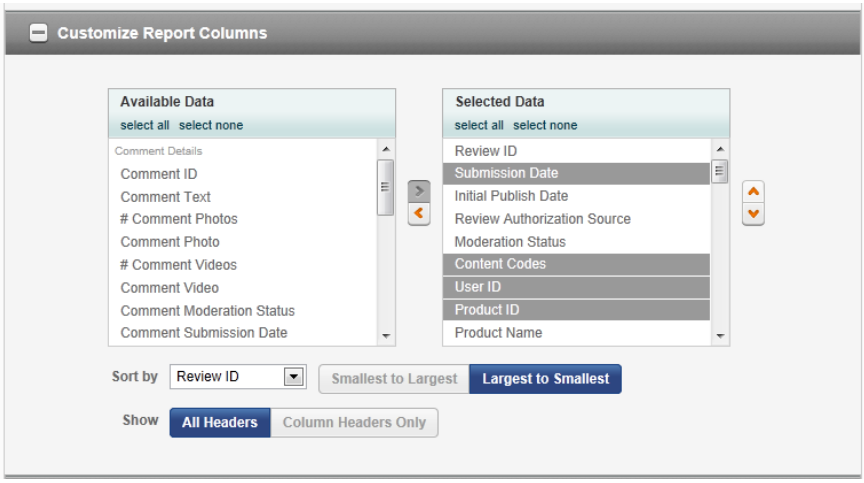
3. You may want to filter reviews down to a specific product, brand, or category, so to do that, just hover over the **Product** box and select the relevant menu item.



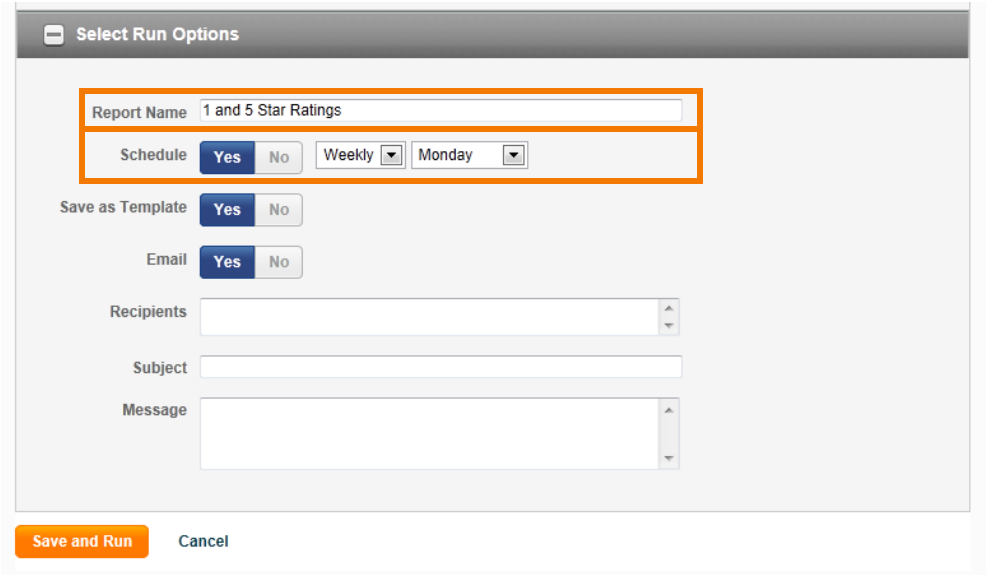
4. For this example, hover over the **Content** box, select "Rating," click the "1 star" and "5 star" boxes, and click "Apply."



5. Within the **Customize Report Columns** section, you can de-select certain data you might not want to include in your report. We've turned on all available data columns by default.



6. Name the report using the **Select Run Options** section. If you like, you can set your report to run on at defined intervals, save any tweaks you've made as a new template, or have the report emailed to you once it's ready.

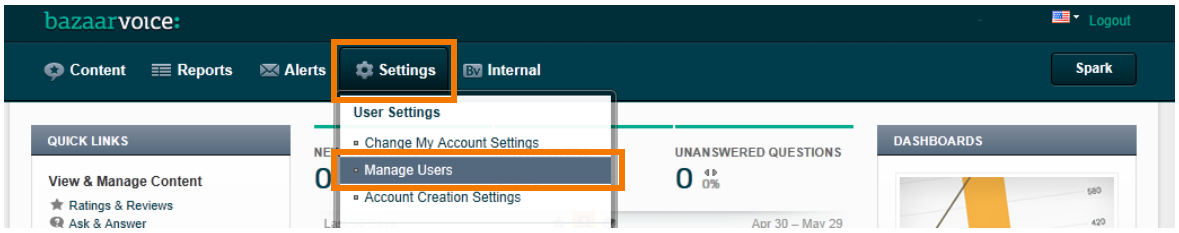


7. Click "Save and Run."

Setting up new (or existing) users with specific permissions

If you're an administrator, you may need to set up other teammates with access to Bazaarvoice tools or adjust their permission levels from time to time.

