

## Bazaarvoice Local: Submission Form Best Practices

Word of mouth content provides valuable insights to better understand who your customers are and how you and your local service providers can maximize your relationship with them. These submission form recommendations will help you create a user-friendly experience for customers writing local reviews.

### What types of information should you collect?

- Information that will contextualize the review and allow readers to make informed decisions based on that review
- Authentic user sentiment about your services, as well as words directly from your customers that can be used in or inspire marketing campaigns

**Get started** by following these steps to set up your submission form and read additional resources:



### Basic Review Questions

- Overall rating
- Review title
- Review

### Ratings

We recommend choosing a maximum of three (3) secondary ratings to provide more insight into the performance of your local service providers. Choose from the standard list of secondary ratings below, or add others that are more specific to your business:

- Professionalism
- Product knowledge
- Expertise
- Responsiveness
- Clean environment
- Customer service

### Basic user info

- Nickname
- Location
- Email

### People Questions

- Gender
- Age

### Custom Questions

You may want to ask questions that provide more insight into the preferences or behaviors of your customers, but not necessarily display that info with the review on your website.

Examples include:

- Which products were you shopping for?
- How did you find out about this local provider?
- Would you be willing to travel farther to work with a local provider with better service?

### Net Promoter Score

- Recommend to a friend