1. Hover over the **Settings** menu and click "Manage Users."

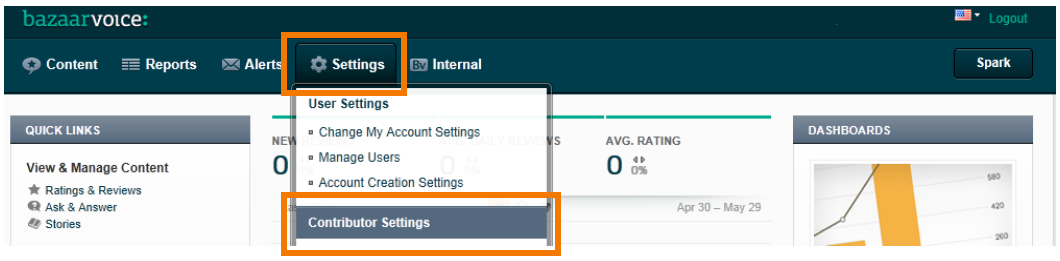


2. Upon landing on the "Manage Users" page, you'll notice two buttons at the top: **New User** and **New Role**. **Roles** amount to groupings of customized user permissions that you can save and apply to different logins or accounts. Clicking the **New Role** button will let you define a new bundle of permissions to apply to a new or existing user. On the other hand, you'd use the **New User** button to create an entirely new account or login.

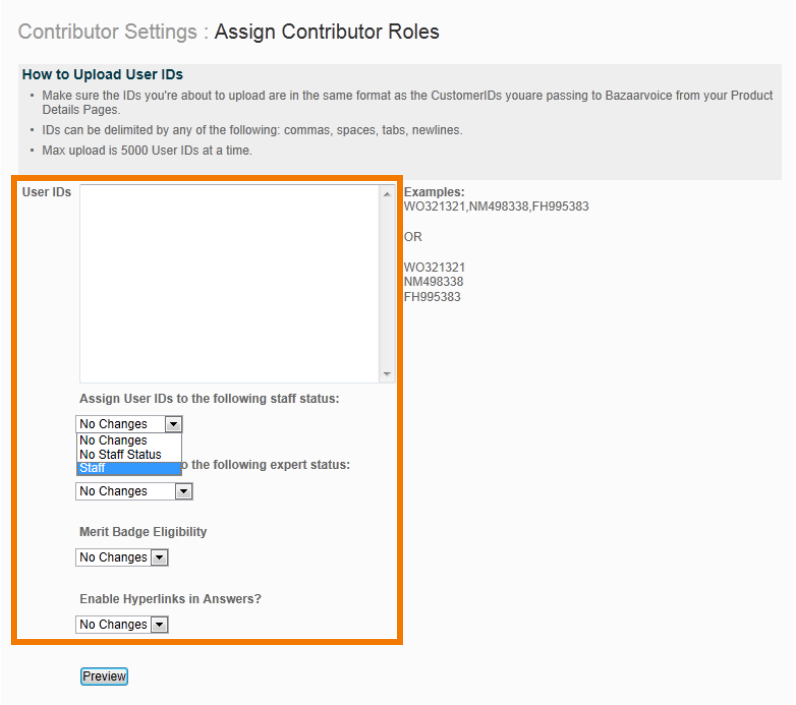
Setting up users with badges

Badging affects how specific usernames appear publicly on your site, letting site visitors quickly identify featured content and key contributors, including any staff members you might have responding to content on your business's behalf. Bazaarvoice offers a variety of default badges out of the box.

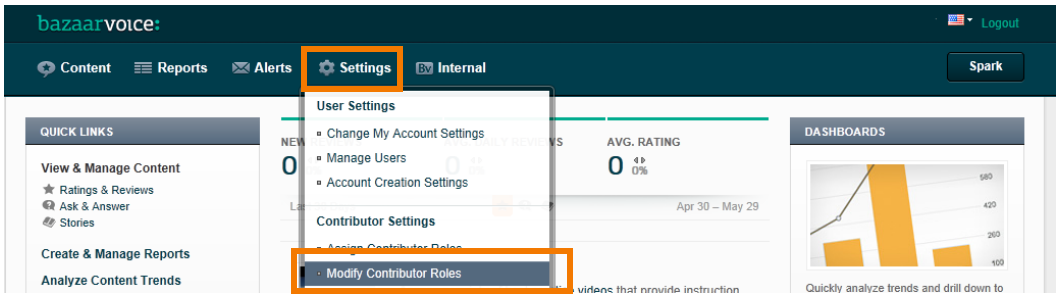
1. Hover over the **Settings** menu and select **Contributor Settings**.



2. Once there, just paste the user IDs of the accounts you'd like to designate, using the drop-down menus below to assign the badge(s).



3. If you don't know the requisite User ID & need to look it up, navigate to the **Modify Contributor Roles** menu in the **Settings** tab.



If our default badges don't suffice, you can also create badges with completely custom titles or graphics. Once you've created the badge graphic and decided what you want to call it, submit a case through Spark. Fill out the appropriate fields, let us know what you want the badge to be called, and attach the badge graphic. When you're done, submit the case and we'll get back to you as soon as we can.